

# TODAY—AND EVERY DAY—THE SIMPSON STORE IS WORTH VISITING



**Come and See**  
London  
Petrograd  
Paris and  
Rome

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**

The game of Roodles, the game of Parchesi, Rope  
Toss, Ludo, Toy Trains with rays and look, Dolls' Garden  
Synges, Deck Chairs, Facing Bob, the popular wagon with  
horse that paces in a natural way. Regular 35c to 50c value.  
Monday, at 8.30, each . . . . . 25  
(Fourth Floor)

**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 35  
Large Boy Dolls, in a variety of styles of uniform, at  
each . . . . . 25  
(Fourth Floor)

**Toilet Goods**  
Manicure Sets, Military Brush Sets, Shaving Sets and  
Smoking Sets. Regular 75c to 1.50 . . . . . Half-Price  
Men's Three-Piece Set, genuine ebony, military brush,  
in satin-lined case, sterling silver mounted . . . . . 3.89  
Five-Piece Real Ebony Manicure Set, sterling silver  
mounted, in satin-lined case . . . . . 2.79  
Real Ebony Hair Brushes, with 11 rows of hand-drawn  
bristles . . . . . 49  
(Fourth Floor)

**Needlework**  
Two-Pocket Shoe Bag, of chintz . . . . . 15  
English Pot Pourri, tin canisters, filled with rose and  
other petals . . . . . 50  
Big Lavender Bags, scented will last for years . . . . . 25  
Dresser Scarf, tan linen hand embroidered; size 18 x  
52, at . . . . . 49  
(Fourth Floor)

**Christmas Cards**  
"The Thoughts" Cabinet, 10 booklet cards, cord tied,  
with envelopes . . . . . 17  
"The Warmest Wishes" Box, six gold illuminated fol-  
ders, with envelopes . . . . . 19  
"All the Season's Greetings" Cabinet, ten large folding  
cards, with insets, ribbon tied, assorted designs . . . . . 25  
(Fourth Floor)

**Practical Gifts in Leather**  
Photo Frames, to hold one or two photos, or with the  
photo card and ticket case combination, morocco leather 48  
Coat Hangers, in leather case, three nickel-plated ex-  
tension hangers . . . . . 75  
Flask, small size, in seal grain leather case, screw cup  
on cork. Monday . . . . . 75  
Pigskin Coin Purse, with two clasps, arranged to separate  
bills from change . . . . . 25  
(Fourth Floor)

**Khaki Handkerchiefs**  
For men, mercerized, look and feel like silk, three for 25  
Men's Mercerized Khaki Handkerchiefs, with colored  
borders, four for . . . . . 25  
Children's White Lawn Handkerchiefs, satin stripe bor-  
ders, six for . . . . . 25

**Brassware and China**  
\$1.00 Brass Fern Pots, 6 1/2—50 only, 6-inch size, three  
brass claw feet; size in lining . . . . . 69  
Christmas Festival, 75c Royal Nippon Nut Sets, 49c—  
Gold border design, hand-painted, large bowl and six indi-  
vidual nut bowls. (Fourth Floor)

**Serving Trays**  
Mahogany-finished mouldings, size 11 x 14, with glass,  
brass handles, felt bottoms and tapestry effect inserts.  
Regularly \$1.50, for . . . . . 89  
Framed Pictures, landscapes, venerated mounts, gilt and  
silver mouldings. Regular 65c. Monday . . . . . 49  
(Fourth Floor)

## 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 brown; sizes 24 to 32. Regular 80c. Monday . . . . . 59  
**Men's Scotch Wool Underwear**, heavy weight, Shetland shade, shirts double-breasted, drawers reinforced, sizes 34 to 44. Regular \$1.25. Monday . . . . . 98  
**Boys' Heavy Cotton Underwear**, elastic ribbed, Watson make, shirts and drawers; sizes 24 to 32. Regular 65c. Monday . . . . . 49  
**Also Combinations**, 24 to 32 . . . . . 98  
**Men's Neglige Shirts**, stripes, in blues and blacks; coat styles; laundered cuffs; sizes 14 to 16 1/2. Regular 75c and 89c. Monday . . . . . 55



## 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 ulsters, 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 2 1/2 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.

## Boys' Headgear

**Boys' Chinchilla or Nap Finish Cloth Hats**, with warm ear bands, in rah-rah shapes; colors gray, navy and brown. Monday . . . . . 75  
**Boys' Plush Hats**, in colors gray, brown and black; smart Mexican, turban, rah-rah and telescope styles. Regular \$2.00. Monday . . . . . 95  
**Boys' Hockey Caps**, in plain and fancy stitch; wide assortment of colors; extra good values at . . . . . 25, 39 and 45

## 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.

**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 2 1/2 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 insoles of solid leather, and full double, single and heavy double outer soles; styles to suit and fit bold 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  
**\$1.99 FOR \$3.00 TO \$4.50 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 toe caps and plain vamps; foot-form and educator toe shapes; sizes 2 to 10 1/2. All one price Monday . . . . . 95

## Fancy Blanket Robes \$1.98

Long Robes, of fancy double-faced 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 asteen, black only, hip measurement 50 inches; body lined with red flannelite, full flounce of knife-pleating, trimmed with small fringe; lengths 38 to 42. Monday . . . . . 1.50

## THE NEW MARKET

THE MEATS.  
Choice Lamb Chops, Monday, per lb. . . . . 22  
Choice Pork Chops, Monday, per lb. . . . . 24  
Best All Pork Sausage, lb. . . . . 17  
Boneless Slicing Beef, lb. . . . . 19 1/2  
Brisket Boiling Beef, lb. . . . . 12  
Breakfast Bacon, sliced, lb. . . . . 20  
Pure Lard, 20-lb. pails, lb. . . . . 16  
Veal Chops, lb. . . . . 24  
THE GROCERIES.  
Monarch Flour, 5-lb. bag . . . . . 75  
Finest Gold Dust Cornmeal, stone . . . . . 90  
Tilson's Premium Oats, large pkg. . . . . 44  
2000 lbs. Finest Cleaned Corn, 100 lbs. . . . . 48  
Epton's Marmalade, 4-lb. pails . . . . . 48  
Fancy Japan Rice, 5 lbs. . . . . 35  
Pure Cocoa, in bulk, per lb. . . . . 35  
Finest Pot Barley, 5 lbs. . . . . 25  
Mustard, in bulk, per lb. . . . . 30  
Vet. Candies, per dozen . . . . . 15  
500 Java St. Williams' Pure Straw-  
berry Jam, 15-oz. jar . . . . . 35  
Feta-Naptha Soap, per bar . . . . . 25  
Sunlight and Saffron Soap, 5 bars . . . . . 25  
Comfort and Borax Soap, 5 bars . . . . . 25  
Simpson's Big Bar Soap, per bar . . . . . 10  
R. & S. Soap, per bar . . . . . 14  
Pearline, large package . . . . . 25  
Lux Washing Powder, 2 packages . . . . . 25  
Old Dutch Cleanser, 5 cins . . . . . 25  
Vet. or Silver Glass Starch, with tin . . . . . 30  
Rabbit's Cleanser, 5 tins . . . . . 25  
Diamond Cleaner, 3 tins . . . . . 25  
1000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday, 7 1/2 lbs. . . . . 74  
VEGETABLES.  
Choice New Brunswick Potatoes, per box . . . . . 28  
Choice Florida Grape Fruit, large size 2 for . . . . . 15  
Canadian Onions, half-peck . . . . . 15  
FRUIT.  
Choice Jamaica Grape Fruit, 4 for . . . . . 25  
Choice Hot House Tomatoes, lb. . . . . 30  
Cape Cod Cranberries, quart . . . . . 15

## Decorations, Flowers

Red Paper Balls, 3, 7, 11, 14 and 20-inch, 2 for 5c, and 8c, 15c, 20c each.  
Artificial Holly Wreaths, 12, 15 and 24-inch, 40c, 50c, \$1.00 each.  
Green and Red Wood Fibre Rope, in bundles of 60 yards for decorating, per yard, 4c.  
Drucina Plants (red and brown variegated), each, \$1.25.  
Jerusalem Cherry Plants, with red berries, 50c and 60c each.

## China and Glass

DECORATED SOUP PLATES, EACH, 5c.  
200 dozen only, Good Quality English Porcelain Soup Plates, green and blue floral border decoration. Monday Basement sale, each . . . . . 5  
Limited quantity to a customer.  
DINNERWARE BARGAINS.  
\$8.75 "Regina" Dinner Set, 60.25. English semi-porcelain, green floral border, 97 pieces.  
\$10.00 Dinner Set for 64.85. Deep blue band border, good quality English ware, perfectly modeled, 97 pieces.  
Cobalt Blue Band Set, \$6.95. Quarter-inch blue band, with two gold lines, English semi-porcelain, 97 pieces.  
\$16.50 Grindley "Riviera" Set, \$12.50. English semi-porcelain, green conventional border, 97 pieces.  
\$49.50 Bernardaud "Savoie" Service, \$34.50. Limoges china, handsome key border, full coin gold handles, 102 pieces.  
"CLOVER LEAF" DINNERWARE.  
Cups and Saucers for . . . . . 9  
Dinner Plates for . . . . . 9  
Soup Plates for . . . . . 7  
Tea Plates for . . . . . 7  
Bread and Butter Plates for . . . . . 5  
Cereal Dishes for . . . . . 5  
Salad Bowls, each . . . . . 25, 35, 50  
Meat Plates, each . . . . . 25, 35, 50  
Covered Vegetable Dishes . . . . . 59  
"GIBSON" ENGLISH TEAPOTS, 25c.  
3 to 5-cup sizes. Regular 35c, 45c and 50c.  
For . . . . . 25  
ODD PIECES DECORATED TOILETWARE.  
Large Jugs, each . . . . . 75  
Basins, each . . . . . 75  
Chambres, each . . . . . 75  
Patented bowls for cooking puddings, stew, etc. Monday, 10c, 25c and 35c.  
ODD LINES OF DINNERWARE.  
Decorated Bread and Butter Plates, each . . . . . 3  
Decorated Cereal Dishes, each . . . . . 3  
Decorated Fruit Saucers, Monday, 2 for . . . . . 2  
Decorated English Covered Vegetable Dishes . . . . . 40  
200 dozen English Clover Leaf Cups and Saucers (seconds), good quality ware, Monday Basement sale, cup and saucer, for . . . . . 7  
20c, 35c, 40c and 50c Decorated Meat Platters for 10c, 20c, 30c, 40c.  
JAPANESE CHINA, MONDAY.  
50c Whipped Cream Sets . . . . . 34  
50c Sugar and Cream Sets . . . . . 34  
\$2.50 and \$2.95 Seven-piece Plate Sets . . . . . 1.49  
\$2.50 Seven-piece Fruit Sets . . . . . 1.49  
\$1.50 Chocolate Sets, 7 pieces . . . . . 1.55  
\$2.95 Chocolate Sets, 7 pieces . . . . . 1.55  
\$1.00 Condiment Sets . . . . . 75  
75c Condiment Sets . . . . . 40  
75c Manicure Sets . . . . . 49  
GLASSWARE BARGAINS.  
8c, 15c and 20c Glass Vases for 5c, 10c, 14c.  
Hyacinth Vases and 25c Glass Vase for 25c, 35c and 49c.  
2c AND 10c PRESSED GLASSWARE AT 5c.  
Good Quality Pressed Glassware—Lot consists of Spoon Trays, Butter Dishes, Handled Napkins, Salt Dip, Salt Shakers, Comports, etc. Monday, choice . . . . . 5  
\$1.50 Optic Glass Table Goblets. Monday, 2 for . . . . . 15  
\$1.50 New Colonial Butter Tubs, each . . . . . 30  
Glass Table Tumblers, pretty decorations, each . . . . . 5  
50c Decorated China Cuspidors, each . . . . . 34  
25c Decorated Baby Plates, each . . . . . 15  
Semi-Indirect Fixture  
In "Utopia" glass, for eye comfort, three chalice. Monday . . . . . 6.25

## MONDAY BASEMENT SALE LIST OF SPECIALS

**At 15c**  
Wood Salt Boxes.  
Revolving Handled Rolling Pins.  
Enamel Saucepans, 2-qt. and 3-qt.  
Brown Enamel Sink Strainers.  
Can Opener for round or square cans.  
Handled Shoe Brushes.  
Good Grade Scrub Brush.  
Towel Bar, 18 inches long.  
50-foot Cotton Clothes Lines.  
Ash Sifter, with long handle.  
Regular 20c and 25c.

**These 39c**  
Coal Stoves, japanned steel, funnel pattern.  
D-Handled Furnace Scoops.  
Sift Ironing Boards, 12 x 60 inches.  
Sleeve Irons.  
Frag Ring Weather Strip.  
Best Grade 50c Corn Brooms.  
Towel Bars, nickel-plated brass, 6 x 18 or 24 inches.  
Aluminum Lipped Saucepans, 2-quart.  
Folding Clothes Horses, 4 ft. high.  
Glass Wash Boards.  
Bake Boards, size 15 in. x 24 in., with sides or 6cc.  
Regular 75c to 80c.

**These at 98c**  
Galvanized Iron Ash Barrels, with wood-protected sides, each. Size 18 in. by 25 in. Regular \$1.50 . . . . . 1.98  
Rotary Ash Sifters, separates the ashes from the coal by just turning the handle. Sifter only, \$2.25; complete with can \$4.25. (Clothes Wringers, enclosed copy. Regular 4.99 less postage, hardware.)  
With pall rest. 5-foot size, Monday, 75c; 6-foot size, 90c.  
500 Brush Brooms, 14 inches wide, good hair broom. Regular \$1.00. Monday . . . . . 60  
Copper Bottom Wash Boilers, size 8 x 9 1/2.  
Glass Shelves for Bathroom, size 5 x 15 or 24 inches.  
Garbage Cans, French gray japanned, large size.  
Folding Ironing Tables, strong and well made.  
Aluminum Double Boiler, 1 qt. inside dish.  
Aluminum Covered Saucepans, 6-qt. size.  
Set of Three Aluminum Saucepans.  
Food Choppers, cutting coarse, medium or fine, meats, fruits or vegetables.  
Knife-Cleaning Machines, for cleaning and polishing table and kitchen knives.  
Potted Iron, sets of three nickel-plated iron, with stand and handle. Regular \$1.35 to \$1.75.

Polish Floor Mops, "sanitary" Regular 75c. Monday . . . . . 49

The Robert Simpson Company, Limited

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