-PROBABILITIES-

Fur-Most Delightful of Christmas Luxuries

D ID you ever witness the transports of delight with which a normal Canadian woman receives that most acceptable of presents—an article of Fur?



It may be that our climate requires fur; it may be that the "nice lil Canadienne" knows how charming a pretty face looks amidst becoming, well-chosen fur; it may be that all women just naturally revel in the soft, fluffy beauty of fur. At any rate, we can assure our readers that buying furs for a lady is one of the most pleasant Christmas tasks imaginable, and one of the best rewarded.

Of course, we mean when you choose furs with discretion. You need a good reputable store in which you can rely. You need the fullest possible choice, and you need the advice of experts on style as well as fur.

All these conditions are met with here at Simpson's, every one! And more than that, we don't encourage extravagance, although we have furs as fine as you can procure anywhere. Compare if you will, we welcome comparison. The Christmas showing is ready.

New silver-pointed Sitka, for stoles and fancy neck pieces, late designs from Paris and New York. Some are extra large, some meddum, others small. All are handsomely trimmed with large brushes and heads Prices from \$40.00 to \$160.00.

Handsome silver-pointed Fox Muffs to match stole, in new fancy rug and other shapes. Prices from \$27.50 to \$80.00

New Black Lynx Stoles, that soft, fluffy fur so brilliantly black, in latest shapes. Prices from \$37.50 to \$100.00.

Large Black Lynx Rug Muffs to match stoles. This class of fur will be very scarce about Christmas time. Prices \$35.00, \$45.00,

Fine Mink Muffs, made from same throw-overs and fancy designs, hardly grade of skins as stoles are, in Empire, two alike, \$12.00. \$15.00 and \$18.00.

New Black Fox Furs in several new creations, mostly stoles with wide shoulder effect, trimmed with heads and brushes, prices from \$35.00 to \$50.00.

Black Fox Muns in two-skin rug style, with two heads and three brushes, something entirely new, \$35.00 and \$45.00. Natural Alaska Sable Stoles, in new and pretty designs. Some have long stole fronts, others the wide shoulder effect. All are hand-somely trimmed with natural and Siberian squirrel tails. Prices from \$12.50 to \$50.00.

Natural Alaska Sable Muffs to match stoles, in staple, Empire and pillow shapes, also handsome rug and fancy muffs. Prices \$7.50 to \$32.50.

Elegant Mink Stoles and Fancy Neck Pieces, made from the very finest Ottawa Valley mink, soft, dark brown color, and have a lustre that's not seen in the cheap grades, beautifully striped and matched, trimmed with paws, tails and heads, priced from \$12.50 to \$175.00.

Persian Lamb Muff, in Empire, pillow and fancy rug shapes, soft, close curl, brilliant black muffs, are lined mostly with fancy brocade, priced from \$12.50 to \$175.00.

Persian Lamb Muffs, mostly with fancy brocade, priced from \$12.00 to \$37.50.

Persian Lamb Muffs, in Empire, pillow and fancy rug shapes, \$35.00 to \$75.00.

A Muskrat Coat for \$62.50

Muskrat Automobile Coats, full sacque back, 46 inches long, with high storm collars and large revers, lined with good brown satin. These coats are made from the best Eastern Canada skins—the backs only being used—they wear well, look well, and are priced below their value. Special

Misses' Party Dresses \$8.50

Charming Party Dress of fine mull, with soft, silky finish, colors are light shades of pink and sky, also in white, elaborately trimmed with lace, tucked down front, long graceful lines given by rows of insertion, tucked flounces, trimmed with lace insertion, \$8.50.

LADIES' CARACUL COATS. Smart, Stylish Coat of special quality black caracul, with wave effect, long semi-fitting back, mannish collar and lapels, front, collar and pockets edged with military braid, extra good value, \$20.00. LADIES' SEPARATE SKIRTS.

Ladies' Separate Skirts, of fine French Venetian, in black only, made in the latest pleated style, trimmed with deep fold of self on side gores, and pleated with deep side pleats, \$7.00.

Specially Priced Waists \$5.00 CHIFFON SILK WAISTS, THURSDAY, \$8.05.

100 Dressy Waists of soft chiffon taffeta silk, neat designs, made with tailored tucking back and front, new French sleeves and trimmed with silk covered buttons, another pretty style, elaborately trimmed with banding of silk-embroidered net, black, navy or myrtle

New York Model Waist of spot net, silk lined, yoke of tucking, tucked back, front opening panel of lovely lace or silk embroidery, edged with soft silk, and net plaiting, sleeves entirely tucked with lace edging. \$4.00 Waist, Thursday, \$2.95. REGULAR \$4.00, THURSDAY, \$2.95.

FINE TAILORED WAISTS, THURSDAY, \$1.89. The "College Girl" Shirtwaist of fine white madras, made with Gibson pleats, over shoulder, handkerchief pocket, shirt sleeves, link cuffs and laundered collar. Sizes 32 to 42. Special, Thursday, \$1.39.

Wool Eiderdown Gowns \$3.75

Ladies' Lounging Robes of extra quality wool eiderdown, in dark cardinal; turned-back cuffs, round collar and pocket trimmed with fancy stitching, silk cord tie and wool girdle; all sizes. Good value at \$5.00; Thursday, \$3.75.

LADIES' MOIRE PETTICOATS, \$2.65. Ladies' Moire Petticoats, in black only, made with deep flounce of three frills, headed with bias pin tucking, finished with velvet binding. Special value, Thursday, \$2.65.

Women's Flannelette Wear

E VERY garment is made in our own factories. Every one Simpson quality. We can fully guarantee every detail of fit and finish. Every inch of material is the best obtainable. Unequalled variety to choose from. Thursday we emphasize:

inches. Thursday, special, 75c. Gowns, plain white or pink flannel-stitched silk embroidery insertions, ette, 14 1-4 inch tucks and lace edged frills of silk embroidery, fancy braid ruffles. Lengths 56, 58, 60 inches. finished. Lengths 56, 58, 60 inches. Thusday, special, 90c.

Gowns, plain white or pink flannel-ette, 24 tucks and ruffles of goods, pearl-buttons. Lengths 56, 58, 60 Gowns, fine flannelette, white or Gowns, fine flannelette, white or pink, 12 hemstitched tucks, 4 hem- alphabet is complete.

Thusday, special, 90c.
Gowns, fine white, pink, or striped flannelette, five different styles, trimmed with braid, lace or silk flossing. Lengths 56, 58, 60 inches. Thursday, 35c.

Thursday, special, \$1.50.

Drawers, fine and heavy fancy striped flannelette, lace edged ruffle, elastic at knee. Lengths 30, 32, 34 inches. Thursday, 35c.

Thursday, 35c. Gowns, extra quality white or pink nelette, silk flossed arms, neck and flannelette, round yoke or tucks and front, fitted style, high neck. Sizes 32 silk embroidery, fancy braid finished. to 34 bust. Thursday, special, 25c.

Grocery Preparations

2000 lbs. Dairy Butter, in prints, Finest Red Cape Cod Cranberries, per 1b. 25c. Choice Sugar Cured Ham, half or whole, per lb. 18c.

1000 lbs. California Seeded Raisins, canned Sweet Pumpkin, 2 tins 15c. Maggi Soups, assorted, 6 packages

Tillson's Premium Oats, large packpackages 25c.

per quart 11c. Salt, in 5-lb. bag, 8 bags 14c.

Finest Pot Barley, 8 lbs. 25c. Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c. Choice Red Salmon, Tiger Brand per tin 15c. Telephone direct to department.

Main 7841. 35c ASSAM TEA, 28c.



These Two Children are on the Hunt for Santa Claus

CAN YOU FIND HIM?

ITTLE Bessie Hunter and her brother Thomas have been led to believe that Santa Claus is liable to be anywhere at this time of the year, and may be he can see you right now! So they started out to find him. The first place they looked was up the chimney, but there was a good fire burning in the grate and, of course, they didn't see him. Now, as a matter of fact, he wasn't up the chimney at all. The trouble with the Hunter children is that they don't

WE WILL GIVE PRIZES

To the ten first and cleverest boys and girls who find Santa Claus in this picture we will give a choice of our dollar toys, as enumerated below. The prizes will be distributed as follows:

know how to look for Santa Claus. Do you?

To the first and cleverest boy or girl in each of the seven Wards of Toronto. To the first and cleverest boy or girl in the suburbs reached by our Suburban Delivery. To the first and cleverest boy or girl in Ontario reached by our Mail Order System, distance considered.

To the first and cleverest boy or girl in Canada reached by our Mail Order System, distance considered.

Mark your envelope like this sample, giving your own address, wherever it happens to be:

CHRISTMAS COMPETITION Robert Simpson Co., Ltd. Toronto

Now, here's what you are to do: When you find Santa Claus, take a lead pencil and draw him out of his hiding place, so as we can see him plainly. If you have red ink, all the better, but it's harder to draw with, and, remember, we give marks for neatness. Then cut the picture out of the paper, and write your name and address on the back, being careful it doesn't tear. Enclose it in the envelope, and send it in as quickly as ever you can.

Here's the prize list of dollar toys: Toy Stove, with nickel-plated trimmings. Kid-Body Doll, bisque head and closing

Dressed Doll, bisque head and closing eyes. China Tea Set. Toy Piano.

Toy Trunk. Hill-climbing Locomotive. Mechanical Train on Track Dollar Train. Target Gun and Cats on the Wall Magic Lantern Set of Tools in Chest.

1000 Gold Filled Dress Pin Sets at 49c Each

THE Jewelry Department of this store is one of the most important in the Christmas programme. This is the place to get the dainty little inexpensive trinkets or the jewels which, while rich and valuable, cost less here than at the pretentious places where an exclusive atmosphere is maintained to increase profits at the expense of wealthy people.

These Pins are for Thursday specially 1000 Gold-filled Dress Pin Sets, engraved, pearl set and plain bar pins, and gold-filled safety pins, pearl settings; each set in velvet satin-lined cases. Thursday, set

Initial Handkerchiefs for Men and Women of Refinement

A DOZEN good pure linen handkerchiefs—would they ever be unacceptable? We strongly advise you to buy now when our initial

Men's Irish Initial Handkerchiefs, with hand-embroidered initials: ½ dozen in a pretty box, tied with ribbon, for 70e.

At, each: 15e, 20c, 25c, 35c.

Women's Hand-Embroidered Handkerchiefs; 3 in a pretty box, for \$1.00 24n a pretty box, for25 3 in a pretty box, for..... .75

Each: 15e, 25e, and 35c. See pages in our Xmas Catalogue for de-tailed handkerchief news.

Leather Novelties for Christmas



We might particularly mention our assortment of A rich, flavory Tea of the English hand bags at \$1.25. We say with quiet, calm confidence, these are the nicest bags in Blue Bell Jelly Powders, assorted, 4 breakfast character, Thursday, per lb., Canada at a dollar and a quarter. See them!

Toysand Dolls Are Best Secured Now

IN A LITTLE while excitement will have grown so that your life will be a burden. Santa Claus' questions will be flying in the air all

round you like bullets in a battle. How will you look, after a long-fought seige of questions and explanations just when everything is orthodox expectation, a delivery wagon drives up to your door and the driver leaves a rocking horse and a doll's house or something like that. Explanations would be embarrassing. Better have toys delivered now, before the children are suspicious.

Our Toy Department is in the New Basement this year. We've got a bigger variety of the medium-priced Toys than ever before. Plenty of dolls and mechanical toys. Come now-come tomorrow.

Well - Dressed Doll, bisque head closing eyes, real eyelashes, arms and legs fully jointed. 21 inches high. Thursday, \$1.98.

Large Target Game of Cats on the Wall. Thursday, \$1.25.

Game of Ring My Nose, large size, \$1.00.

China Tea Sets, neat floral decoration, 15c, 19c, 25c, 29c and 35c.

Large Hill-climbing Autos, no spring to get out of order. Thursday \$1.25.

Large Ferris Wheel, 22 inches high. Thursday \$2.98. Toy Steel Ranges, with nick-el-plated furniture. Thursday



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GREA

Fancy Linens for Christmas

NY friend who keeps house would appreciate a piece of artistically worked linen. Perhaps you would yourself.
We have our Christmas showing now ready—hundreds of new

designs chosen out of hundreds and hundreds because daintiest and

Second Floor, Yonge St.

Florentine, Irish Crocket, Neapolitan Lace, Italian Lace and Filet, Venetian Lace, Hungarian Embroidery, Irish Embroidery, Madeira Embroidery, Japanese Handwork, French Cluny, etc., etc. Doylies, Centrepleces, Scarfs, Dresser Covers, Tray Cloths, Carving Cloths, 5 o'Clock Tea Sets, Table

Second Floor, Yonge St.

Florentine, Irish Crocket, Neapolitan Lace, Italian Lace, Pillow Shams, Pillow Cases, embroidered; exerything from a 10g Doylie to a \$135.00 very fine Florentine Table Cloth, with real Italian filet work. Upstairs in our splendid enlarged Linen Dept. Each plece will be put up for you in one of our dainty Christmas boxes.

Thursday will be a good day for you to select some of your Christmas gifts.

Silks of the Simpson Quality Make Very Appropriate Xmas Gifts LL WAIST and Dress Lengths neatly boxed for

Christmas giving. High-class Black Silks in almost end. | Mousseline Satins. These stylish less variety of weaves and finishes.
Black silks are always in style and especially this season, a dress length of rich black silk makes a very acceptable Xmas Gift, handsome as well as useful. Prices per yard range up to \$3.50 yard.

SPECIAL OFFER OF RICH BLACK

Mousseline. Satins. These stylish weaves are guaranteed perfect in every respect. Handsome rich blacks, permanent finishes, selling regularly at much higher prices. Special Thursday, 300 waist lengths in Xmas boxes of 4 yards for \$3.35.

Stately Chiffon Taffetas, fashionable 14 yards for \$11.60.

100 Dress Lengths in Xmas Boxes of

Evening Wear Novelties In the New Muslin Department, N. Side, 2nd Floor

WE ARE continuing the great show of Evening Wear in this department. See it when you are down town and you will be delighted. Note also how comparatively inexpensive these dainty washable fabrics are

Silk Chiffon Robe Lengths, 12 only, of the most lovely creations possible, real hand embroidery, in colors on white and colored silk chiffon; they must be seen to be appreciatel; white sky, nile and mauve grounds; the skirt length is 50 inches wide, deepiy embroidered, 4 1-2 yards long; there are 2 yards of chiffon for the waist, with 4 1-2 yards of silk embroidery to match the skirt; we bought them from a traveler from St. Gall, who didn't want the bother of taking them back with him; had we bought them in the

Burnt Wood Designing Outfits

Per set, \$1.48, \$1.98, \$2.48 and \$3.00.

Chove and Handkerchief Boxes, 12 1-2c, 20c, 25c and 50c.

Whisk Holders, 20c to 25c.

Pipe Racks, 15c, 20c, 25c, 35c, 50c and 75c.

Tie Racks, 15c, 20c, 25c and 50c. 12 1-2c, 20c, 25c and 50c.

Round, oval, square and heartshape Plaques, 5c, 10c, 15c, 20c to 40c.

Photo Frames, 15c, 20c, 25c to 40c.

Jewel Boxes, Stamp Boxes, Lace and Photo Boxes, 15c to 50c.

Thermometers, 12c, 15c, 20c and 25c.

Thermometers, 12c, 15c, 20c and 25c.

Tie Racks, 15c, 20c, 25c and 50c.

Men's Eiderdown Bath Robes Our \$5.00 Line

ROBE equal in value to many sold elsewhere at considerably higher prices. A Robe made and sized by skilled workmen. A garment made of heavy quality American Eiderdown.

A handsome and useful Christmas present for a man. Men's Imported Eiderdown Bath | MEN'S COMBINATION SETS RE-

Robes, well made, rich, warm colorings of brown, navy, red, grey or

DUCED. REG. 75c, 59c. green, in a large variety of floral, armlets, and garters, neatly afsisting of one pair suspenders, value at, Thursday, \$5.00. Extra ranged in a handsomely decorated gift box. All shades. Regular value 75c box. Thursday 59c.

Men's Furs in Plenty

Men's Fur Caps, in Persian lamb, wedge shape, even curl skins, at \$7.00, \$3.00, \$9.00, \$11.00 and \$12.00.

Men's Persian Lamb Caps, driver shape, sliding bands, adjustable peaks, at \$9.00, \$10.00 and \$11.00.

Men's German Otter, electronic seal, nutria, beaver, Astrachan lamb, etc., in fur caps, different styles, such as wedge, driver, jockey, etc. Specially priced, \$3.50.

Men's Fur Caps, in Persian lamb, Men's German Otter, electric

House Coats, Gowns and Fancy Vests for Men cloth and English tweeds, maroon, brown, grey and cardinal, with fancy scroll designs, made with

Men's Dressing Gowns, imported, | brown, cardinal and navy. Cut on soft, lofty, finished camel's hair the newest model, nicely trimmed,

long roll collar, slik cord edging, silk and wool girdle, \$7.50.

Men's Pancy vests, in grey and cardinal grounds, with neat black overcheck, edges and pockets bound with broadcloth, to

Men's House Coats or Smoking Jackets, in Saxony finished tweeds match. Sizes 36 to 44. Special, and smooth Kersey cloths, grey, \$2.00.