

Today
First Day
of the
Sale

Simpsons Million Dollar Community Celebration Sale

Canada's
Greatest
Sale
Event

Who Said Men's and Boys' Clothing Prices Were Away Up?

That we have provided a real "celebration" surprise in value-giving for men and boys is evident by the remarkable offerings here assembled. Simpson clothes are so superior in every detail that they're exceptional values at original prices. You can understand how you benefit by taking advantage of these opportunities today.



Men's Suits	Overcoats	Boys' Suits	Overcoats
\$18.95	\$16.95	\$7.95	\$6.95

The Men's Suits
Regularly \$24.00, \$25.00, \$28.00,
\$30.00 and \$32.00
(One Illustrated)

Odd sizes and broken lines of the most popular and seasonal shades in fine tweeds and worsteds.

Made up in the conservative, 3-button soft roll saque for men and the 2 and 3-button form-fitting and trencher models for young men. All have fine wool linings. Sizes 35 to 46. Strikingly reduced. Priced, today, \$18.95.

The Men's Overcoats
Are One-Third Less Than Today's Market Price

Wonderful value! They were made up in our own workrooms from short lengths and odds—materials of which there was not enough to make a range of sizes in one pattern. Comprising:

Men's and young men's slip-on and trench styles in assorted English coatings.
Single-breasted Chesterfields in plain blue chinchillas, and dark grey melton chevrons. Form-fitting coats with self collars. Altogether, a splendid collection, well tailored and perfect in fit. Sizes 34 to 44. Only one coat to a customer. Today's low price, \$16.95.

Men's \$6.00 Sweater Coats
Sale Price \$4.79

Men's heavy sweater coats, knit from extra quality yarn, in medium heavy elastic rib stitch. High storm collar, buttoning close around neck—two pockets, fine elastic ribbed cuffs. Colors grey, navy, maroon, also grey trimmed with dark grey, royal, navy and cardinal. Sizes 36 to 44. Today, Special, \$4.79.

Men's \$1.00 Shirts at 79c

Men's Negligee Shirts in coat style. Made from good quality shirting, with soft French cuffs and laundered stiff cuffs. Past colors in hair line and cluster stripes. Broken lines from our regular \$1.00 stock. Sizes 14 to 17 in the lot. Today 79c.

Men's 90c Fleece Underwear 79c

Men's winter-weight fleece lined shirts and drawers of strong natural cotton. Close fitting cuffs and ankles. Sizes 34 to 44. Regularly 90c. Today, 79c.

Men's 50c Braces 35c

Men's "Duplex Brand" Suspenders, the comfortable kind with pulley cords. Extra quality elastic web, slide buckles, neat patterns. At this manufacturer's price today this would be a 75c brace. Our regular price is 90c. On sale today 35c.



The Boys' Suits
(Two Illustrated)

92 Snappy Suits that will delight small boys and youths. Grey and brown mixed stripes and tan mixed designs, in qualities that will satisfy mothers. Modelled and tailored in the most popular styles of this season—loose belted, with vertical pockets, and bloomer pants, with expanding knee band. Sizes 26 to 35, or 8 to 17 years. There are but 92 suits, remember, so be here early for best choice. Regularly \$9.00, \$10.00 and \$10.50. Today's special price, \$7.95.

The Boys' Overcoats Today \$6.95
(As Illustrated)

56 Dressy Slip-on Winter Weight Overcoats, in medium grey and brown mixed tweed, with black and red stripe pattern. Double-breasted model, with convertible collar. Lined throughout with twill. Smartly fashioned, well finished, and excellent materials. Sizes 3 to 10 years. A real celebration value. Today, \$6.95.

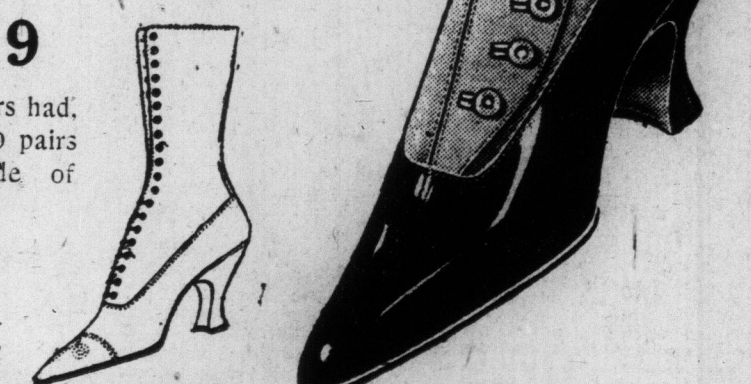
Thousands of Pairs Women's Fashionable Boots \$2.45 at One Price . . . \$2.45

This offering is without doubt the most exceptional made within the past four years. Such value may never occur again. Quality and variety are in the sale to the limit, despite the remarkably reduced price.

Here's what the sale includes: Button high and low styles, patent colt, gunmetal, black kid leathers, with 7 and 8-inch black cloth and dull kid and bright kid tops. Good-year welt and McKay sewn soles, plain vamps, and patent, dull and imitation toe-caps. Cuban, Spanish and low heels. Sizes 2½ to 7. Regular \$4.00 and \$5.00. Today and Tuesday, \$2.45.

**1800 Pairs of Children's Boots \$1.19
Less Than Makers' Price . . .**

We cleared out 1,800 pairs, all the manufacturers had, away below regular prices, and for the sale will take 400 pairs and offer them at \$1.19. They are button styles, made of black kid leathers, on wide toe last, with patent toe-cap, turn soles and spring heels. Sizes 4 to 7½. Regular value \$1.75. Today and Tuesday, \$1.19.



Children's Colored Kid Boots, today and Tuesday \$1.19.

500 Pairs of Men's Gunmetal Boots, Bought Special . . . \$2.50

One of Toronto's large jobbers cleaned out their boots at a special price, and likewise we pass them to the public. 500 pairs of men's gunmetal and box kip leathers, blucher cut, full wide toe, heavy solid leather soles that are sewn and nailed securely. All sizes, 6 to 11. Today and Tuesday, \$2.50.

DAINTY HOUSE SLIPPERS FOR GIRLS AND BOYS—Hundreds and hundreds of pairs of fancy velvet house slippers, in red, red and black, black and white check, and plaid, felt cloth with roll collar, and fancy pom pom and ankle straps, flexible leather soles. Special prices for today and Tuesday, 11 to 2, 75c; 3 to 10½, 65c, and 4 to 7½, 60c.

BOYS' HEAVY BROWN BOOTS—240 pairs of boys' blucher boots, made of brown oiled grained leathers, solid leather standard crew sewn soles. Sizes 11 to 13. Special, today and Tuesday, \$1.99.

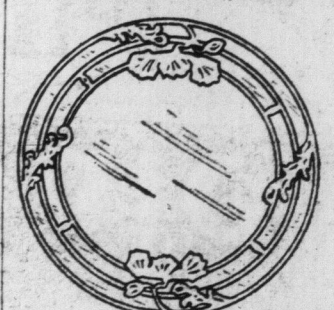
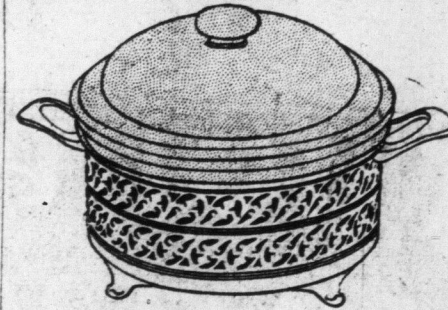
NEW LACE OVERSHOES—Made of heavy rubber duck, uppers with gum rubber footings, heavy gridiron soles and heels. Sizes 6 to 11. Today and Tuesday, \$1.89.

\$18 Cabinet Rogers' Spoons and Forks \$13.75
As Illustrated—39 Pieces—Engraved Free.

Set of Six Rogers' Silver-plated Tea Spoons—Six Dessert Spoons—Six Dessert Forks—Six Dinner Forks—Six Dinner Knives and 3 Table Spoons
Complete in a handsome black leatherette covered cabinet, satin lined. Engraved with any one initial free of charge. Regularly \$18.00. Sale price, \$13.75.

\$6.00 and \$6.50 Casserole Bake Dishes, \$4.59

\$3.50 Sterling Deposit Plateaus at \$1.25



As Illustrated, brown Guernsey fireproof ware, with cover, 8-inch size, fitted in a heavily silver-plated stand, with pierced design, oval or round. Regularly \$4.00 and \$6.00. Sale price \$4.59.

As Illustrated, 8 inches in diameter; floral; sterling silver deposited on white glass; \$1.25.

\$1.25 Cold Meat Forks, 60c

As Illustrated, Rogers' silver-plated, bead pattern, engraved with any one initial; fancy lined box; 90c.

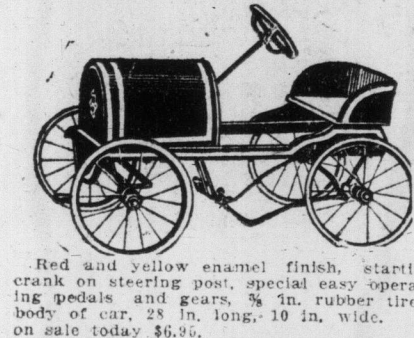
\$1.75 Fruit Spoons, 90c

As Illustrated, Rogers' silver-plated, bright finish, bead pattern; engraved with any one letter; in fancy lined box. Sale price 90c.

Santa Claus is Busy in the Christmas Show 5th Floor

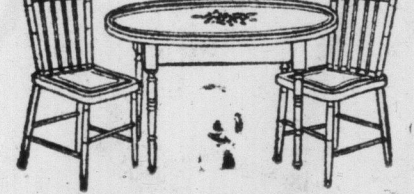
—meeting all his little friends again—answering their many questions—finding out what they want him to buy them for Christmas—making fun for them and for grown-ups, too, in the Merry Christmas Show. Hundreds of kiddies are seeing him every day—have you? Be sure to come today and every day you can from now till Christmas.

Toronto Speed Autos, \$6.95



Red and yellow enamel finish, starting crank on steering post, special easy operating pedals and gears, ½ in. rubber tires; body of car, 23 in. long, 10 in. wide, 15 in. high. On sale today \$6.95.

Kindergarten Sets at \$1.90



As illustrated, table and two chairs. Table size 18 in. high, 18½ in. wide, 26 in. long; chairs, seat 12½ in. high, back 23 in. high. Red enamel and golden oak finish; table, legs bolted on; delivered with table legs off, with directions for setting up. 250 only, complete sets, on sale today \$1.90.

Toys—25c Sale
AT 8.30 THIS MORNING.
Regularly 25c, 50c, one and 50c. No Phone, Mail, or C.O.D. Orders—Quantities Limited.

Dolls, dressed and undressed; Celluloid Dolls, Automobiles, Teddy Dolls, Jumbo Circus, Quaddy Roll, Quaddette Cows, Toy Cars, Drums, Puzzles, Defense Guns, Chickens, Paint Sets, Bitch Beasts, Trolley Cars, Toy Furniture, Uncle Sam and Snippy Slim, Ducks, Modelers. All these in good quantities, and many other toys. Regularly 25c, 50c, 60c and 75c. Today, one price, 25c.

The Robert SIMPSON Company Limited

Doll Carriages, \$2.48



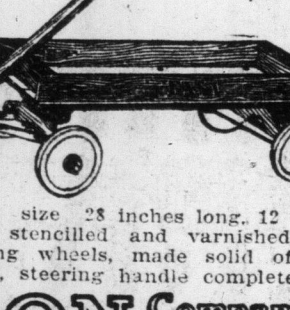
As illustrated, wooden bodies with folding leather seats, 4 wheels, steel axles and seven-inch wheels with rubber tires. Size, body 19 in. long, 8 in. wide. Handle, 22 in. high.

Toddle Bikes, \$2.35



Body painted yellow, with green wheels, steering handle and pedal crank on front wheel.

Shoo-Fly Rockers, \$2.15



Large size. Dappled grey horses with well built rockers and red enamelled seat and back.

Books for Wee Folks

These dear little books will be balled with rapture by the tots in every nursery in the land. Numerous illustrations. The following titles: "How Peter Rabbit Went to Sea," "Peter Rabbit at the Farm," "Peter Rabbit's Christmas," "The Foolish Fox," "Three Little Pigs," "The Robber Kittens," and several other titles. Each 25c.

KIDDIES' STATIONERY, 15c.

Packed in dainty white box, with artistic colored scene on top, containing twenty-four neat little envelopes and paper. The kiddies will be delighted with a box of this, 15c.

Ivory Hair Brushes

200 beautiful ivory-finished Hair Brushes. Specially priced 75c, \$1.25, \$1.50, \$1.75.

144 Ebony-finished Hand Mirrors, ring handle, 6-inch glass beveled; Regularly \$2.00. Christmas Show, today, \$1.59.

More Christmas Show News

Infants' \$1.25 Moccasins, 65c—Made of lovely quality tan kid, satin lined and prettily embroidered. Satin ribbon ankle strap, finished with bow. Sizes 0, 1 and 2. Regularly \$1.25. Today 65c.
\$1.25 Bonbon Baskets, 95c—100 Bonbon and Sugar Baskets, with handles and feet. Silver-plated, satin finish, gold lined. Bound design with crimped edge. Regularly \$1.25. Today 95c.
Children's and Women's Heavy Elderdown Slumber Socks, all sizes, in self colors, grey, pale blue and pink, also with contrasting colored cuffs. A pleasing, practical Christmas gift. Special value, today, pair, \$1.09.
Votive Tea Aprons, edged with pretty Val lace, 25c.
Swiss Muglin Tea Aprons, regularly 75c, for 25c.
Pretty Boulder Caps, today 50c.
Dainty Boulder Caps, 50c.
Cassioles, Jap. silk, in several pretty designs, 50c.
Our Glass Butter Tubs, 49c—Floral cut design. Today 49c.
25c—Japanese china, hand painted, floral decoration, four-piece sets, 25c.

See Punch and Paddy Show, 10 and 11 a.m., 2, 3 and 4 p.m., Fifth Floor.