

Telephone Main 7841

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

Market Adelaide 6100

Store Opens 8:30 a.m. Closes 5:30 p.m. Open All Day Saturday

Simpson's Christmas Show Friday Bargains



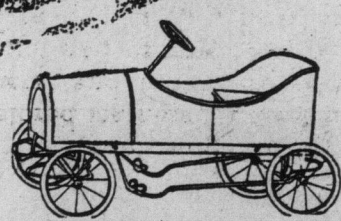
FIFTH FLOOR

Santa Claus is at the Christmas Show

With myriads of toys for the children of Toronto. He is on the Fifth Floor daily, where he meets and chats with the boys and girls. He is big and jolly, just the kind of a Santa Claus you dream about.

Punch and Judy

Will also perform for you. You never saw or heard anything as funny as Punch, and the way he strikes with his big stick will make you glad that you are not in his way. Punch and the Marionettes perform at 10, 11, 12, 2, 3 and 4 o'clock.



Speeder Automobiles, \$8.95

Red enamel finish, full steel construction, equipped with starter crank, steering wheel and rubber tires. Body 30 in. long. For kiddies 3 to 6 years.



Safety Steering Sleighs

Nice and bright, being well finished with natural varnish seat boards and red enamel runners. Half-inch tie steel runners with non-skid groove and flexible handles that steer.

30 inches long. Special.. 1.29
33 inches long. Special.. 1.48
37 inches long. Special.. 1.76
41 inches long. Special.. 1.98
51 inches long. Special.. 2.79
54 inches long. Special.. 3.18

Japanese China Sugar and Cream Sets, 25c

With pretty floral decoration. While they last today, set 29



Leatherette Writing Folio

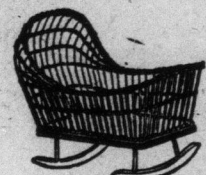
89c

Black, blue, green and purple, with blotter, pen, pocket for stationery, envelopes and writing pad. Today 89

Lawn Papereries, 49c

An extra fine quality stationery in Christmas red box with hinge lid, containing 24 sheets and 24 envelopes, ribbon tied. Regularly 65c. Today bargain 49

White Enamel Doll Cradles



\$1.93 and \$2.10

19 inches long. Today.. 1.98
22 inches long. Today.. 2.10
Reed bodies with semi-canopy top, wood bottoms and rockers.

Friday Bargain



1.48

Baby Rail Sleighs—Hardwood seats and rail in natural varnish finish, round steel runners.



Doll Carriages
50 Only at This Bargain Price
Black and Brown Finishes
English style wooden bodies with folding leatherette hoods. These carriages have steel springs and axles. 7-inch wheels with rubber tires. Body is 18 inches long, 8 inches wide, and the handles are 25 inches high.

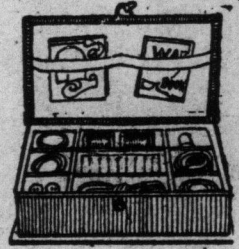
Kiddies' Books

2,000 copies, four titles, large size, attractive stiff board covers. Illustrated. Here they are:
Mother Goose Rhymes.
Palmer Cox's Fairy Tales.
Grimm's Fairy Tales.
Aesop's Fables.
Regularly 29c. Friday bargain 23

Gyroscope Tops, 25c

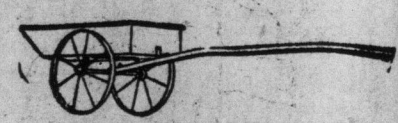
Spins on wire, a string, or almost anywhere. The most interesting top you ever saw. Price 25

Children's Sewing Companion



69c

Fancy decorated box, fitted with needles, pins, mending wool, tape, darning cotton and buttons. Today 69



Toy Dump Carts, 95c

Metal boxes that tilt, steel axles, two wire wheels and long wooden handles.

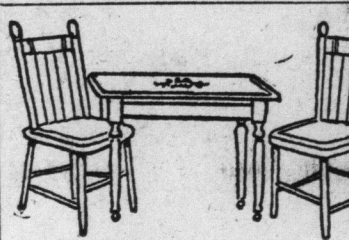
Baby Rings

Solid 10k gold, in signet style, with plain or fancy shoulder. Regularly \$1.00. Today.. .69

Black Board on Easel

Frame, 49c
Size of board, 12 x 14 inches. Larger sizes at 60c and 85c each.

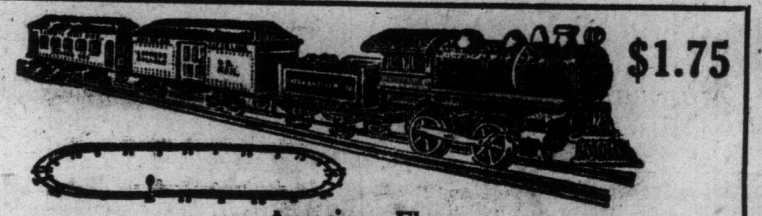
Remarkable Bargains --- Kindergarten Sets, Today



500 Sets in the Lot \$1.89

Set of Table and Two Chairs

Red Enamel and Golden Oak
Come at 8.30 Sure, or Phone Your Order Early
As illustrated, they will sell quickly at this remarkable price. Limit of 2 sets to a customer.
Table, size 23 inches long, 16 inches wide and 18 inches high.
Two chairs, seats 9 inches high, backs 12 inches high.
Extra well constructed throughout. The tables are delivered with the legs off, and full instructions are given for setting up. 500 sets only. Extra special today 1.89



American Flyer
Train on track. Cast engine with strong clock spring, tender, and passenger coach. Complete with track. Today \$1.79
Larger size sets, \$2.50, \$2.95, \$3.25, \$3.95 and \$4.95.

Bargain! 2,750 Pairs of Women's Boots at

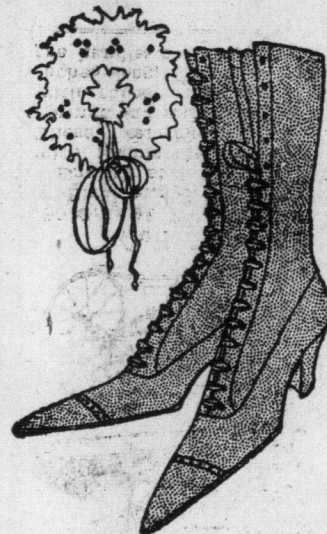
Regularly \$6.00 to \$7.00 **4.75** No Phone, Mail or C.O.D. Orders on Sale Footwear

Comprising novelty boots in nearly every style. Plain or combination colored leathers. Latest high cut, plain or circular tops, brown and black kid, gunmetal and brown calfskin leathers. Also black kid, with gray kid uppers. Medium and narrow toes, plain and imitation toecaps, Cuban and Spanish heels. All sizes 2 1/2 to 7. Regular \$6.00 and \$7.00 values. Friday bargain, pair ... 4.75

Men---A Boot Bargain at \$6.95

Regular \$9.00, \$10.00 and \$11.00 Values

Havana brown, mahogany and black calfskin, and vici kid leathers. Various popular shapes, low and medium heels. Sizes 5 1/2 to 11. They are made with strong Goodyear welted soles, with wide, medium and English recede toes. Heavy winter calf, waterproof, double and single weight leather; solid rubber and leather heels. Sizes 5 1/2 to 11. Friday bargain, pair 6.95



Children's Boots, \$1.25
Made of patent coil leather, button style, with plain toes and soft flexible turn soles, sizes 4 1/2 to 7 1/2. Pair 1.25
Simpson's—Second Floor.

Men Can Buy Good Overcoats Today at

\$22.95

For Men and Young Men

Heavy weight tweed coatings in rich shades of brown and gray, in attractive mixture effects. Double-breasted ulster model, with convertible collar, 1/2-belted back and regular pockets with flaps. Sizes 36 to 44. Friday bargain 22.95

A Suit Bargain, \$19.95

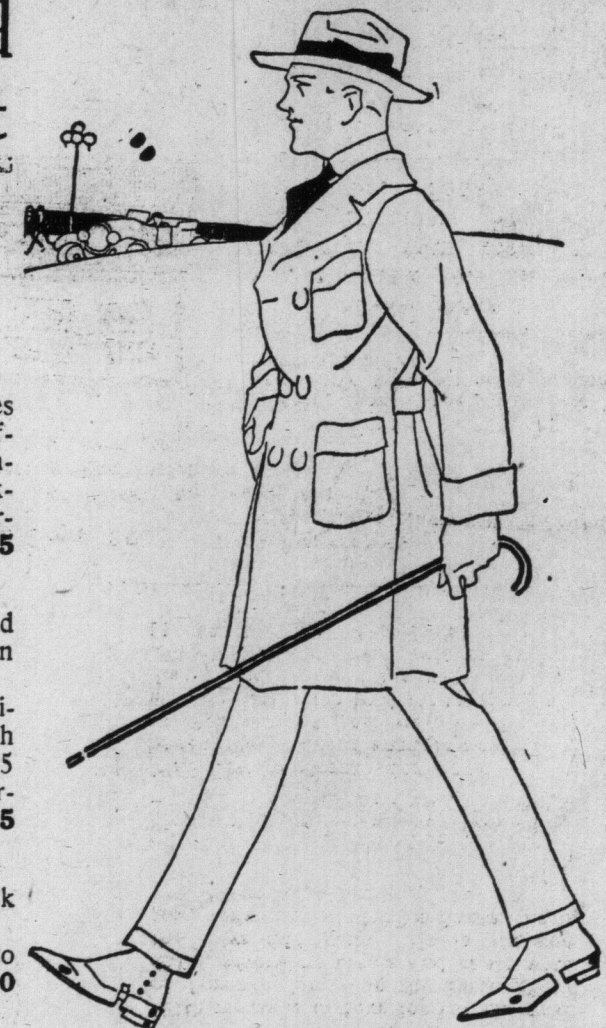
Well tailored from Canadian tweeds and English worsteds, in attractive shades of brown and gray.

Single-breasted, 3-button, soft roll, semi-fitted sacque models. Trousers finished with side, 2 hip, watch pocket and belt loops. 95 suits in the lot. Sizes 36 to 44. Friday bargain 19.95

Overalls and Smocks, \$1.50 Each

Strongly made from a good weight black denim in the regulation model.

Sizes: Overalls, 32 to 44; smocks, 36 to 44. Friday bargain, each 1.50
Simpson's—Main Floor



Men's Shirt Bargain, 98c

Regularly \$1.25, \$1.50 and \$2.00

Collar attached or separate collar styles. All are coat style, with soft cuffs, and some sizes in laundered cuffs. Sizes 14 to 18. Regularly \$1.25, \$1.50, \$2.00. Friday bargain ... 98



Men's 50c Soft Collars, 17c, 3 for 50c
Forsyth brand. Pink, blue or helio. Sizes 12 to 17. Regularly 50c. Today, 17c; 3 for 50c.

Men's Flannelette Pajamas
Pink or blue stripes on light grounds, military collar. Sizes 34 to 44. Regularly \$3.00. Friday bargain 1.98

Men's Scotch Wool Underwear
Winter weight, fine Shetland wool yarns. Sizes 34 to 44. Regularly \$1.75. Today 1.39
Boys' \$2.75 and \$3.00 Sweaters, \$1.98

Bob Long Brand
Pull-over Sweaters and Jerseys. Pure wool worsted yarns. Navy and maroon, gray and maroon. Roll or band collar, close-fitting cuffs. Sizes 24 to 32. Regularly \$2.75 and \$3.00. Friday bargain 1.98
Simpson's—Main Floor.

M-E-N

Caps 98c

Regular \$1.50 and \$2.00 Values.

High-grade makes, including Eastern, Wolfe, Christy, Cooper, Dexter, etc. Woven cloths in many check designs and plain shades. Friday bargain 98

Men's Soft Felt Hats, \$1.00
Regular \$2.00 and \$2.50 Values.

250 only, Fedora Shaped Soft Felt Hats, in an assortment of colors such as gray, green, fawn, navy and black. Friday bargain 1.00
Simpson's—Main Floor.



Boys' Overcoats Today \$15.35

Sizes 8 to 16 Years
Regularly \$19.00 to \$22.50

Odd sizes and broken lines. About 85 in all, left over from our season's selling, grouped and reduced to go out at this Friday bargain price. Blue chinchillas, gray and brown mixtures and novelty overchecks and herringbone stripes in tweeds. Belter and waist line models, lined throughout. Sizes 8 to 16 years. Regularly \$19.00 to \$22.50. Friday bargain 15.35
Simpson's—Main Floor

The Robert SIMPSON Company Limited

APARTMENT HO...
REDAILBANE ST...
well-built home...
living-room...
kitchen, large...
bathroom...
in rear...
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