

SIMPSON

Store Opens 8 a.m. Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Manager

Probabilities: Northerly and northerly winds; cold, with a fall of sleet or snow.

SIMPSON

The Simpson Lunch Room

Everything tasty, homelike and scrupulously clean. Pastry made and baked in our Model Sanitary Kitchen, constructed and equipped according to the demands of Modern Household Science.

THE PALM ROOM.

Appointments are those of an exclusive club for ladies and gentlemen. Daily service: Breakfast, Luncheon and Afternoon Tea.

Courteous attention. Good ventilation. Filtered water—scientifically tested; absolutely pure.

PROGRAMME.

Orchestral Concert in Lunch Room from 12 noon till 2 o'clock, by the finest band in the city, consisting of a group of Toronto Symphony Orchestra artists.

- 1—Waltz—Beautiful Blue Danube...Strauss
- 2—Selection—King of Elysia...DeKoven
- 3—Waltz—Sweet Reflections...Roberts
- 4—Selection—The Shamrock...Myddleton
- 5—Overture—The Jolly Robbers...Suppe
- 6—Waltz—Tout Paris...Waldteufel
- 7—Three Songs from Eliland...Von Fielity

In the Bright, Airy Basement BRIC-A-BRAC CLEARANCE.

700 China Tea Cups and Saucers, genuine Carlsbad ware, Kermiss shape, good assortment of decorations. Tuesday, special, 15c.

300 pieces Bric-a-Brac, ornamental and useful pieces, a choice and varied assortment; good buying here for your Xmas gifts. All at one price, comprising Camphor Vases, Japanese Kiurian Wares, Wedgwood Jar-dimieres, Doulton Teapot, Sugar and Cream Set, Nail Plates, Fruit Sets, Coburg Figures, etc.; all lines up to \$5.00. Tuesday, \$2.98.

Flower Vases, dainty colors and shapes, Bohemian glass ware. Tuesday, 35c.

GROCERY SAVINGS.

One car Standard Granulated Sugar, 20 lbs., \$1.00. Lake of the Woods Five Roses Flour, quarter bag, in cotton, 80c. Choice Side Bacon, peameal, half or whole, per lb., 20c. 2000 lbs. California Seeded Raisins, 3 packages 25c. 1000 lbs. Orange and Lemon Peel, 2 lbs. 25c. Prepared Icing, assorted, 3 packages 25c. Heather Brand Flavoring Extracts, lemon and vanilla, 8 oz. bottle, 25c. Mixed Pastry Spice, 3 oz. shaker top tin, 7c. Shelled Almonds, per lb., 40c. Post Toasties, 3 packages 25c. St. Charles Cream, 3 tins 25c. Canned Corn, 3 tins 25c. Telephone direct to department.

TOY PRICES THAT TUMBLED.

800 Children's Pastry or Baking Sets. Tuesday, 10c and 15c.

400 sets of Building Blocks. Tuesday, 15c and 25c.

1500 Bagatelle Boards. Special value, Tuesday, 10c and 15c.

800 Butterfly Toys. This is a push toy, and runs on two wheels; when running, the butterfly flaps its wings, really alive. Tuesday, 15c and 25c.

600 Magic Lanterns, complete with slides, Tuesday, 50c.

1200 Mechanical Autos; these autos are made by the best toy maker in the world, and are usually sold at a higher price. Tuesday, each, 15c.

800 Mechanical Toys—the Stubborn Donkey, one of the best toys made, and very amusing, Tuesday, 35c.

350 Jointed Dolls, with bisque head, pretty face, curly hair, eyes that open and close, pretty jointed arms and legs, 17 inches high. Tuesday, 79c.

1500 Unbreakable Eskimo Dolls. Tuesday, 25c.

900 Jointed Dolls, strongly made body, with bisque head and jointed arms and legs. Tuesday, 25c.

700 pieces Toy Furniture, consisting of dressers, sideboards and china cabinets. Tuesday, 25c.

TABLEWARE.

25 Carving Sets, three pieces in set, Cutwell's Sheffield steel, horn handles, strong bolsters, German silver ferrules; each set in leatherette plush-lined case, \$2.25 and \$3.25. (Hardware Section).

35 French Salad Sets, spoon and fork in each set, Tuesday, 25c, 35c, 40c, 50c up to \$2.00. (Hardware Section).

400 Aluminum Salt, Pepper and Toothpick Holder Sets, each set in holly box. Tuesday, per set, 25c. (Hardware Section).

85c Tapestry Carpet for 53c

3500 yards English Tapestry Carpets, in floral, Oriental, chintz and lattice designs; a clearance to make room for Xmas goods. These carpets are sold in our department at 75c and 85c per yard. We intend to acquire the space they occupy by selling them at 53c per yard, Tuesday.



How It Happened!

It's the easiest thing in the world to make a reputation "on paper." But the trouble is that when the real test comes, there's a lot of explaining to be done that no one is interested in.

What's the use of a boom based on newspaper talk if you can't back it up? What would be the use of these advertisements day after day, that tell you our clothes for men are the best value obtainable, dollar for dollar, if our customers didn't back us up, and if our business didn't keep on growing day by day. Take these offerings for to-morrow as a test of how we "make good":

Clearing Line of Men's Suits. Reg. Prices \$10.50, \$12.50 and \$14. To Clear Tuesday at \$7.95.

Men's fine quality English Tweed Suits, in handsome dark grey, brown and greenish grounds, with neat self and fancy colored stripes, also in rich dark navy blue worsted finished serges, cut from the latest 3-button single-breasted sack models, carefully tailored and finished with first-class workmanship. Sizes 36 to 42. To clear Tuesday at \$7.95.

Boys' Fancy Overcoats. Reg. Price \$3.50. To Clear Tuesday at \$2.49.

Boys' heavy fancy tweed and black frieze winter Overcoats, cut in the favorite double-breasted Russian style, with double row of fancy metal buttons, and neat black velvet collar, lined throughout with strong durable lining. Sizes 21 to 24. To clear Tuesday at \$2.49.

Men's imported Flannelette Night Robes, turn down collars, extra large and roomy, pink and blue shades, with neat stripes. Special Tuesday, 49c.

Men's heavy sanitary fleece-lined Shirts and Drawers, natural shade and some stripes, sizes 34 to 44. To clear Tuesday, 43c a garment.

Men's elastic rib Sweater Coats, waistcoat style, two pockets; colors are grey with red or navy trimmings, or navy with red, Tuesday, special, \$1.00.

Men's pure silk Neckwear, in fancy Xmas boxes, several different patterns to choose from, wide ends. We procured two dozen of these. Special purchase price, 29c.

\$1.25 Men's Gloves 55c.

Men's imported French made, Suede finished Gloves, made from good quality skins, in shades of grey; the dressy glove, dome fasteners, oversewn seams, silk points, all sizes. Regular \$1.25. On sale Tuesday, pair, 55c.

The **SIMPSON** Company Limited

Boots and Soles

MISSIS' BOOTS AT 99c.

300 pairs Misses' Boots, Blucher cut, made from dongola kid leather and calf leather, medium heavy sole, low heel; all sizes 11 to 2. Worth \$1.35 to \$1.50. Tuesday, 99c.

CHILDREN'S BOOTS.

360 pairs Children's Boots, Blucher cut, dongola kid, patent toe-caps, heavy sole, spring heel; all sizes 5 to 7½ and 8 to 10½. Tuesday, 75c.

Telephone orders filled.

LAMB'S WOOL SLIPPER SOLES.

1000 pairs Brand New Slipper Soles, made from bleached pure white lamb's wool, leather sole, sew on your crocheted wool uppers and you have a handsome Christmas gift ready for father, mother, brother or sister; all sizes. Tuesday: Men's, 30c; Women's, 20c; Misses', 18c; Boys', 20c; Children's, 17c; Infants, 16c. Telephone orders filled.

"COOPER" SLIPPER SOLES.

300 pairs "Cooper" Slipper Soles, solid leather, with leather counter. Tuesday: Men's, 55c; Women's or Boys', 45c; Misses' or Youths', 35c; Children's, 28c. Telephone orders filled.

Wall Papers

125 rolls Embossed Papers, high relief, light and dark shades, small lots. Regular 75c, \$1.00 and \$1.50 roll. Tuesday, clearing, 27c.

8000 Feet Room Moulding

White or Imitation Oak. Regular to 2c and 2½. Tuesday, 1c.

Clearing 60 Bunk Lots of Imported Wall Papers.

November selling has left us about 60 bunk lots of remnants of Imported Wall Papers; all papers are perfect, but short lots. We clear them all at one price, 11c.

About 2500 rolls Imported Wall Papers, in greens, browns, blues, reds, creams, pinks, old rose, champagne and their color blends, for parlors, dining-rooms, dens, libraries and sitting-rooms, and upstairs rooms, from six rolls up. Regular to 25c, 35c, 50c and 75c. Tuesday, clearing, 11c.

See Our Special Show of

Xmas Cards and Calendars on the Ground Floor.

A SPECIAL OFFER.

200 only Handsome Gift Books, each in a decorated box; such fine titles as "The Courtship of Miles Standish," "Pilgrim's Progress," "Black Beauty," "Treasure Island," "The Little Minister." Regular value \$1.50. Our price 98c.

THE POETS.

Well printed on good paper, bound in leather and gilt edges. Regular value \$1.00. Our price 43c.

All the Annuals at popular prices.

\$2.25 Long Kid Gloves 89c

Women's Long Suede-Finished French Kid Gloves. This is a clearing from one of Grenoble's largest glove makers. Mousquetaire, opening at wrist, oversewn seams, silk point on back, perfect fitting, perfect workmanship; the colors are black, white, tan, brown, grey, mode; lengths are 10, 12, 14, 16-button; all sizes. Regular \$1.75 to \$2.25. On sale Tuesday, pair, 89c.

Bedsreads, Towels, Comforters

15 only Irish Embroidered Bed Spreads, beautiful, fine, effective embroidery work, in very new and pretty designs, extra large size, 90x108 inches, best Irish make; 15 only on sale Tuesday at \$4.85 each.

200 pairs Fine Women Huckaback Towels, hemmed ends, large size, good Scotch make. Tuesday, 3 pairs \$1.00.

50 Wool-Filled Comforters, largest size, 72x78 inches, fine silkline coverings, in pretty patterns, best wool filling, well made. Special, Tuesday, \$3.69.

Sturdy Furniture

Library Sets of three pieces, in solid oak, mission style and finish, desk, table, book rack and chair. Price \$9.75.

Library Table, in genuine oak with quartered oak top, large size, with shaped legs and fancy shaped undershelf, in rich golden or early English finishes. Price \$9.75.

Lady's Secretary, in solid oak, mission finish, good wide writing space, with compartments for stationery and drawer underneath. Price \$4.95.

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