

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

USE A TRANSFER CARD AND SAVE TIME

The **SIMPSON** Company
Robert Limited

UTILIZE OUR CHRISTMAS SERVICE BUREAU



If You Smoke---

The man who smokes wants to know that his smoking outfit is first-class in every particular—his pipes must be of standard make, his pouches and accessories, if they please him, will be in keeping.

And he does enjoy the little novelties which from time to time are introduced. It is an easy matter to choose gifts for a smoker at Simpson's. Pipes and Cigarette Cases galore.

Imitation Meerschaum Pipes, in presentation case. Bakelite mouth-piece, oval or bent stems. Special, \$6.50 to \$7.50 each.

Pouches, real morocco, kangaroo, imitation pig and dustless leather, rubber-lined. Special 1.25

Kola French Briar Pipes, made from aged dead root briar. Dark brown finish, black vulcanite mouthpiece. Straight or bent stem. Satisfaction guaranteed 1.00

Brass-Finished Ash Trays, removable glass linings. Today, each49

Match Box Holder and Cigar Rest Attachments, each75

Dull Brass Smoking Sets, weighted base, removable glass lining. Special, today, the set 2.19

Accessories—We have on hand some very nice accessories of English make. Thoroughly satisfactory in every way.

A Cool, Clean Shave

All's right with the world in the morning if a man is satisfied with his shave. A smooth face (with no shaving regrets) sets one up for the day. It pays to keep in touch with Simpson's, where, cutlery opportunities are particularly advantageous.

Auto Strop Safety Razors, \$5.00 and \$7.50 set.

Gillette Safety Razors, leather, silver-plated or gunmetal cases, \$5.00 and \$7.50 set.

Gem or Ever-Ready Safety Razors, \$1.00 set.

Penn Safety Razor, set. . . . 2.50

Durham Domino Safety Razor. Price 1.50

English Hollowground Razors. Price 1.95

Razor Strops, large variety, 60c to \$2.50 each; **Shaving Brushes**, bristles in rubber, 25c to \$1.25 each; **Victor Razor Hone**, 50c.

Safety Razors Free

Durham Duplex or Demonstrator Safety Razor Blades sell for 60c for package of 5. This morning we will sell 1,000 packages of these blades for 60c a package, and with each sale we will include a Durham Demonstrator Safety Razor free. Not more than two to a customer. No Phone, Mail or C.O.D. Orders.

Great Boot Offer

An expected shipment just arrived. Entire lot will be cleared today at remarkable savings. In gunmetal, brown, storm calfskin and patent leathers. Heavy and medium viscolized soles, also dry-foot soles. All sizes 6 to 11. Regularly \$10.00 and \$12.00. Special 6.95

Extra Heavy Overshoes, in gum rubber, with gridiron soles, warm waterproof felt uppers. Sizes 6 to 11 1.75

The Boy's Corner

This is the Store for the Boy. The little chap in knickers, his older brother and all his friends can be outfitted here for work or play. Suits, Overcoats, Sweater Coats, Neckwear, Bathrobes, Hosiery, Footwear, Skates, Games, Watches, Books—everything, in fact, to set a lad up properly. Bring him in to choose his gift.

Overcoats, Today, \$19.65

Big, warm, woolly Overcoats that defy the cold. Rich-looking, all-wool tweeds and wool and cotton mixtures. Gray chevrons, gray and brown stripes, diagonal effects, checks and overchecks. Most lined with wool twill serge. Waist-line and Belter models, with vertical pockets and convertible collar. Sizes 30 to 36. Regularly \$21.50, \$24.50 and \$27.50. Today, 8:30 special 19.65

Boys' Suit Special, \$16.50

Serviceable wool and cotton mixed tweeds, in distinctive brown, with green and red flecked pattern effect. Belter model. Bloomer pants, with belt loops and governor fasteners. Sizes 7 to 12 years 16.50

Serge Suits at \$18.50

Blue Irish Serge Suits, tailored in either Belter or Norfolk model, with yoke and box pleats. Bloomer pants, with belt loops and governor fasteners. Sizes 6 to 12 years 18.50



Books A Man Reads

Today, intelligent men are reaching out for good reading. Life is so strenuous they demand the best. Simpson's sets forth here some of the recent works a man would enjoy.

The Best From England

Critics are wondering where Archibald Marshall gets a skill—"absent from English Literature since Trollope's death." There is an irresistible charm in his novels. Read "Sir Harry" 1.75

The Evolution of a Man

People who fatalistically believe that "climbing" in character and success is not practical, should read "The Undeclared"—J. C. Snaith, \$1.60, written by a man who has climbed to writing fame through simple human stories.

Something Happened

It is current among book reviewers that something unusual has turned the ideas of Jerome K. Jerome to serious themes. The humorous vein is not obvious in "All Roads Lead to Calvary," \$1.75. Quite an excellent story by an artist.

Far Away Stories

These are told by Wm. J. Locke, who has delighted you so often with his whimsical and lovable characters. This book (\$1.50) provides a sequel to an old romance, and holds sunshine and tears.

Canadian!

It is gratifying to see Canadian writers making fame in the writing of novels. "The Touch of Abner," by H. A. Cody (\$1.50) is a pleasing sprightly story that will appeal to thousands who know community conditions.

Idealism Clashing With Duty

The story of the battle in a young girl's soul between duty to her family and love for an idealistic youth, charmingly told in "The World of Wonderful Reality," by E. Temple Thurston, \$1.75. A splendid book.

Use a Transfer Card

Have your first sale put on a transfer card. This means you give your name and address only once and pay for all your purchases at the one time.



The Shirt's the Thing

The young man doesn't talk much about Christmas presents, but he believes in them all the same, and has a particular liking for a nice shirt if he would confess to you. A necessity, and yet a vanity.

For shirt quality and reasonable price, you will find the best selection here.

Arrow Brand Shirts. Plain or fancy hairline and cluster stripes of black, blue, helio. Double French cuff styles. Sizes 14 to 18 2.50

A fine quality percale and soisette materials. Two-tone stripes. Double soft cuffs. Sizes 14 to 18 3.00

Finest quality American materials, in fine corded cloths, single and cluster stripes of various colors. Double French cuffs 3.50

English and American woven and printed materials, in neat conservative stripes of black, blue and helio 4.50

Forsyth Brand English wool taffeta. Separate collar to match, in fine hairline stripes. Coat style. Double soft cuffs. Sizes 14 to 16 1/2 7.50

Forsyth Brand Pure Jap Silk Shirts, in three and four-tone colorings, in neat conservative stripes. Sizes 14 to 17 9.00

Special! \$9.00 Silk Shirts, \$6.95

Heavy Japanese Habutai, in two and three-tone colorings, each with separate collar to match. Sizes 14 to 16 1/2. Regularly \$9.00. Today 6.95

Simpson's—Main Floor.



Time for a Watch

Any man would be proud to receive this watch. Thin model, men's pocket watch, in a 15-jeweled lever movement, fully guaranteed, fitted in "Fortune" quality gold-filled case. The name Fortune assures the quality. Your choice of jointed back or screw back cases, in engine-turned, plain, suitable for monogram, or hand-engraved patterns. Special, today 12.00

Christmas Shopping Service

We invite our customers to avail themselves of our "Christmas Service Bureau," where you may have your purchases neatly wrapped and tied with fancy ribbon, with greeting card and Christmas seals attached, and made all ready to present to your friends. You may also have purchases packed and weighed for mailing. Christmas Service Bureau situated on the Main Floor, Richmond Street Entrance.

Christmas Show

Phone Main 7841

Fifth Floor

40 Express Wagons Reduced (No Phone or Mail Orders For These).

WITH RUBBER TIRES
Regularly \$4.95 to \$5.50. Today 3.50

WITH STEEL TIRES
Regularly \$3.00 to \$3.50. Today 2.40

Kiddo Flexible Sleighs
28 inches long 1.39
28 inches long 1.49
Hardwood seat boards, nicely decorated and varnished, tee steel runners, enamelled red, and handles to steel.

Dolls' Sulkies
Reed trimmed body, reversible back, long wooden handles, two wheels with rubber tires.

Speeder Automobiles
Reduced Price, \$8.95

Red enamel finish, striped with yellow. Heavy steel gears, black japanned. Full metal construction throughout. Equipment includes starter crank, steering wheel, steel springs and rubber tires. Length of body, 30 inches.

8:30 a.m. Special Handkerchiefs

Pure Linen Handkerchiefs, one corner daintily embroidered in white and colors. 3 in box. Regularly \$1.50. 8:30 a.m., today, box 1.19

Horse on Platform
With wheels. Strong—made entirely of wood, cloth covered, gray and black colored. Three sizes. Specially priced for today at 75c, \$1.50 and \$2.75.

Double Friction Hill Climbing Toys, \$1.45

All steel, very substantially made, brilliantly colored. Engine, armored cars, parcel post cars. Today 1.45

Alphabet Blocks, 69c
Embossed colored and burnt wood. 26 cubes in a set. A dandy toy for little children. Today 69c

10k Gold Brooches, \$1.49
Set with pearls. Regularly \$2.50. Today 1.49

Pearl Strings, 24 inches long, graduated in size 95c
Gold Plated Cuff Links in gift box, complete 25c
Plated Brooches in great variety. In boxes 25c

Big Value in Children's Books

Large book as illustrated, with attractive board cover. Regularly 25c. Special 23c

Also:
Mother Goose Rhymes, Grimm's Fairy Tales, Assop's Fables, Palmer Cox's Fairy Book. SPECIAL, each 23c

8:30 a.m. Specials in Flashlights

6 1/4-inch Tubular Flashlights, black and nickel 83c

6 1/4-inch Tubular Flashlights, black and nickel 1.00

6 1/4-inch Tubular Flashlights, black and nickel, with large lens 1.15

6 1/4-inch Tubular Flashlights, black and nickel, with large lens 1.37

Medium Size "Cigarette" Case Flashlights, all nickle 89c

Fountain Pen Flashlights 90c

Pistols, all nickel 1.25

Strong batteries and bulbs in every case.
283 Puff Boxes and Hair Receivers, pink and white, each 29c

The **SIMPSON** Company Limited

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