

SIMPSON Company

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS West and northwest winds; fair and lower temperature.

SIMPSON Company

THE SEARCH FOR UNUSUAL GIFTS BRINGS THE CROWDS TO SIMPSON'S STORE

Dainty and Serviceable Wear For Women

Monday will bring out a new group of the tasteful **Dance Dresses** for women and young girls that have become a popular feature of our Women's Wear Sections. One is of messaline silk, with all-over lace waist and panelled skirt, Dutch neck and three-quarter sleeves, make these very useful as well as attractive dresses; colors are pink, blue and ivory. Very low-priced at, each **22.00**

Another dress of ninon over silk is in one piece, with high waist-band effect, semi-low neck, outlined with silk embroidered designs, and the new skirt draped to knee line, and trimmed to match waist; shades are mauve, blue and pink. Price **25.00**

Coats for Moting or Street Wear, of imported mole and navy corduroy, are rubber lined. They are made up in smart English Raglan style, the straight back, hanging loose from the shoulder, and are buttoned up to throat with mannish turn-over collar. An exceptional value at **23.50**

Coat of German beaver, in green, brown, navy and black, is made up with semi-fitted back, and double-breast; is buttoned up to throat with a turnover collar, overlaid with moire silk, and has flap pockets. Price **15.00**

With the experience of many Christmas rushes to guide us, we have made preparations for these last three weeks of strenuous gift buying. You will find materials in abundance, displayed so that choosing will be easy. Our force of clerks will be sufficient to make shopping quick. Nevertheless, come early—early in the day—early in the week.

The Books You Have to Buy

You will profit most, by early shopping when your purchases are books, as we now have many odd editions and special prices.

- Toasts and Maxims. A most acceptable because useful gift book, with numerous illustrations. Special price, each **30**
- The Bell Book, of Dickens' Christmas Carol, illustrated and boxed in handsome holly box. Price, each **75**
- "The Good Old Days," by Charles Wheeler Bell, illustrated by Fontaine T. Fox, Jun. Price **50**
- The Illustrated Edition of "The Lady of the Decoration," handsomely bound and boxed. Price **1.50**
- "The Water Babies," by Kingsley, pictured by George Soper. Special price **1.50**
- "The Connaught Paperettes," in handsome red cover design, stamped in gold, containing 24 sheets and 24 envelopes of fine quality, white linen paper. Price, per box **85**

For Toilet and Work Table

- 35 only, Men's Shaving Stands, heavily plated, bevelled mirror, including brush and mug. Regular **33.50** Special **29.95**
- Men's Military Brushes, ebony finish, solid back with 11 rows of stiff bristles, complete in leather case. Special value **1.49**
- Ladies' Six-piece Manicure Sets, plated silver, in neat-lined case. Special value **2.95**
- Ladies' Work Box, containing 7 useful sewing articles, case lined. Special value **2.25**
- Ladies' Handsome Toilet and Manicure Set, containing 12 pieces of genuine ebony, enriched with sterling silver mounts, the case comes in leather and has a rich satin lining. Special value **16.50**

Handkerchiefs at Half Price

- Women's Pure Irish Linen Handkerchiefs, Hemstitched, of very fine quality. Regularly 15 cents each; 2 for **15**
- Men's Pure Irish Linen Handkerchiefs, 1/4-inch hem. Regularly 15 cents each, 2 for **15**
- No Phone Orders. Only half doz. to a Customer.

Other Handkerchief Values

- Madeira and Corner Embroidered Handkerchiefs, the daintiest of designs. In Xmas Greeting boxes. Each 25c; 3 for \$1.00, 50c, 75c, \$1.00, \$1.25 and \$1.50.
- Thousands of Irish Lawn Handkerchiefs for boys and girls, white and white with colored border; picture handkerchiefs for the children. 10 for 25c, 4 for 25c, 3 for 10c, and 6 for 25c. White Lawn Lace trimmed, 3 for 9c.
- Men's Indigo Blue and Turkey Red Bandanna Handkerchiefs, in polka dots and figures, best quality, fast colors, 6 for 25c, 4 for 25c, 3 for 25c.
- Men's Lawn Handkerchiefs, with hemstitched borders, at 6 for 25c, 4 for 25c, 3 for 25c.
- Men's White Hemstitched Handkerchiefs, all pure linen, narrow and wide hems. Price 10c, 12 1/2c, 15c, 20c, 25c, 35c, 50c and 75c each.
- Men's Hemstitched Handkerchiefs, pure linen with narrow and wide hem, with all initials, except X, Y, Z. Price 25c each, and 3 for \$1.00.
- Men's Mercerized Handkerchiefs, soft and silky, colored borders, 2 for 25c, 3 for 25c, and 4 for 25c.
- Men's Japanese Silk Handkerchiefs, hemstitched; each 25c and 50c.
- Men's or Boys' White Lawn Handkerchiefs, initialed 4 for 25c.



New House Coats for Men

Did you ever notice how much gladness and good-will radiates from the man with a new house coat? It's impossible to be glum in such attractive ones as we're offering to-morrow. Grey, brown, green, any color that you like, a rich imported cloth, corded edges, sleeves and pockets, with plaid cuffs, collars and lapels. Monday **7.75**

A more costly Coat, in the same style as the foregoing, but more highly finished **14.00**

Bath Robes, new shades in mauve and grey mixed Terry Cloth, with cord and girdle **6.00**

Another style made of Austrian blanket cloth, in fancy patterns, a handsome Christmas gift **7.50**

Dressing Gowns, light grey cloth, trimmed with a green satin facing and cuffs, best of trimmings **15.00**

Also new camel hair cloth Dressing Gowns, with dark seal brown trimmings, fine corded edges, sleeves and pockets, silk girdle **18.00**

CLEARING BOYS' BLOUSE SUITS \$2.49

Odd sizes in Russian Suits taken from our regular stock; at a price that is far below cost, we are clearing Monday about 110 Boys' Suits. The Russian suits are for boys from 2 to 7 years, and the blouse suits for boys from 5 to 9 years. The different lines are nicely trimmed with fancy ornaments, and linings to match. Sizes 20 to 27. Monday **2.49**

CHRISTMAS BOXES IN MEN'S FURNISHINGS.

Men's Suspenders, Garters, Arm Bands or Silk Neckties, beautifully put up in individual Christmas boxes, each one bearing the season's greetings. Buy these now while he have full ranges. Your choice Monday, per box **.25**

1,000 boxes each, containing one pair of Men's Suspenders, value 35c; one pair Arm Bands, value 15c, and one pair of Garters, value 25c. Total value 75c. A pretty range of colors to choose from. A most useful Christmas present. Buy the set in a pretty box Monday for, each **.59**

ONE DOLLAR PER GARMENT.

Penman's Natural Wool "St. George" brand, wool and camel's hair mixtures; "Body Guard" brand, and several broken lines. Regular to \$2.00. Monday **1.00**

MEN'S CAPS AND TOQUES.

Men's Golf-Shape Caps, 8-4 crown, medium peak and wind protector, fur lined ear bands, in fine navy cloth and tweed. Monday **.45**

Men's Leather and Corduroy Caps, driver shape, fur lined ear bands. Monday **.75**

Men's Boys' and Girls' Wool Toques, in plain or honeycomb stitch, complete range of popular colors. Monday **.25**

Fresh Wall Paper Behind the Xmas Decorations

So simple and easy to get that it need not interrupt the holiday preparations. Choose this morning and let us get busy promptly. We offer 30 kinds and more, giving free scope for the papering of the dingy room anywhere from kitchen to drawing room.

Notice these special prices for any room measuring 12 x 14 feet.

- Regular price \$2.00, Monday **1.20**
- Regular price \$3.00, Monday **1.80**
- Regular price \$4.00, Monday **2.40**
- Regular price \$5.00, Monday **3.00**
- Regular price \$7.00, Monday **4.20**
- Regular price \$10.00, Monday **6.00**

2,500 yards, cut-outs, frizzes and decorations, assorted colorings; regular 5c yard, Monday, yard **.2**

Regular 8c yard, Monday, yard **.4**

Regular 15c yard, Monday, yard **.8**

Regular 25c yard, Monday, yard **1.4**

An Oriental Suggestion---Rugs as Remembrances

Could anything recall more pointedly the Christmas story, or meet with a more hearty welcome for itself, than these small Oriental Rugs?

Here is an exceptionally fine range in small pieces, including Sarouks, Shiraz, Moussool, Kazak, Feraghan, Afghans and Bokhara. From these we have selected a group of Karahagh Mats, Daghestans and Bokharas, about 3-6 x 2-9, \$6.75; about 5-0 x 3-9, \$25.00 and \$27.50; about 4-8 x 3-6, \$29.50 to \$75.00.

Afghans offer very special values, about 5-6 x 3-10, \$24.75 to \$40.00.

Large Values in Lighting Fixtures

Sacrifices to arouse your interest in wonderful array of artistic fixtures.

- Two-Light Electric Fixtures, brushed brass, fitted complete with shades. Regular \$4.00, Monday **2.75**
- Three-Light Parlor Electrolite, finished complete with crystal drop shades; very handsome. Regular \$10.00, Monday **6.95**
- Special Electric Portable Lamps, with bent glass dome in amber or green and statuette base, fitted with cord and plug ready for use. Reg. \$14.00, Monday **9.50**

"Queen Quality" Announcement

We beg to announce having just passed into stock a special shipment of "Queen Quality" boots, in all leathers, styles, sizes and widths.

- MEN'S SLIPPERS, 99c.**
- 854 Pairs Men's Slippers; tan, chocolate and black dogona kid leather; Opera, Romeo and Everett styles; flexible soles; sizes 6 to 11. Regular values \$1.25, \$1.50, \$1.75 and \$2.00. Monday **.99**

Flannelette Waists Half-Price

There are several styles and various patterns in the material which combine to make this an exceptional offering; all sizes are included. Regularly \$1.00. Monday **.49**

New Millinery

Ask to be shown three special hats made for Monday's selling, Reception Hats, Fur Hats, Large Dress Hats. They are all worth seeing, and embody the newest modes.



All the Comforts of Home For Christmas Giving

The Basement contains wealth of home-making materials, among which you are certain to find gift suggestions that will solve some of your worst problems. Remarkable values are everywhere for sensible buyers who appreciate that comforts are more than luxuries, even at Christmastide. The useful gift is always the best gift. Monday's Specials include many.

- HARDWARE**
- Carpenter's Brace, polished 10-inch sweep, Stanley make. Monday **.40**
- Carpenter's Bench Axes, No. 2 regular 75c, Monday **.63**
- No. 4 regular 85c, Monday **.73**
- Household Axes, strong household size, Monday, 15c and **.25**
- Horizontal Rim Locks and Porcelain Knobs, regular 40c; Monday **.25**
- Pocket Screw-Drivers, Set regular 65c; Monday **.47**
- Buck Saws, Happy Medium Brand, regular 50c, Monday, each **.37**
- Ash Sifters, galvanized, regular 25c, Monday **.10**
- Strong Steel Shovels, long handle for snow or furnace, regular 45c, Monday **.23**
- Arctic Snow Shovel, long handle, regular 25c, Monday **.15**
- 30 Hot Water Boilers; galvanized; gallon capacity; guaranteed and tested for 200 lbs. pressure; Monday, **4.50**
- TINWARE**
- Household Scales, weigh up to 24 lbs. by ounces, Government tested and stamped, a reliable spring scale, with large tin scoop and regulating screw, \$3.00 value. Monday **1.49**
- Oval Footbaths, tin, regularly 30c. Monday **.23**
- LAUNDRY AND WOODENWARE**
- The Vacuum Washing Machine, heavy non-rusting, galvanized iron tub, in varnished hardwood frame; washes quick and clean, and does not tear the clothes. Regularly \$15.00. Monday, **8.95**
- Globe Washboards. Regularly 25c. Monday **.19**
- Glass Washboards. Regularly 35c. Monday **.23**
- 32 Special Monday **.8**
- No Stint in the China Supply**
- With prices like those we offer for Monday, and such quality, there should be dishes in plenty for every table in Toronto. Monday's specials for gift and home use.
- 102 pieces, genuine Carlsbad China, with handsome gold band decoration, teas and knobs of burnished gold. Monday's decided special, per set **25.00**
- Marble Statuary—A few selected pieces, including Venus de Milo, Wagner, etc. Monday, each **5.00**
- 75 doz. Etched Tumblers, beautiful designs, Monday, doz. **1.00**
- Salt and Pepper Shakers, glass top, semi-cut, per pair **.49**
- 35 pieces, Rich Sparkling Glassware a choice assortment, comprising tall lemonade jugs, 8-inch fruit bowls, bon bon dishes, celery trays, etc. Monday special **7.50**
- Brass Candlesticks, of heavy cast brass, brightly finished, to clear Monday, per pair **8.00**
- Toilet Ewers, large size, each **.49**

Oh, You Beautiful Doll!

Even you "grownups" will gasp in bewilderment when asked to choose the doll for the little mother at home from our wonderful array in the basement. Better yet, the prices varies as widely as the pocket-books that are opened to buy these Christmas necessities. Come now, when the Stocks are Fresh.

- JOINTED KID DOLLS AT 89c.**
- All the good points in doll structure are shown in these 18 1/2-inch dolls. The knees are self-jointed and joints at shoulder and hip allow of many natural attitudes. 500 Dolls. Regularly \$1.25. Monday **.59**
- 1,000 Plush Horses, well modelled horses, set on a platform and wheels. Monday, 35c, 25c and 15c.
- Dolls' Beds, with wire springs, oak finish, from a manufacturer's clearing. Regularly 80c. Monday **.23**
- 4-piece Dining Set, oak finish. Monday **.15**
- 6-piece Dining Set, oak finish. Monday **.25**

Hand Crochet Wool Slippers

Women's and Misses' Slippers of the finest quality, rich top and leather covers, color come in red, red with black, all black, black and helle, sky blue, blue with grey, pink and grey; sizes 3 to 7. Per pair **1.00**

Clearing of Women's Union Suits

110 Suits the balance of a heavy winter line of Women's Combinations, made of heavy ribbed white cotton, with high neck, long sleeves and ankle length, sizes 32 to 38 bust. They button in front. Monday, while they last **.55**

Flannelette Nightdresses

Regular prices are cut one-third or more and give big value Monday on a factory clearance of overmakes. Every garment is superior in quality and finish. In white or pink, trim finished, all sizes. Regular price 95c each, Monday, each **.63**

Plain white or pink, made with tucks and frills, all sizes. Regular prices \$1.00 and \$1.25 each. Monday, each **.75**

Plain white or pink, with tucks, silk embroidery and a ruffle of goods; all sizes. Regular price \$1.55 each. Monday, each **1.00**

Groceries

- Wide Awake Soap, best quality, 6 cakes 25c; Pels Naphtha Soap, per bar, 5c; Surprise, Sunlight and Taylor's Borax Soap, 6 bars 25c; Comfort and Eclipse Soap, 6 bars 25c; Heather Brand Soap, 7 bars 25c; Simpson's Big Bar Soap, per bar, 10c; Santa Claus and Victor Soap, 6 bars 25c; Pearline, 1-lb. package, 7c; Old Dutch Cleanser, 3 tins 25c; Sapolio, per cake, 8c; Powdered Ammonia, large package, 3 packages 25c; Naphtha Powder, 1-lb. package, 5c; Gold Dust Washing Powder, large package, 23c; Lux Washing Powder, 3 packages 25c; Taylor's Soap Powder, 2 packages 9c; Royal Blue, 2 packages 7c; White Swan Lye, per tin, 7c; Canada White Laundry Starch, 1-lb. package, 7c; Bon Ami, per cake, 12c; Swift's Pride Cleanser, 3 tins 25c.
- 5 LBS. CELONA TEA, \$1.15.
- 1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed, Monday **5 lbs. 1.15**

Materials for Dress and Suit

1,200 yards Black Satin Flannelette, 39 inch wide, extra heavy quality, for waists, dresses, slips, etc. Less than manufacturer's price. Reg. \$1.35, for per yard **.89**

Colored Dress Silks, complete clearance of broken lines, in satin de chene and duchesse paillettes; good lengths and choice colorings. Widths 38 and 40 inch, clearing at per yard **.95**

Rich Black Chiffon Dress Velvet, fast pile, best dye and finish, guaranteed quality. 48 inches wide. Reg. \$4.00 Monday, per yard **3.00**

Reversible Coatings

These new goods are exceedingly popular, easy to make up and both handsome and warm. They show all the best color combinations. Warm fleecy finish that tailor into smart garments. New blues, greys, tans, browns, greens, etc., with contrasting plain and check backs. Prices \$1.50, \$2.00 and \$2.50 per yard.

Oak Goods—Silver-Mounted Eagerly-Sought Gift Stock

We need only announce this large shipment of English Oak Goods to secure interest. There are Polished Oak Salt Cellars, porcelain lined, with English plated bands, with spoon. Special, each **.50**

Oak Butter Plates, with English plated rims, quaint willow patterned lining, and butter knife. Special **.75**

Polished Oak Butter Tubs, are porcelain lined, have English electro cover on nickel silver and handles, or without cover and having butter trowels to match. Special **1.95**

Oak Biscuit Jars, porcelain lined, have English electro plated cover and hoops. Special **1.95**

English Plated Dinner Gongs, in polished oak stands, complete with striker **1.95**



The Simpsons Company Limited