

SIMPSON

Store Open 8 a.m.

Closes at 5:30 p.m.

H. H. Fudge, President, J. Wood, Managers, Probationaries

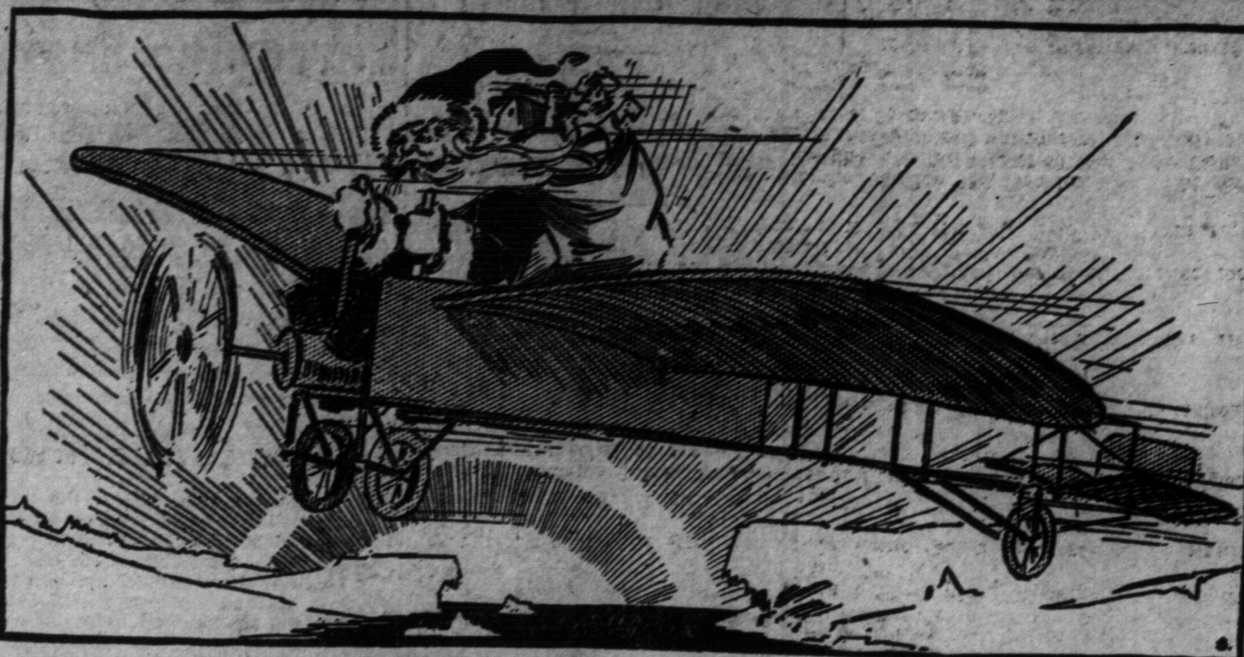
S. to W. and N.W. winds; mild, with light falls of snow or rain.

SIMPSON

Women's Furs and Other Garments

THIRD FLOOR

50 Mink Marmot Muffs, large empire shape, made from best skins, down bed. Regular \$6.50. Friday 4.95
50 Mink Marmot Throw-over Scarfs, 72 in. long, trimmed with six tails, satin lined, chain fastener. Regular \$6.50. Friday 4.45
25 only Near Seal and Astrachan combined and Jap Bear Stoles, with deep storm collars, long stole fronts, satin lined. Regular \$10.00. Friday 4.95



On the Wings of the Wind

Weeks ago you saw a dim vision of him jogging along with his reindeer team; lately you heard he'd got a motor; but now he's annihilating time and space with a flying machine. He'll be here before you know it! Are you ready! These selected items for Friday will help some.

A collection of Women's Full Length Coats, in a variety of styles; smart and up-to-date; the materials are good quality imported frizes, fine kersey cloth, diagonal serges, blanket cloth and striped tweeds, in shades of grey; plain cloths come in colors of black, navy, brown, mode and green; coats have semi-fitted back; are double and single breasted; collars are either manish effect or deep shawl; sizes 34 to 42. Regular \$10.00 to \$13.50. Friday 5.95
Misses' Coats of tweed, fine serge and kersey cloth, in semi-fitted style, double breasted; have deep turn-over collars, inlaid with black silk, or trimmed with military braid; turn back cuffs, fancy patch pockets; colors are brown, navy, purple and grey. Sizes 14, 16, 18 years. Regular \$7.50 to \$10.00. Friday 4.95
150 Women's Skirts, of good quality imported Panama cloth, in black and navy; made in a great variety of smart up-to-date styles; some are pleated around bottom on side gores; others are flare gores; some with fancy side panels, and others with modified band effect; trimmed buttons or self strapping. Regular price \$5.00. Friday 2.98

Men's Necessaries and Novelties

COR. YONGE & RICHMOND

Men's Heavy Weight Overcoats, made from fine quality black English chevrot and heavier cloth; also in fancy tweeds; single breasted Chesterfield models; velvet collar. Sizes 35 to 44. Regular up to \$15. Friday 7.95
Men's Durable English and Canadian Tweed Suits, in rich dark grey and brown grounds; three-button single breasted sack; best quality linings and trimmings. Sizes 36 to 42. Regular up to \$12.00. On sale Friday at 5.95
Men's Fine Quality Austrian Blanket Bath Robes, in handsome red, grey and blue grounds, with neat figure and large scroll patterns; also in plain colored Terry cloths. Sizes 36 to 44. 3.95
Boys' Heavy Weight Fancy Tweed Ulsters, herringbone weaves and stripe patterns, in mid grey, black and brown shades; single and double breasted; military collar; good quality trimmings. Sizes 25 to 33. Regular up to \$7.00. On sale Friday at 3.95

UNDERWEAR AND BOXED GIFTS FOR MEN. Men's Underwear, oddments of Scotch wools, natural wool and heavy American cotton rib. Regular values up to \$1.25. Friday to clear 49c.
Men's Merry Widow Silk Arm Bands, in fancy Christmas boxes, assorted colors, gilt trimmings. Regular 50c. Friday 39c.
HATS AND CAPS. Men's Stiff Hats, English fur felt; colors black and brown. Regular \$2.00. Friday 89c.
Men's and Boys' Winter Caps, navy blue cloth, tweeds and corduroys; all have lined ear-bands. Worth 75c. Friday 45c.
Children's Wool Toggles, plain and honeycomb stitch. Regular up to 35c. Friday 19c.

Infants' Dresses, Robes, Long Skirts

Infants' Dresses, fine white lawn, dainty round yoke of shadow embroidery and Val lace; skirt deep hemstitched hem and 10 small tucks; Val lace frills; sizes 6 months, 1, 2, 3 years. Regular price \$1.50 each. Friday bargain 75c.
Infants' Robes, fine white lawn, prettily trimmed with Valenciennes lace insertions and frills, embroidery medallion on yoke; very dainty style. Regular price \$2.25. Friday bargain \$1.00 each.
Infants' Skirt to match above robe, three rows insertion and lace frill on skirt. Regular price \$1.25 each. Friday bargain 63c.

LITTLE GIRLS' WINTER COATS. Infants' and Little Girls' Coats, including white, red or mottled bearcloth, red or navy velvet corduroy, and heavy grey lamb's wool cloth; all neatly trimmed and lined throughout; lengths 22, 24, 26 inches; for ages 6 months, 1 to 4 years. Regular prices up to \$5.00 each. Friday bargain \$1.75.

WOMEN'S FINE UNDERWEAR-CHILDREN'S SLEEPERS. Women's Vests and Drawers, Peerless and Watson makes, fine heavy ribbed natural wool and cotton mixture; high neck, long sleeves, button front; drawers ankle length; sizes 32 to 38 bust measure. Our regular price 50c each. Friday bargain 39c.
Children's Health Sleepers, heavy natural fine ribbed merino, high neck, long sleeves, feet attached, buttoned down front, small sizes have drop seat. Regular prices 50c to 65c each. Friday all sizes 45c.

Book Dept. The best book for the little ones. The Wonder Book, a picture annual for boys or girls, by Harry Golding. Special 98c.

Millinery To-morrow will be an important day in the Millinery Department, and those who take advantage of this opportunity will have good reasons to remember.

Wash Goods Department 20 pieces only Pretty White Swiss Hand Embroidered Muslin, just the right thing for pretty Christmas party frocks. Regularly 30c, for 17c.

GIFT BOOKS. In handsome leather bindings, standard authors. The Poets, and a large variety to choose from.

42 Trimmed Hats in that soft warm shade of red. The shapes are all imported fur felt, trimmed with black or white fur, velvets or roses and buckles. Worth \$7.50. Friday, each \$2.75.

60 pieces only of Fleecy Warm Eiderdown, spots and fancy stripes; a useful and inexpensive present, for bath robes, dressing gowns, etc. Regularly 17c, for 11c.

For the Sunday School Class, the Bible Heroes' Series, beautifully illustrated, with colored panel inlay cover, 12 titles. All at 16c each.

Skating Hats, another shipment of this much wanted style, trimmed with gilt cord, colors black, navy, green. Friday \$2.95.

Ostrich Feather display for Xmas worth seeing.

Black and Colored Dress Silks 47c Yard. First choice qualities, 2,000 yards altogether of Rich Dress Silks, in splendid new colorings, including all the latest shades, ivory and black; they are in good qualities of duchesse paillette and satin de chine, and French messaline—a dress length or a waist length; either would be a very acceptable gift; these qualities are regularly sold at 75c per yard. Friday bargain 47c yard.

Dress Goods. There's always a rush the last few days before Xmas in our Dress Goods Department. This season the rush will be greater than ever, as we have an exceptionally fine range of—
New Silk Stripe Voile, 50c yard.
New Silk Stripe Taffetas, 50c, 65c.
All-wool Henriettas, 35c, 50c.
All-wool Bedford Cords, 50c, 65c, \$1.00.
Silk and Wool San Toys, 75c, \$1.00.
All-wool Delaines, 35c, 40c, 50c.
Every wanted shade in this showing. Lots of creams, ivory and blacks. We box all lengths in nice gift box, ready for presentation. Special showing Friday, Second Floor.

Best Quality Flannelette Blankets \$1.16 Pair. 11-4 size for double beds, white or grey, pink or blue borders, 250 pairs only. Friday, pair, \$1.16.

Fancy Blouse Lengths 98c Each. On sale in flannel section upstairs, dainty striped Ceylon Flannel Blouse Lengths, 3 yards in each length, newest stripes and colorings; each length in dainty box. Friday 98c.

6 1/2-inch and 6 1/2-inch Ribbons 15c. A six-inch Taffeta Silk Ribbon has just come in. There are about 30 different shades, including a good quantity of pale blues, pinks, navys and reds, a most suitable ribbon for hair-bows, hat-bows, sashes and fancy work. The exceptional value is what will surprise you. A six-inch ribbon, Friday bargain, 15c.

All-Over Nottingham Lace Pillow Shams or Dresser Scarfs, 25c Each. 30x30 inch Scalloped Shams, 18-50 inch Scalloped Dresser Scarfs, All-over Nottingham Lace, upstairs in Linen Department. Only 300 pieces, at each, Friday, 25c.

Reversible Tapestry Table Covers \$1.83 Each. 2 x 2 yards, fringed all round, very pretty designs; the dainty two-color effects.

6 1/2-inch Taffeta Silk Ribbon, in a beautiful moire effect, in Oriental colorings, an excellent ribbon for Christmas fancy work, worth regularly 35c per yard. Friday bargain 15c. 2 good ribbon bargains.

1,800 Yards White English Saxony Flannelette, 5c Yard. 30 inches wide, plain white only. Clearing at Friday, yard, 5c. (No mail or phone orders.)

in cardinal and green, only 48 to sell; a splendid Christmas gift. Each Friday only, \$1.83.

Corsets-Whitewear--Third Floor

\$2.00 La Reine Corsets, fashionable model; sizes 18 to 26 inches. Friday bargain \$1.00.
\$1.00 Women's Flannelette Night Dresses, plain white or pink, embroidery, frills and insertions; lengths 56, 58, 60 inches. Friday bargain 60c.
35c Heavy White Lawn Aprons, fine quality; sizes 38 x 40 inches. Friday bargain 25c.

GIRLS' DRESSES. \$4.50 Girls' Winter Dresser, heavy all-woolserge, navy or red; sailor suit style; trimmed with narrow braid; pleated skirt, lined waist; sizes 6 to 14 years. Friday bargain \$1.75.
Extraordinary clearance of Tailored Net Waists, all lined pure Jap silk; some are piped Paisley silk; colors are black, navy, grey, ecru and white, and come in all sizes to 42; there are also some 30 or 40 sample Silk Waists, in 26-inch only. Regular prices of the above are \$3.95, \$3.50 and \$3.95. Friday bargain \$1.25.

Hand Embroidered Photo Frames, mounted ready to use. Friday 50c, 75c and \$1.25.
12 pieces of Needlework, Cushions, Footstools and Hanging Work Baskets, specimens of "Liberty" and "Queen Alexandra" work. Regular \$8, \$9 and \$10 each. Friday Half-price.
Indian Souvenir Boxes, of carved wood and hand painting, Ink Wells, Ash Trays, Steins, Pin Trays, Tobacco Jars. Regular 65c, 75c to \$1.00. Friday, to clear 35c.

TOY NEWS
700 Silk Body Dolls, Jointed Dolls, bisque head, closing eyes, 18 inches high. Regular \$1.00. Friday 79c.
1,000 New Dolls, long hair, bisque head, closing eyes, real eyelashes, fully jointed, 7 inches. Friday \$1.59.
250 Dressed Dolls, two styles, fur trimmed, hats with feathers, bisque head, closing eyes, real lashes, fully jointed, 17 1/2 inches high. Friday 89c.
2,000 Mechanical Toys for a quarter, animals, autos, birds, etc., a large assortment, 25c.
50 Hill-climbing Autos and Cars, nicely painted, very strong, friction drive, no spring. Friday 75c.

CHINAWARE
60 Dinner Sets, best English semi-porcelain ware, beautiful decorations, good assortment of designs; a genuine bargain. Friday \$8.29.
40-piece China Tea Set, dainty design, gold trimmed; 100 sets for quick selling. Friday \$1.98.
(Go phone or mail orders.)
600 doz 1/2-pint Tumblers, clear glass, melted edge, dainty band and star design. Friday 60c dozen.

GROCERIES
2,000 bags Choice Family Flour, 1/2 bag, 60c. Choice Currants, cleaned, 3 lbs. 25c. 2,000 lbs. California Seeded Raisins, 3 lbs. 25c. Yellow Cooking Sugar, 10 1/2 lbs. 50c. Finest Mixed Peel, oranges, lemons and citron, per lb. 15c. Perfection Baking Powder, 3 and 25c. New Orleans Molasses, 2 1/2 tin. 10c. Choice Cooking Figs, natural fruit, 4 lbs. 25c. Canada Corn Starch, package, 7c. Heather Brand Flavoring Extract, assorted, 2 1/2 oz. bottle, 3 bottles 25c. Choice Ranipou Rice, 7 lbs. 25c. Choice Pink Salmon, per tin, 70c. Telephone direct to department.
2 1/2 LBS. PURE CELONA TEA, 39c. A blend of Indian and Ceylon Teas. One tin, Friday, black or mixed, 2 1/2 lbs. 50c.

For Floors and Windows

FOURTH FLOOR

2,500 yards Scotch Printed Linoleum, in block, tile, Mosaic, Oriental, parquet and matting designs, in a well printed cloth, 2 yards wide. Friday special, \$37 square yard.
150 Axminster, Smyrna and Mohair Hearth Rugs; a large range of colors and designs, some very useful sizes. Regular prices \$1.50, \$1.75 and \$2.00. Friday, each 1.33

TAPESTRY CURTAINS AT \$1.98. In this offering you have a very special opportunity to purchase a dainty pair of Tapestry Curtains at a very low price. The selection is large, including the maker's output of colorings, which answers the requirement of your particular requirement. They are 40 inches wide, 3 yards long; neat fringe top and bottom; reversible patterns; a neat curtain, and attractively priced. Friday, per box 1.98

WINDOW SHADES 37c. This is a special offering in Window Shades, and will mean quick sale; made in good quality oil opaque; colors cream, green and fawn, trimmed with lace, insertion or fringe; 37 inches wide, 6 feet long; complete with brackets and pull; also in the lot are trimmed combination shades. Prices 75c and 85c. Special bargain Friday at 37c

FIFTH FLOOR

Furniture
50 Pedestals in solid oak and birch mahogany. Regular prices \$4.50 to \$5.00. Friday bargain \$2.95.
40 only solid oak mission desks. Regular price \$7.75. Friday bargain \$4.95.
30 large size Arm Rockers, upholstered all over in maroon art leather. Regular price \$12.75. Friday bargain \$6.38.

SIXTH FLOOR

Niagara Falls PASTEL PICTURES. 10 splendid pastel pictures of Niagara Falls, framed in 4 inch gilt and burnished moulding, size 30 x 40. Regular selling \$7.50, Friday at \$4.95.
80 pastels, beautifully framed, including landscapes, marines and fruit subjects. Regular selling \$3.95, Friday \$1.95.

Handkerchiefs 360 doz. samples of Swiss Embroidered Handkerchiefs each handkerchief is neatly folded, and mounted on pink and blue card. Friday 2 for 25c and 3 for 50c.

Toilet and Brush Sets 50 only, Women's three-piece Toilet Sets, consisting of hair brush, 5 1/2 inch mirror, and comb, in black leatherette case, with satinette linings; the fittings have silver mounts. Regular \$3.49, Friday, \$2.48.
50 only, Women's 8-piece manicure sets, fittings are of ebony, and packed in handsome satin lined cases, \$4.00 value, Friday, \$2.99.

Umbrellas 193 Umbrellas for men and women, a splendid selection of handles, fine silk mixed covers, best of frames, silk cased. Values up to \$4.00. Friday \$2.55.

Elastic Belts 58c and 78c Belts. Friday, each 25c.

FOR HANDS AND FEET

Hosiery and Gloves Boys' and Girls' Heavy Black Ribbed Wool Stockings, sizes 6 to 10. Regular 30c. Friday, 2 pairs, 65c.
Women's French Kid Gloves, undressed suede finished, grey, tan, mode, dome fasteners, overseams, all sizes. Regular 75c. Friday, 49c.
Men's Mule Leather Wool Lined Mittens, wool cuff. Regular 40c. Friday, 29c.
Boots and Shoes 180 pairs Women's Boots, Dongola kid, dull calf, Blucher tops, Cuban heels, medium heavy soles, all sizes 2 1/2 to 7. Friday bargain, \$1.49.
CHILDREN'S AND MISSES' LEGGINGS. 500 pairs Children's and Misses' Leggings, high-grade imported make, pure white Jersey wool, white melton cloth and chocolate kid styles, all sizes. Regular prices to \$2.25, Friday bargain, 90c.
MEN'S BOOTS. 180 pairs Men's Boots, snug, warm fitting styles for this cold crisp weather, box kip, Blucher, heavy soles, all sizes. Friday bargain, \$1.99.
MISSSES' AND CHILDREN'S BOOTS. 240 pairs Misses' Boots, calf and kid leathers in the lot, sturdy little boots with good heavy solid soles for winter wear, Blucher style, all sizes 11 to 2. Friday bargain, 90c; all sizes, 5 to 10 1/2. Friday bargain, 60c.
120 pairs Women's Wool Felt House Shoes, lap over top, leather covered felt sole, 2 to 8. Friday gain, 59c.

Sleighs and Doll Folders 5th Floor Girls' Sleighs, 95c for 83c; 85c for 71c; \$1.00 for Folders, \$4.50 for \$3.75, \$2.75 for \$2.25, \$3.00 for \$2.59; 100 Small Wagons, ready to set up, four wheels, body 15 inches long. Regular 40c, Friday 23c. Auto Horns, 60c for 49c, 70c for 59c, \$1.75 for \$1.49.

The Robert SIMPSON Company Limited

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