

THE ROBERT SIMPSON COMPANY'S CHRISTMAS STORE

Fur—Most Delightful of Christmas Luxuries

Did 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 medium, others small. All are handsomely trimmed with large brushes and heads. Prices from \$40.00 to \$100.00.

Handsome silver-pointed Fox Muffs to match stoles, in new fancy rug and other shapes. Prices from \$27.50 to \$60.00.

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 about Christmas time. Prices \$35.00, \$45.00, \$55.00.

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 \$17.00.

Pine Mink Muffs, made from same grade of skins as stoles are, in Empire, pillow and fancy shapes, \$35.00 to \$75.00.

Persian Lamb Muff, in Empire, pillow and fancy rug shapes, soft, close cut, brilliant black muffs, are lined mostly with fancy brocade, priced from \$12.00 to \$37.50.

Persian Lamb Neck Pieces, including throw-overs and fancy designs, hardly two alike, \$12.00, \$15.00 and \$18.00.

New Black Fox Furs in several new creations, mostly stoles with wide shoulder effects, trimmed with heads and brushes, prices from \$35.00 to \$80.00.

Black Fox Muffs 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 handsomely trimmed with natural and Siberian squirrel tails. Prices from \$15.00 to \$60.00.

Natural Alaska Sable Muffs to match stoles, in staple, Empire and pillow shapes, also handsome rug and fancy muffs. Prices \$7.50 to \$25.50.

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PROBABILITIES— East and South Winds, Fair, and Mild.

These Two Children are on the Hunt for Santa Claus

LITTLE 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 know how to look for Santa Claus. Do you?

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: 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 From Ward 1.

1 000 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 49c

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 alphabet is complete. Men's Irish Initial Handkerchiefs, with hand-embroidered initials: 1/2 dozen in a pretty box, tied with ribbon, for \$1.00. 1/2 dozen in a pretty box, tied with ribbon, for \$1.00. 1/2 dozen in a pretty box, tied with ribbon, for \$1.00. Women's Hand-Embroidered Handkerchiefs: 3 in a pretty box, for \$1.00. 2 in a pretty box, for \$1.00. 1 in a pretty box, for \$1.00. Each: 15c, 25c, and 35c. See pages in our Xmas Catalogue for detailed handkerchief news.

Leather Novelties for Christmas

GOOD taste can be expressed in leather, and we prove it very plainly by our Christmas display. Novel utilities as well as stylish everyday necessities are here by the score. This is one of the leather goods assortment of America. We know that our prices are right down to common sense, too; because we buy in quantities sufficient to control the situation. We might particularly mention our assortment of hand bags at \$1.25. We say with quiet, calm confidence, these are the nicest bags in Canada at a dollar and a quarter. See them!



Toys and 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 siege 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, 74c
- Large Hill-climbing Autos, no spring to get out of order, Thursday \$1.25
- 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 and 35c
- Tin Tea Sets, 10c, 15c, 25c and 35c
- Large Ferris Wheel, 22 inches high, Thursday \$2.98
- Toy Steel Ranges, with nickel-plated furniture, Thursday \$2.98
- Florentine, High Crook, Neapolitan Lace, Italian Lace and Filet, Venetian Lace, Hungarian Embroidery, Irish Embroidery, Madeira Embroidery, Japanese Handwork, French Cluny, etc., etc. Doilies, Centrepieces, Scarfs, Dresser Covers, Tray Cloths, Carving Cloths, a Clock Tea Cloth, Lunch Cloths, 5 o'clock Tea Sets, Table
- Cloths, Bed Spreads, Pillow Shams, Pillow Cases, embroidered; everything from a 10c Doily to a \$15.00 very fine Florentine Table Cloth, with real Italian flat work. Upholstery in our splendid enlarged Linen Dept. Each piece 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.



Fancy Linens for Christmas

ANY 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 best.

Second Floor, Yonge St. Florentine, High Crook, Neapolitan Lace, Italian Lace and Filet, Venetian Lace, Hungarian Embroidery, Irish Embroidery, Madeira Embroidery, Japanese Handwork, French Cluny, etc., etc. Doilies, Centrepieces, Scarfs, Dresser Covers, Tray Cloths, Carving Cloths, a Clock Tea Cloth, Lunch Cloths, 5 o'clock Tea Sets, Table

Silks of the Simpson Quality

Make Very Appropriate Xmas Gifts ALL WAIST and Dress Lengths neatly boxed for Christmas giving.

High-class Black Silks in almost endless 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 PEAU DE SOIE. Stately Chiffon Taffetas, fashionable

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 silks; they must be seen to be appreciated; white, sky, blue and mauve grounds; the skirt length is 50 inches wide, deeply 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. Paul, who didn't want the bother of taking them back with him; had we bought them in the regular way we should have had to sell them at from \$45 to \$75. Our price \$19.00. Fine French Printed Organdy, lovely tulle and striped designs, on white or colored grounds; the best production of the French capital; see these without fail, 65c. Silk and Cotton Mixure in French Organdy, the daintiest colorings and designs imaginable; nothing prettier for a young girl's party dress. Regular 65c for 88c.

Burnt Wood Designing Outfits

Pyrographic Outfits, with all the necessary articles for wood burning. Per set, \$1.48, \$1.88, \$2.48 and \$3.00. Glove and Handkerchief Boxes, 12 1/2 x 20, 25c and 50c. Round, oval, square and heart-shaped Plaques, 5c, 10c, 15c, 20c to 60c. Photo Frames, 15c, 20c, 25c to 40c. Jewel Boxes, Stamp Boxes, Lace and Photo Boxes, 15c to 50c. Thermometers, 15c, 15c, 20c and 25c. Whisk Holders, 20c to 25c. Pipe Racks, 15c, 20c, 25c, 35c, 40c and 75c. Tie Racks, 15c, 20c, 25c and 60c. We also carry a full range of Wash, Paper Baskets, Mirrors, Brushes, Tables, etc. With every outfit sold on Thursday we will give 12 stencilled medallions for burning.

Men's Eiderdown Bath Robes

Our \$5.00 Line A 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 Robes, well made, rich, warm colorings of brown, navy, red, grey or green, in a large variety of formal, scroll and figured designs. Extra value at, Thursday, \$5.00. MEN'S COMBINATION SETS, REDUCED, REG. 75c, 50c. 500 Men's Combination Sets, consisting of one pair suspenders, armlets and garters, neatly arranged in a handsomely decorated gift box. All shades. Regular value 75c box. Thursday 50c.

Men's Furs in Plenty

Men's Fur Caps, in Persian lamb, wedge shape, even curl skins, at \$7.00, \$8.00, \$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, electric seal, nutria, beaver, Astrachan lamb, etc., in fur caps, different styles, such as wedge, driver, jockey, etc. Specially priced, \$3.50. Men's Dressing Gowns, imported, soft, lofty, finished camel's hair cloth and English tweeds, maroon, brown, grey and cardinal, with fancy scroll designs, made with long roll collar, silk cord edging, silk and wool gridle, \$7.50. Men's House Coats or Smoking Jackets, in Saxony finished tweeds and smooth Kersey cloths, grey, brown, cardinal and navy. Cut on the newest model, nicely trimmed, \$6.75. Men's Fancy Vests, in brown, grey and cardinal grounds, with neat black overcheck, edges and pockets bound with broadcloth, to match. Sizes 36 to 44. Special, \$2.00.

Grocery Preparations

3000 lbs. Dairy Butter, in prints, per lb. 25c. Choice Sugar Cured Ham, half or whole, per lb. 18c. 1000 lbs. California Seeded Raisins, 2 packages 25c. Canned Sweet Pumpkin, 2 tins 15c. Maggi Soups, assorted, 6 packages 25c. Tillson's Premium Oats, large package 25c. Blue Bell Jelly Powders, assorted, 6 packages 25c. Finest Red Cape Cod Cranberries, 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, 25c. A rich, savory Tea of the English breakfast character, Thursday, per lb., 25c, 5 lbs. \$1.25.