TODAY-AND EVERY DAY-THE SIMPSON STORE IS WORTH VISITING



at the Christmas Festival of the Allies.

FOURTH FLOOR

THE CHRISTMAS SPECTACLE IS PRO-NOUNCED BY THE THOUSANDS WHO HAVE SEEN IT TO BE THE FINEST THING OF ITS KIND EVER DONE IN TORONTO-ARTISTIC, STIMULATING, IMAGINATIVE.

A Quarter Will Buy These Toys and Games in the Toy Festival at 8.30 Today

Large Assortment of Rocking Horses

In many styles and sizes. Make your selection now while there are so many kinds to choose from. We will make delivery any time before Christmas that you desire. Prices 2.50, 3.75, 5.00, 7.50, 10.00, 15.00 up to 22.50 Cannon or Rapid Firing guns are new and interesting made in three sizes and priced at, each 15, 25 and .39 Large Boy Dolls, in a variety of styles of uniform, at, each98

Toilet Goods

Manicure Sets, Military Brush Sets, Shaving Sets and moking Sets. Regular 75c to \$4.50 Half-Price Men's Three-Piece Set, genuine ebony, military brush, satin-lined case, sterling silver mounted 3.89

Five-Piece Real Ebony Manicure Set, sterling silver counted in satin-lined case

Needlework

at (Fourth Floor) 49

Christmas Cards

"The Thoughta" Cabinet, 10 booklet cards, cord "The Warmest Wishes" Box, six gold illuminated fold-(Fourth Floor)

Practical Gifts in Leather

Photo Frames, to hold one or two photos, or with the o card and ticket case combination, morocco leather .48 Coat Hangers, in leather case, three nickel-plated ex-

Khaki Handkerchiefs

For men, mercerized, look and feel like silk, three for .25 Men's Mercerized Khaki Handkerchiefs, with colored

Brassware and China

\$1.00 Brass Fern Pots, 69c-50 only, 6-inch size, three Gold border design, hand-painted, large bowl and six individual nut bowls.

Serving Trays

Mahogany-finished mouldings, size 11 x 14, with glass, brass handles, felt bottoms and tapestry effect inserts. Regularly \$1.50, for

Winter Fixings for Men and Boys

Men's Wool Sweater Coats, plain and fancy stitch; travelers' samples and overmakes; gray, gray with navy or black, cardinal, fawn, etc.; sizes

36 to 44. Regular \$3.00 and \$3.50. Monday at 1.95 Boys' Wool Pull-Over Sweaters, unshrinkable, gray with cardinal and

Men's Scotch Wool Underwear, heavy weight, Shetland shade, shirts double-breasted, drawers reinforced, sizes 34 to 44. Regular \$1.25. Monday98

Boys' Heavy Cotton Underwear, elastic ribbed, Watson make, shirts

Men's Neglige Shirts, stripes, in blues and blacks; coat styles; launder-

Boys' Headgear

Boys' Chinchilla or Nap Finish Cloth Hats, with warm ear bands, in Boys' Plush Hats, in colors gray, brown and black; smart Mexican,

turban, rah-rah and telescope styles. Regular \$2.00. Monday95

Boys' Hockey Caps, in plain and fancy stitch; wide assortment of col-



Boys' Ulsters at \$7.75

200 Double-Breasted Ulsters, purchased to sell at \$10.00, \$11.00, \$12.00 and \$12.50, will be cleared Monday at less than the cost. Blue chinchilla in two styles; also Scotch and English ulsterings, in brown and gray; convertible collars and belted backs; sizes 27 to 35. Monday 7.75

BOYS' RUSSIAN OVERCOATS, \$4.85.

Regular \$6.00, \$6.50, \$7.00 and \$7.50; double-breasted, with collar and belted back; warmly lined with flannels; brown and gray tweeds. showing neat patterns; sizes 21/2 to 8 years 4.85

HOUSE COATS AT \$5.00.

English cloth, in two good colors, plain gray and brown; edges, pockets and sleeves being corded; sizes 36 to 44. Camel's Hair House Coats, \$9.00, red and black or gray and black; silk cord edges; sizes 36 to 44.

ENGLISH BATH ROBES, \$3.65.

Blanket cloth, in gray and red or blue and red, in designs; long and roomy; sizes 36 to 44.

ENGLISH BATH ROBES WITH SLIPPERS, \$5.50.

Blanket cloth, gray and red, blue and red, or gray and green; full loose robe; girdle and slippers to match; put up in a fancy box.

DRESSING GOWNS, MONDAY, AT \$8.00.

English cloth, in plain gray; edges, pockets, sleeves and girdle of silk cord, in blue; long, loose gowns that make most appropriate Christmas gifts; sizes 36 to 44.

Almost Five Thousand Pairs of Boots For Today's Sale

The bulk of them are direct from the makers, and are to be sold at prices much below the actual cost of production in most cases. The assortment comprises Women's Street and Evening Boots, Men's Business, Dress and Hunters' Boots, Boys' School and Dress Boots, and Misses' and Children's Fall and Winter Boots, in all the most favored leathers, styles and patterns.

\$1.99 FOR \$3.00 TO \$4.50 BOOTS.

Women's New Fall and Winter Footwear, in the most approved styles and leathers; dainty, dressy and sensible street boots, in button and lace patterns; patent colt, dull calf, vici kid and tan calf leathers; best quality bark tanned soles, in three weights; latest and most popular toes and heels; colored cloth and black glove leather uppers; sizes 2½ to 7. All one price, Monday 1.99

\$2.95 FOR \$4.00 TO \$6.00 BOOTS.

Men's Dress, Business, Street and Heavy Walking Boots, in button and lace styles; made of selected waterproofed calf, black kid, tan willow calf, box calf, tan Russia calf and patent colt leathers; constructed with perfectly smooth innersoles of solid leather, and full double, single and heavy double outer soles; styles to suit and fit old and young; sizes 6 to 11. All one price Monday 2.95

\$1.99 FOR \$2.50 TO \$3.00 BOOTS.

Boys' Business, School and Dress Boots, styles to be worn with and without rubbers; best serviceable leathers, such as dull calf, box kip, dongola kid, and some patent colt; neat and comfortable, full-fitting styles; sizes 1 to 5. All one price Monday 1.99

\$2.95 FOR \$4.50 TO \$6.00 BOOTS.

Men's Hunter, Miner and All Outdoor Workers' Long-Legged Lace Boots, waterproofed grain leather, in black and tan colors; heavy double soles; reinforced with steel slugs; full bellows tongue to top; large eyelets and hooks; heavy laces; 10 to 14-inch legs; sizes 9, 10, 11 and 12. All one price Monday ... 2.95

95c FOR \$1.25 TO \$1.50 BOOTS

Children's Button and Lace Boots, in strong, dressy dongola kid and dull calf leathers, with double flexible soles; low and spring heels; patent toecaps and plain vamps; foot-form and educator toe shapes; sizes 2 to 10½. All one price Mon-

Fancy Blanket Robes \$1.98

Long Robes, of fancy doublefaced blanket cloth, pretty floral patterns, in red, gray, navy and Copenhagen; loose back, rope girdle, turn-back cuffs and collar trimmed with mercerized; sizes 34 to 42. Monday 1.98

OUT-SIZE LINED PETTI-COATS, \$1.50.

Warm and Comfortable Petticoats, for stout figures, imported sateen, black only, hip measurement 50 inches; body lined with red flannelette, full flounce of knife-pleating, trimmed with small frills; lengths 38 to 42. Monday 1.50

180 Sample **Umbrellas** \$2.95

No two handles alike; sterling or heavy rolled gold mounts or gold posts; cased; silk mixed

Palm Room, 6th Floor Decorations, Flowers

Chicken Dinner, 50c, Served from 11.30 a.m. to 5.30 p.m.—Roast Young Chicken, Hiblet Gravy; Potatoes, Boiled or Mashed; Green Peas; Rice and Raisin Pud-Bread; Pot of Tea or Coffee, with Cream.

Red Paper Bells, 3, 7, 11, 14 and 20-inch, Artificial Holly Wreaths, 12, 18 and 24-inch, 45c, 65c, \$1.10 each.

ding, Custard Sauce or Apple Pie or Ice Cream; Club Rolls, White or Brown Afternoon Tea, 3.00 to 5.30 p.m.—Salad Sandwich; Pot of Tea or Coffee, with Cream; Ice Cream and Assorted Sweet

Green and Red Wood Fibre Roping, in bundles of 60 yards for decorating, per yard, 4c. Drucina Plants (red and brown variegated), each, \$1.25.

Jerusalem Cherry Plants, with red ber-ries, 50c and 60c each.

THE NEW MARKET

TELEPHONE ADELAIDE 6100.

CL		L Chan	Monday
Cno	ice Lan	in Chops	. Monday
Cho	ice Por	k Chops.	Monday
			2
Bone	less Stewi	ng Beef, 1b.	
Break	kfast Baco	m. sliced. 1b.	

THE MEATS

VEGETABLES.

FRUIT.

ure Lard, 20-lb. pails, lb.

Choice Jamaica Grape Fruit, 4 for ... 25
Choice Florida Grape Fruit, large size, 2 for ... 25
Canadian Hot House Tomatoes, 1b. ... 30
Cape Cod Cranberries, quart 12

THE GROCERIES.

onarch Flour, %-bag ... Finest Goldust Cornmeal, stone...

Tillson's Premium Oats, large pkg...
5000 tins Finest Canned Corn, tin...
Upton's Marmalade, 5-lb. pail...
Fancy Japan Rice, 3 lbs...
Pure Cocoa, in bulk, per lb.
Finest Pot Barley, 6 lbs...
Mustard, in bulk, per lb.
Mustard, in bulk, per lb.
Peanut Butter, per lb.
Wax Candles, per dozen
Choice Lima Beans, 2 lbs.
500 Jars St. William's Pure Strawberry Jam, 16-oz, jar
Fels-Naptha Soap, per bar
Sunlight and Surprise Soap, 6 bars.
Comfort and Borax Soap, 6 bars.
Comfort and Borax Soap, 6 bars.
Simpson's Big Bar Soap, per bar
R. & S. Soap, per bar
Pearline, large package
Lux Washing Powder, 3 packages.
Old Dutch Cleanser, 3 tins
Ivory or Silver Gloss Starch, 6-lb. tin
Babbitt's Cleanser, 6 tins
Diamond Cleanser, 6 tins

Four Jewelry Specials

New Recep-

tion Hats

\$7.50

65 ONLY, ON SALE MONDAY.

large shapes of rich Lyons silk

velvet or silk hatters' plush;

most of them are black, but

white and a few of the best col-

ors are included. Handsome

osprey mounts or ostrich feath-

ers have been used in trimming

almost every hat, every one be-

ing different. Regular \$10.00 to

\$12.00. Monday ... 7.50

Many Stylish Dress Hats, in

9k and 10k Gold Pearl and Colored Stone Set Brooches, strong pin and catch, fine lustrous pearls, some have colored stones. Regular \$1.25 and \$1.50. Monday

9k and 10k Gold Signet Rings, children's, women's and men's sizes, carved shoulders, one initial engraved free. Regular \$1.50.

China and Glass

8.30 a.m. Special. DECORATED SOUP PLATES, EACH, Sc. 200 dozen only, Good Quality English Porcelain Soup Plates, green and blue floral border decoration. Monday Basement sale, each5

Limited quantity to a customer. DINNERWARE BARGAINS \$8.75 "Regina" Dinner Set, \$6.29. English semi-

porcelain, green floral border, 97 pieces. \$10.00 Dinner Set for \$6.95. Deep blue band border, good quality English ware, perfectly modeled, Cobait Blue Band Set, \$8.95. Quarter-inch blue and, with two gold lines, English semi-porcelain,

\$16.50 Grindley "Riviera" Set, \$12.50. English semi-porcelain, green conventional border, 97 pieces.

\$49.50 Bernardaud "Savoy" Service, \$34.50. Limoges china, handsome key border, full coin gold handles, 102 pieces. "CLOVER LEAF" DINNERWARE.

"GIBSON" ENGLISH TEAPOTS, 25c.

3 to 5-cup sizes. Regular 35c, 45c and 50c. ODD PIECES DECORATED TOILETWARE. arge Jugs, each WHITE AND IVORY TOILETWARE.

hambers, each
CHRISTMAS PUDDING BOWLS.
Patented bowls for cooking puddings, stews, etconday, 19c, 23c and 29c.

ODD LINES OF DINNERWARE.

JAPANESE CHINA, MONDAY.

GLASSWARE BARGAINS. 15c and 20c Glass Vases for 5c, 10c, 14c.

Semi-Indirect Fixture

In "Utopia" glass; for eye comfort; three chains. 6.25

MONDAY **BASEMENT** LIST SALE **SPECIALS**



At 15c Wood Salt Boxes.

Revolving Handled Rolling Pins. Enamel Saucepans, 2qt. and 3-qt. Brown Enamel Sink Can Opener, for round Handled Shoe Brushes. Good Grade Scrub Brush. Towel Bar, 18 inches 50-foot Cotton Clothes Ash Sifter, with long handle.



These 39c

D-Handled Furnace Scoops. Skirt Ironing Boards, 12 x 60 inches.
Sieve Irons.
Frost King Weather Strip.
Best Grade 50c Corn Brooms.
Towel Bars, nickel plated
brass, ½ x 18 or 24 inches.
Aluminum Lipped Saucepans,
2-quart. Clothes Horses, 4 ft



These at 98c

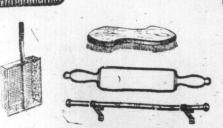
or 9.
Glass Shelves for Bathroom, size 5 x 18 or 24 inches.
Garbage Cans, French gray japanned, large size.
Folding Ironing Tables, strong and well made.
Aluminum Double Bolles, 1 of traids. ım Covered Saucepans, 6-qt. Set of Three Aluminum Saucepans. Food Choppers, cutting coarse, medium or fine, meats, fruits or vegeum or fine, meats, fruits or vege-tables.

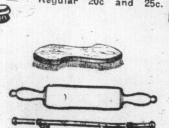
Knife-Cleaning Machines, for clean-ing and polishing table and kitchen knives. knives.

Potts' Sad Irons, sets of three nickelplated irons, with stand and handle.

Regular \$1.25 to \$1.75.









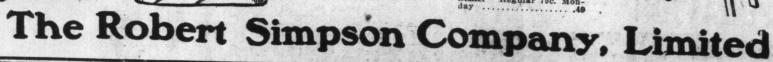


Coal Scuttles, japanned steel, funnel pattern.









FACTOR

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Soldiers

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