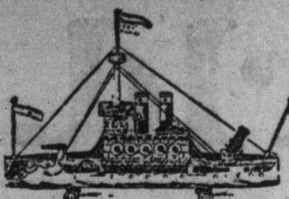




Locomotives—All Prices.



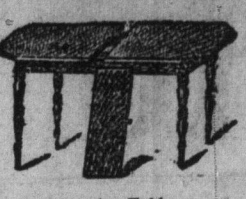
Noah's Ark—100, 250 and 500.



Torpedo Boat—250 and 500.



Wooden Extension Cradle, 12 in. long—250.



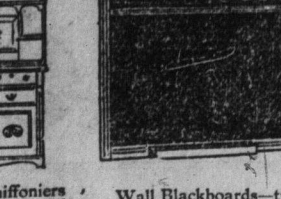
Doll's Extension Table—22 x 12 in. long—50.



Toy Trains—100, 250, 500, \$1.



Wash Sets, 12 in., 250; 18 1/2 in., 500; 23 in., \$1.



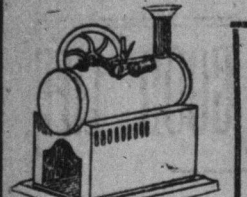
Bureau, Chiffonier and Sideboard—250.



Wall Blackboards—two sides—500 and 250.



Boys' Tool Chest—containing 8 pieces—500.



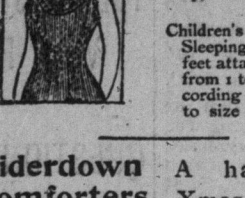
Steam Engines, \$1.25 to \$6.00 each.



Toy Cannons, 150, 250 and 500.



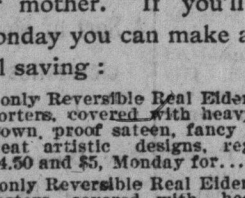
Toy Houses, 100, 250 and 500.



Toy Trains, 100, 250 and 500.



Toy Trains, 100, 250 and 500.



Toy Trains, 100, 250 and 500.



Toy Trains, 100, 250 and 500.



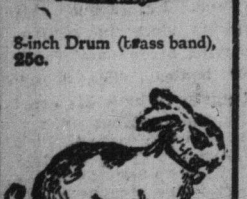
Toy Trains, 100, 250 and 500.



Toy Trains, 100, 250 and 500.



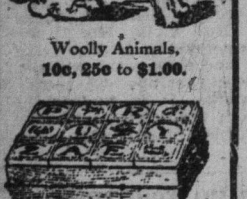
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Toy Trains, 100, 250 and 500.



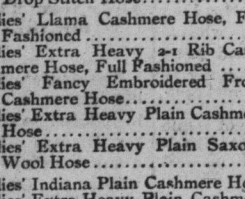
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Toy Trains, 100, 250 and 500.



Toy Trains, 100, 250 and 500.



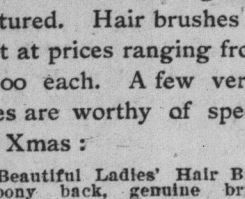
Toy Trains, 100, 250 and 500.



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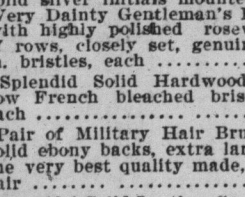
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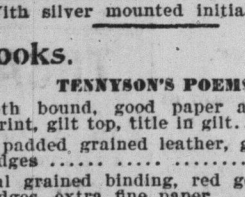
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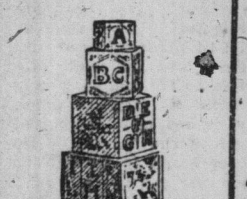
Toy Trains, 100, 250 and 500.



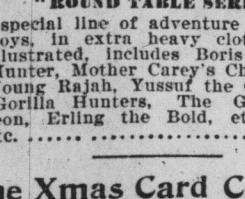
Toy Trains, 100, 250 and 500.



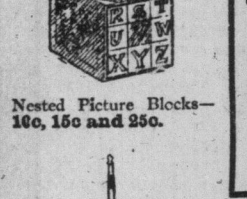
Toy Trains, 100, 250 and 500.



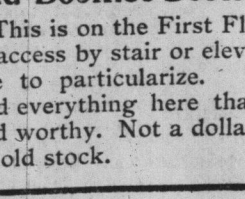
Toy Trains, 100, 250 and 500.



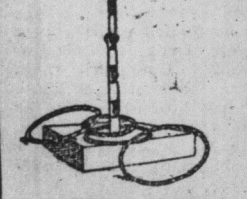
Toy Trains, 100, 250 and 500.



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Toy Trains, 100, 250 and 500.



Toy Trains, 100, 250 and 500.

Directors:
H. H. FUDGE,
J. W. FLAVELLE,
A. E. AMES.

The Simpson Co. Limited

Entrances:
YONGE ST.
QUEEN ST.
RICHMOND ST.

The Christmas Carnival.

The messages of Christmas joys are ready in advance. Happy days rolling you onward toward the year's end. Christmas carnival has begun. Whatever shop wisdom can do has been done. Everywhere a something to convey to every heart a gleam of hope, of joy, of thankfulness. Come as early and as often as you can. But the coming day, as you understand it, does not interfere with the regular features of the store. Special bargains are even more interesting because of the extra pressure brought to bear upon things for Christmas. There never is any question of our ability to supply to any extent, providing you're ready to buy. Just now everybody turns shopper, and anything specially good is gone before we know it. That means you'll have to be quick to-morrow if you want any of these things.

STORE WILL BE OPEN TILL 10 P.M. TO-NIGHT (SATURDAY).

Christmas Thoughts FROM THE Furniture Floor.

Our stock of Fancy Christmas Furniture is very complete—Rockers, Fancy Chairs, Parlor Tables, Desks, Parlor and China Cabinets, Hanging Hall Mirrors, Hall Racks, Jardiniere Stands and a thousand and one odd fancy pieces, all of the newest up-to-date designs.

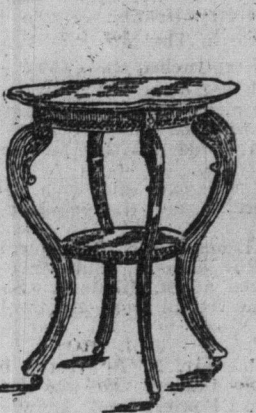
NOW is the best time to come and make selections to avoid the great crowds. We are storing and delivering before Christmas goods purchased now. Suggestions only:



Handsome Easy Chairs, steel wire frames, spring edge front, arms and back upholstered in very choice covers, silk, repp and tapestry, stuffed with hair, a large, comfortable chair, \$16.50, \$18.50, \$20.00



Music Cabinets, birch mahoganyized, neatly carved, as shown in cut, \$6.75



Parlor Tables, birch, mahogany finished and polished, brass headband, \$5.35



Easy Chairs, hardwood frames, upholstered in fancy figured corduroy, silk cord to match, in greens, browns, terra cotta, etc., \$4.50

Clothing Department. We start the week with a list of clothing bargains that will give spirit to the selling of the whole week. Better be here Monday:

Men's Fine All-Wool Scotch Tweed Suits, neat broken-check pattern, in brown, with greenish over-plaid, this season's newest designs and colors, made in single-breasted, notched lapel, lined with fine Italian cloth and best of trimmings, thoroughly styled and perfectly tailored in every particular, equals to custom work, usually sold at \$10.50, our price \$8.50

Men's Overcoats, fine all-wool English beaver overcoat, in navy blue and black, lined with fancy plaid lining, finished with deep velvet collar, made in single and double breast styles, sizes 36 to 42; there are only 20 coats in this lot, the balance of a line which will go at \$10.50, our price \$9.95

Men's All-Wool Frieze Jacket or Revers, in navy blue, black and brown, made with large storm-collar and lap for the throat, lined with fancy plaid lining, sizes 36 to 44, an excellent skating or bicycle coat, \$3.75

Boys' Reefers, in blue and dark seal brown, curl cloth, some made to button up to the throat, others with large collar, brass buttons, lined with shepherd plaid lining, sizes 24 to 28, regular \$4 to \$4.50, to clear \$3.50

Xmas Suggestions.

Ostrich Feather Fans, this year's goods, fine heavy plumes, with nicely curled finish, large and small sizes, extra value \$1.25

GENTLEMEN'S WALLET. Gentlemen's Morocco Wallets, lined throughout with leather, four pockets with extra pockets for cards, stamps and stamps \$1.25

"Parlor" Novelties. Pretty little boxes of note paper, small bill size, in all the new shades of blue, pink, white and cream, special \$1.25

Hardware Specials.

144 Cabinet Sets, a complete outfit for shoe repairing, packed in a wooden box with hinged lid. Contents:—iron stand for last, 3 iron lasts, 1 hammer, 1 paper nail, 1 knife, 1 wrench, 3 awls, complete. Monday's special sale \$1.45

Painted Backsaw, braced, set and sharpened. Monday's special sale \$1.33

Scissors, sockets made of heavy steel. Monday's special sale \$1.27

Hatchet, steel faced blade, braced, warranted. Monday's special sale \$1.23

Ribbons.

Double Satin Ribbons, in all the pretty art shades, 3/4 in. wide 30, 150 in. 50, 2 in. 80, 3 in. 100. Black Double Satin Ribbon, 4 inches wide, nice soft quality, suitable for belts, regular 20c, Monday's special \$14

Flannelette Wrappers.

25 dozen, bought job, comprising travelers samples and balance of manufacturers stock, regular prices \$1.00 to \$3, special \$1.25

\$5.50 to \$10.00 Jackets

—Saturday for \$2.00.

On sale Saturday 35 only Ladies' Jackets, various styles, colored and black, the balance of a line of Jackets that were \$5.50 to \$10.00. Saturday—all day—choice at \$2.00

Store open Saturday to 10 p.m.

Monday's Bargains in Cloak Section

Just now there are daily specials in the Mantle Section. Look at these surprises for Monday:

50 only Ladies' Stylish Jackets, double-breasted front, pearl buttons, coat collar velvet faced, dart sleeves, lined throughout with satin, light fawn, military red, new blue, black, grey and brown, regular value \$16.50. Monday—\$10.98

50 Ladies' Cloth Caps, full sweep, storm collar, 3 kinds, some are lined, black and cardinal, our regular price \$5.50 and \$6.50. Monday—\$3.89

Household Specials for Basement Monday.



LEMONADE SETS—These are imported from Europe—one large tankard jug and 6 tumblers, gold tracing decoration, with 12 in. tray. Complete set \$75c



Galvanized Coal Hods, 17 in. standard size, regular 50c. Monday sale 10c



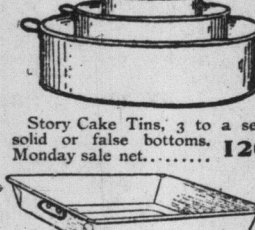
Nickel-plated Copper Tea Kettle, pit bottom fit No. 8 & 9 stove. Monday sale 69c



Japanned Tea Trays—We have a large variety to choose from, our regular price line of 10, 18, 24, 30 inch oval trays. Your choice at Monday's special 39c



NEW LAMP—The new low shape, decorated bowl and 9-in. globe to match, removable oil pot, centre draft burner, roses and lily of the valley decoration. Monday's special \$3.25



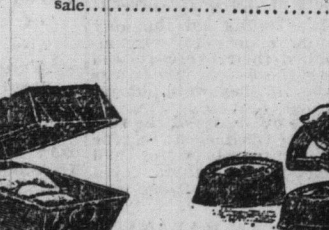
Story Cake Tins, 3 to a set, solid or false bottoms. Monday sale net 12c



Graniteware Scented Flaring Pail, holds seven quart Imperial measure, regular 25c. Monday sale 23c



GLASS TEA SET—American glass—Butter dish, sugar, cream and spoon holder, actually 5 pieces counting covers. The whole outfit Monday—25c



Covered Roast Pan, 13 1/2 in. deep, 11 in. wide, 7 in. high. Monday sale 33c



Mrs. Potts' Irons, 3 irons, 1 hand-die and stand, regular 70c. Monday sale 55c

Table Covers.

English and German Tapestry Table Covers, with heavy knotted fringe, in assorted colorings, size 44 or one yard square, suitable for small table or stand, very choice, special for Monday—75c

The Simpson Co. Limited

TORONTO.

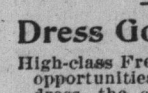
Ladies' Dressing Sacques.

Ladies' Elderdown Dressing Sacques, made of good quality of elderdown, trimmed with wool embroidery and bow of ribbon at neck, in pink, navy, red, cardinal, grey and pale blue \$1.25

Corsets.



R. & G. Corsets, made of heavy coutille, two side stays, corded bust, silk flossed top and bottom, drab white, and black, 18 to 30..... 1.00



P. D. Corsets, made of fine French Sateen, bone filled, medium long waist, two side stays, lace and ribbon trim. 1.50

Blanket Bargain.

100 Pairs Extra Superfine All Wool White Blankets, manufactured from pure wool only, full bleached, soft, pretty finish, with pink or blue borders, standard size, 12 1/2 pounds weight, Monday for \$3.00

Dress Goods.

100 Pairs French Colored Novelties, new opportunities, a chance to secure a dress, the crown of the season, at a special price, for less than one-third the original price, an \$15 robe 10.00

Black Paris Novelty, the most fashionable and exclusive black materials shown by any house this season, including such stylish effects and designs as the new Travers, De Romanoff, Pile, De Louise, Bayreuth, etc. Corsette robes that sold at our regular price \$30, special price \$22.00 each

Colored Dress and Skirt Lengths, a grand showing and sale of sign-class rough effects and French fancies, these goods sell regularly at from per yard \$1.50 to \$2.50, we will sell them at \$1.25 for six yards dress length and \$2 for skirt lengths of four yards.

Xmas.

The items that follow Silks, tell how little money is needed to buy a black satin skirt, or again a handsome moire velvet. Thousands of yards of silks go at Xmas time—

A Black Satin Skirt for Xmas, 20 skirt lengths go on sale Monday morning, regular value 60c per yard, each \$3.25

Black Moire Velvet, a grand skirt length of \$1 grade, on sale Monday 5.25

A Black Satin Dress for Xmas, 20 yards of black Bengaline, our 70c yard, the dress Monday for \$1.00

Black Silk Lingerie, a double-faced dress, silk, all silk and wear guaranteed, a regular \$1.25 quality, Monday the dress of 14 yards at the extraordinary low price of \$1.25

A Colored Silk Waist for Xmas, choice of 14 colors in taffeta plaids, with small check between waist and skirt, a decided novelty, our price heretofore was \$1.25 a yard, Monday the waist length of 4 yards for \$1.00

Handsome Evening Silks, 2 and 3 toned color combinations, a very useful and pretty waist, per yard \$1.00

Rugs, Hassocks and Sweepers.

A Large and Choice Collection of Axminster Mats and Rugs, all new goods, specially for the holiday trade, in the following sizes:—11 x 15, 13 x 15, 15 x 15, 17 x 15, 19 x 15, 21 x 15, 23 x 15, 25 x 15, 27 x 15, 29 x 15, 31 x 15, 33 x 15, 35 x 15, 37 x 15, 39 x 15, 41 x 15, 43 x 15, 45 x 15, 47 x 15, 49 x 15, 51 x 15, 53 x 15, 55 x 15, 57 x 15, 59 x 15, 61 x 15, 63 x 15, 65 x 15, 67 x 15, 69 x 15, 71 x 15, 73 x 15, 75 x 15, 77 x 15, 79 x 15, 81 x 15, 83 x 15, 85 x 15, 87 x 15, 89 x 15, 91 x 15, 93 x 15, 95 x 15, 97 x 15, 99 x 15, 101 x 15, 103 x 15, 105 x 15, 107 x 15, 109 x 15, 111 x 15, 113 x 15, 115 x 15, 117 x 15, 119 x 15, 121 x 15, 123 x 15, 125 x 15, 127 x 15, 129 x 15, 131 x 15, 133 x 15, 135 x 15, 137 x 15, 139 x 15, 141 x 15, 143 x 15, 145 x 15, 147 x 15, 149 x 15, 151 x 15, 153 x 15, 155 x 15, 157 x 15, 159 x 15, 161 x 15, 163 x 15, 165 x 15, 167 x 15, 169 x 15, 171 x 15, 173 x 15, 175 x 15, 177 x 15, 179 x 15, 181 x 15, 183 x 15, 185 x 15, 187 x 15, 189 x 15, 191 x 15, 193 x 15, 195 x 15, 197 x 15, 199 x 15, 201 x 15, 203 x 15, 205 x 15, 207 x 15, 209 x 15, 211 x 15, 213 x 15, 215 x 15, 217 x 15, 219 x 15, 221 x 15, 223 x 15, 225 x 15, 227 x 15, 229 x 15, 231 x 15, 233 x 15, 235 x 15, 237 x 15, 239 x 15, 241 x 15, 243 x 15, 245 x 15, 247 x 15, 249 x 15, 251 x 15, 253 x 15, 255 x 15, 257 x 15, 259 x 15, 261 x 15, 263 x 15, 265 x 15, 267 x 15, 269 x 15, 271 x 15, 273 x 15, 275 x 15, 277 x 15, 279 x 15, 281 x 15, 283 x 15, 285 x 15, 287 x 15, 289 x 15, 291 x 15, 293 x 15, 295 x 15, 297 x 15, 299 x 15, 301 x 15, 303 x 15, 305 x 15, 307 x 15, 309 x 15, 311 x 15, 313 x 15, 315 x 15, 317 x 15, 319 x 15, 321 x 15, 323 x 15, 325 x 15, 327 x 15, 329 x 15, 331 x 15, 333 x 15, 335 x 15, 337 x 15, 339 x 15, 341 x 15, 343 x 15, 345 x 15, 347 x 15, 349 x 15, 351 x 15, 353 x 15, 355 x 15, 357 x 15, 359 x 15, 361 x 15, 363 x 15, 365 x 15, 367 x 15, 369 x 15, 371 x 15, 373 x 15, 375 x 15, 377 x 15, 379 x 15, 381 x 15, 383 x 15, 385 x 15, 387 x 15, 389 x 15, 391 x 15, 393 x 15, 395 x 15, 397 x 15, 399 x 15, 401 x 15, 403 x 15, 405 x 15, 407 x 15, 409 x 15, 411 x 15, 413 x 15, 415 x 15, 417 x 15, 419 x 15, 421 x 15, 423 x 15, 425 x 15, 427 x 15, 429 x 15, 431 x 15, 433 x 15, 435 x 15, 437 x 15, 439 x 15, 441 x 15, 443 x 15, 445 x 15, 447 x 15, 449 x 15, 451 x 15, 453 x 15, 455 x 15, 457 x 15, 459 x 15, 461 x 15, 463 x 15, 465 x 15, 467 x 15, 469 x 15, 471 x 15, 473 x 15, 475 x 15, 477 x 15, 479 x 15, 481 x 15, 483 x 15, 485 x 15, 487 x 15, 489 x 15, 491 x 15, 493 x 15, 495 x 15, 497 x 15, 499 x 15, 501 x 15, 503 x 15, 505 x 15, 507 x 15, 509 x 15, 511 x 15, 513 x 15, 515 x 15, 517 x 15, 519 x 15, 521 x 15, 523 x 15, 525 x 15, 527 x 15, 529 x 15, 531 x 15, 533 x 15, 535 x 15, 537 x 15, 539 x 15, 541 x 15, 543 x 15, 545 x 15, 547 x 15, 549 x 15, 551 x 15, 553 x 15, 555 x 15, 557 x 15, 559 x 15, 561 x 15, 563 x 15, 565 x 15, 567 x 15, 569 x 15, 571 x 15, 573 x 15, 575 x 15, 577 x 15,