Christmas Secrets

Claus will soon be here-but it's not

generally known that he has sent on

some toys to us for quick distribu-

tion. These prices will distribute

them even faster than his magic

Ready in the Basement at 8 a.m.

A thousand Beautifully Dressed Dolls, with closing eyes and eyelashes, soft, pretty curls, and a pretty face. These dolls are worth as high as \$1.50. Early buyers get best choice, 89c.

25 dozen Full Jointed Dells, stand 16 inches high, arms and legs jointed, lace stockings and slippers to match; a fine big doll and a real big value. Regular 75c, for 49c.

MECHANICAL WIND-UP TOYS 19c.

50 dozen Mechanical Toys, have wind-up springs; Mother Duck with her three little ones, Beetles, Automobiles, Parasol Toy, Mechanical Teddy Bears, and Green Frogs. Thursday only

GRANITEWARE SALE-DOUBLE ROASTERS.

Thursday morning at 8 o'clock we will have ready 58 Liske Oval Roasting Pans; three sizes, small, medium and large. Sold in the regular way up to \$3.00, for 98c.

Notice—No phone or mail orders. One only to a customer.

300 sets Storey Cake Tins, three tins in set, round or square, and loose or solid bottoms. Sell for in the regular way at a quarter of a dollar. Set complete for 14c.

THINGS FOR CHILDREN ON THE FIFTH

FLOOR, TOO. English Doll Carts, leatherette hoods, neatly striped, upholstered. Regular \$4.00. Thursday \$3.45.

Full line Toboggans, Autos, Sleighs.

Kindergarten Sets, two chairs and table, in blue and green. Regular \$1.25 and \$1.75, for \$1.09 and \$1.49.

Boys' Sleds. Regular 30c. Thursday 22c.

Girls' Sleighs, bent knees, rock elm frames, swan head fronts. Regular \$1.00. Thursday 77c.

Double Width Black

Silk 88c

We have just nine hundred yards

It's an open secret that Santa

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J. WOOD, MANAGER.



Have You Heard the News!

It will interest you-because it's about Women's Winter Coats—a sale of the very kind you've been looking for. Coats that sold regularly at \$10.00, \$10.75, \$12.75, \$15.00, \$16.50 and \$18.50, will be offered tomorrow for \$5.95.

200 Women's Warm and Serviceable Winter Coats, of the following materials: Fine kersey cloths and good quality beaver, in black, navy, brown and myrtle; also of tweeds, in stripe or plain effects of dark and medium shades of grey; loose and semi-fitting backs; double and single breasted fronts; collars are either shawl, college, roll or plain tailored; trimmed with either self strappings, velvets or buttons; all sizes 32 to 42 bust measurements in the lot, but not in each style or color. This is one of the but not in each style or color. This is one of the greatest bargains of the season. The early shoppers have best choice of these on Thursday at \$5.95.

WOMEN'S VOILE SKIRTS.

A selection of 100 Women's Separate Skirts A selection of 100 Women's Separate Skirts of a good crisp quality all-wool volle, in black only; these are in a variety of styles; some double box pleats, some with side pleats, others have yoke effect, and trimmed with self tabs, buttons and pipings of silk; others are trimmed with rows of stlk strappings; a full range of sizes from 37 to 42 front lengths to select from. These skirts sold regularly at \$10.50, \$12.00, \$12.50 and \$13.50. For quick sale Thursday at \$7.79.

Focussing on Christmas

The following articles will be the focus of Christmas interest in the departments they represent to-mor-

31/4-INCH TAFFETA RIBBON 5c YARD.

A good fancy Work Ribbon at one-third the regular price. There are about a dozen colors only, including sky, yellow, moss, tan, brown and champagne; the width is 3½ inches. The regular price is 14c per yard. Thursday, per yard 5c.

A big reduction in Cushion Frills; two widths of our 2-inch bright satin ribbon, used in any combination of these colors, green, yellow, sky, royal, lilac, rose, reseda, brown, red, cardinal and old rose. Regular 72c each. Made to order Thursday, each 59c.

Many short ends, very useful for fancy work, of wide, plain and fancy Ribbons, to be cleared as remnants Thursday.

HALL-MARKED BROOCHES HALF-PRICE. 5,000 English Hall-marked Sterling Silver rooches and Lace Pins; a number of new and dainty designs; amethyst and topaz settings. Regular 50c. Thursday 25c.

UMBRELLAS \$2.98.

A special purchase of Men's and Women's Umbrellas, rare values in the lot; silk mixed covers, close rolling frames; handsome range of handles to choose from; in the women's are pearl, with sterling silver and rolled gold mounts; in the men's are the most popular handles; all nicely mounted in rolled gold and sterling silver. A reminder for holiday gift. Thurs-

STOLES AND MUFFS.

Excellent Marabou Stoles, 74 inches long, with five strands and tail ends, \$2.85.

Muffs to match, satin lined, with five tails,

Ostrich Boas, in a fine imported feather, 66 inches long, in white, grey, black, also black and white, \$4.45.

A SUPERB STOCK OF CHRISTMAS PER-FUMES.

(Main Floor.) Our stock of Perfumes now comprises all the newest and most popular odors, and the neatest packages that we have been able to find among the leading makers of France, England, Germany, United States and Canada. You'll like the

Gift Furniture

"I've head a great deal about Simpson's gift furniture this year," said a woman on our Fifth Floor yesterday, "but not a bit too much. Your selection of odd, quaint pieces suitable for gifts is simply fascinating." Well, that's what we think, too. If you come and see our selection, you'll put furniture very high up in your list of possible gifts. The Work Baskets, Cellarettes, Muffin Stands, etc., will delight you.

Sale of Standard Book Sets

Read these Prices:

A sale of standard works in sets will go on sale to-morrow at the special circle, opposite Queen street

Balzac, Royal Canadian edition, 18 vols., % leather. Sale price Thursday \$19.50. Dickens, University edition, 18 vols., ¾ leather. Special value \$16.00.

De Foe, 16 vois., de luxe edition, in buck-ram. Sale price Thursday \$5.25. Victor Hugo, 8 vols., cloth, printed on good paper. Sale price Thursday \$5.25. The World's Best Poetry, % leather, 5 vols. Sale price Thursday \$5.75.

Reader's Works, 12 vols., % leather. Sale price Thursday \$10.80. Parkman's History of Canada, 13 vols., cloth. Sale price Thursday \$12.50. Parkman's, in % leather, 13 vols. Sale

Scott's Works, Royal Canadian edition, % leather, 12 vols. Sale price \$13.20. Fielding, de luxe edition, 6 vols., % leather.

L. T. Meade, the latest books, 6 vols., cloth. Thursday \$2.75. Dickens, full leasher, red or green, 17 vols. The Oxford India baper edition, with fine illustrations. Thursday \$15.00.

Macaulay's History of England, 5 vols., cloth, gilt tops. Sale price \$3.29. Charles Lamb, 8 vols., % leather. Sale price \$6.50.

Dickens' Works, in cloth, with fine frontispiece, printed on good paper and clear type. Special price \$8.50. Dumas, in cloth, 12 vols., with 24 illustrations. Sale price \$7.25. Bulwer Lytton, 15 vols., in cloth. Thursday

Smollett, 6 vols., % leather, reg. \$5.00. Thursday \$4.29. Charlotte Bronte, 6 vols., cloth. Special Thackeray, 10 vols., gilt tops. Thursday \$5.98. Scott's Waverley Novels, 12 vols., cloth.

Robert Louis Stevenson, the Scribners' edition, in cloth. Sale price \$6.95. Carlyle's French Revolution, 2 vols., % leather. Sale price \$2.75. Shakespeare's Plays, in cloth, pocket edition, 39 vols. Thursday \$2.75.



"---to be continued"

This announcement; that often brings disappointment in a magazine, will bring joy to every mother's daughter (not to mention mother) when it's explained that we refer to

That Remarkable Sale of Girls' Dresses

To-morrow we place on sale a maker's samples of Girls' Fine Winter Dresses, as well as several small balances of good styles of our regular stock that have become broken in sizes. If you need girls' dresses, come during this sale. Thursday's programme follows. No phone

rders.				
Girls'	\$7.50	Dresses.	Thursday \$3.95	
Girls'	\$6.75	Dresses.	Thursday \$3.25	
Girls'	\$5.00	Dresses.	Thursday \$2.50	
Girls'	\$4.50	Dresses.	Thursday \$2.25	
Girls'	\$3.00	Dresses.	Thursday \$1.50	
Cirle'	89 50	Droggog	Thursday 61 25	

And many other reductions on dresses for ages 2 to 14 years.

\$1.25 Eiderdown Sacques 98c

90 only Dressing Sacques, of fancy double-faced eiderdown and flannelette, sky, grey, cardinal, tan. etc.; several different styles in the lot; some are finished with embroidery, others with border of self or shell stitching;

sizes 34 to 44.

Thursday 98c.

Regular \$1.25.

of Rich Black Silk to sell at this price. They are two silks of unquestioned quality; guaranteed dye and finish; in pure silk Italian taffeta and duchesse satin paillette. This is an exceptionally low price for these silks, quality considered; an unusual opportunity to buy a rich black dress; skirt or waist length of silk, worth \$1.50 per yard, fully 36

Fashionable Dress Goods at 59c

inches wide. Thursday sale price

88c yard.

5,000 yards of High-class Suitings and Dress Fabrics, including San Toys, poplins, taffetas, armures, Venetians, shepherd checks, indigo coatings, tweeds, worsteds, tartans, etc., etc.; 44 in. to 52 in. wide. Worth regular up to \$1.00 per yard. Thursday 59c.

English Water Colors \$2.98

Unframed originals by E. B. Hart, which sell in London to-day at thirty shillings apiece. We are giving you the benefit of a special importation of these interesting water color sketches that depict many beautiful glimpses of the old land. All have a thick white mat, ready for gilding and framing to your order. We will sell the pictures, thus mounted, to-morrow for \$2.98.

(Art Galleries, Top Floor.)

A Generous Dollar's worth of Beautiful China

A stage direction in an old copy of Shakespeare tells the character to "lean against the scenery and grow generous!" This seems a little vague for a stage direction, but it'll be an easy thing to do if you visit our basement to-morrow morningin fact, we doubt if you can help "growing generous" when you see what a dollar will buy.

2,000 choice pieces, from the world's best potteries, Japanese hand-painted wares, Wedgwoods, Doultons, Coalports, Flemish jardinieres, wall plaques, steins, sugar and cream sets, vases, figures, Kinrain vases, nut bowls, tobacco jars, salad bowls, cake plates, Coalport cups and saucers. See Yonge street window. On sale sharp at 8 a.m., \$1.00.

(No mail or phone orders.)

The Following Program

will be given to-morrow by leading members of the Toronto Symphony Orchestra. Guests of the Lunch Room or the Palm Room (top floor) between the hours of twelve and two will be in a position to enjoy it.

-Selecti	on, The G	irl in th	e Train.	Leo Fall
				.Sam Fox-
-Overtu	re, Ameri	can Fes	tival	Hegner
-Waltz,	Venus or	a Earth		Lincke
-Polka,	From Vie	nna to 1	Berlin	Ellinberg
-Valse,	Swing S	ong		Hollaender
-Gallop,	Attaque	des Ular	18	Boehm
	Miles and the second			

Gloves and Hosiery that Mean Comfort

\$1.00 FRENCH KID GLOVES 59c.

Women's Real French Kid Gloves, glace finish, dome fasteners, oversewn seams, Paris points; this lot consists of broken lines from our regular stock and manufacturers' overmakes and samples; black, white, tan, brown, grey, mode; all sizes. Regular \$1.00. On sale Thursday, \$1.00 WOMEN'S WINTER GLOVES AND MITTENS 79c.

Women's Winter Gloves and Mittens, tan, suede, wool lined and tan kid wool lined; these are manufacturers' samples; all perfect goods; warm and dressy. Regular \$1.00. On sale Thursday, pair 79c.

\$1.00 MEN'S LINED GLOVES 79c.

Men's Winter Gloves, made from tan suede, with warm wool linings, dome fastener, gore wrist; manufacturers' samples; all sizes. Regu-lar \$1.00. On sale Thursday, pair 79c.

Women's 2-1 Ribbed All-wool Black Cashmere Hose, English made, full fashioned, double splic-ed heel, toe and sole; good weight for winter wear; all sizes. Regular 40c. On sale Thurs-day, pair 29c.



You'll have to remove very little money from your hand-bag to-morrow to pay for this excellent winter footwear:

WOMEN'S BOOTS.

500 pairs Women's Boots, button, Blucher and lace styles, patent colt, patent kid, gunmetal, Russia tan calf, vici kid and velours calf leathers, Goodyear welt, McKay and hand-turned flexible soles, high Cuban, military and low heels; all sizes 2½ to 8; B, C, D and E widths; high grade American styles. Special Thursday \$2.49.

WOMEN'S BOOTS.

300 pairs Women's Boots, Blucher and lace styles, fine, strong Dongola kid and vici kid leathers, patent toecaps, medium and heavy soles, Cuban and low heels; all sizes 2½ to 7½. Special purchase price Thursday \$1.99.

MISSES' AND CHILDREN'S BOOTS. 500 pairs Misses' and Children's Boots, black Dongola kid, chocolate kid and black calf leathers, medium and heavy soles, low and spring heels; all sizes 5 to 7½, 8 to 10½ and 11 to 2. Special price Thursday 99c.

Blankets, Towels, Tablecloths Makes Useful and Appreciated Gifts

50 pairs Fine All-wool Scotch Blankets, size 68 x 36 inches, whipped or hemmed single, fine, soft and beautiful finished napping, made from the best Scotch wool; pink, blue or plain bor-ders. Thursday \$4.93 pair.

300 pairs Hemstitched Huckaback Towels, all pure Irish linen; size 20 x 38 inches; washed ready for use; a good Christmas gift. Thursday

100 only perfectly pure Irish Linen Table Cloths, size 2 x 2½, yds., new bordered designs, beautiful fine, even weave damask. Wonderful value Thursday at \$2.00 each



The Pessimist and the Optimist

With the coming of December, we begin to have spasmodic feelings of expectancy, and speculate on what the "women folk" are going to give us this year. The pessimist guesses it's going to be something useless, anyway. The optimist says: "Why should it be, when women have eyes to read these Simpson ads. about men's dressing gowns and house coats? I'm going to steer my folks toward this store for men. I never saw better selections or better values."

Here are a few of them:

Fine Quality English Kersey Cloth Dressing Gowns, in rich dark brown and red shades, long and roomy, trimmed with silk cord to match on edges, pockets and cuffs; sizes 36 to 44. Price \$8.50.

Men's Imported English Tweed Dressing Gowns, dark stripe patterns, with fancy check backs, cut large and roomy, long roll collar and fancy cuff on sleeves, made from reversible side of cloth, trimmed with fancy silk cord to match, and finished with silk and wool girdle for waist; sizes 36 to 44. Price \$11.00.

Imported English Kersey Cloth House Coats or Smoking Jackets, dark brown and red, scroll patterns, with fancy silk cord on edges, pockets and cuffs; sizes 36 to 44. Price \$5.50.

Fine Quality English Cheviot House Coats, plain colors, dark green, blue, grey and brown, cut from the latest American models, with roll collars and fancy cuff, made from reverse side of cloth, trimmed with fancy silk cord to match; sizes 36 to 44. Price \$7.50.

Men's Heaviest Underwear 69 700 garments of Men's Woolnap Underwear, heaviest winter weight, blue-grey shade, just the thing for men working outside, men's sizes only, worth \$1.25. Thursday to clear 69c.

Boxed Neckwear for Men 25c Men's Neckwear, in Christmas boxes, hundreds of patterns and colors to choose from, made from odd pieces left over from the manufacturer's regular lines, they are full length and perfect in every way. While they last, 250 a box.

Little Surprises for the Home

On our Fourth and Fifth Floors the following items will interest every one who is interested in keeping their homes bright: ODD SHADES 19c.

We clear Thursday all odd Shades; many have been used as samples, and are more or less soiled; some plain, while many are lace trimmed; mounted on good spring rollers, complete with brackets. These sold regularly up to \$1.20 Special bargain Thursday 19c. CURTAIN POLES 15c.

Oak and Mahogany Poles, 4 feet long, 1 in-thick, fitted with heavy wood brackets and ends; well finished. Worth 25c. Special Thursday at

LOW-PRICED LINOLEUM. 2,500 yards Scotch Printed Linoleum, in

block, tile, parquet, mosaic and matting designs; well seasoned and well printed; 2 yards. Our regular price is 40c and 45c square yard. Thursday

29c square yard.
3,000 yards Extra Heavy Scotch Printed Linoleum, in a large assortment of floral, Oriental,
and many other good designs. Regular selling
50c and 60c square yard. Thursday 37c square

Papers for 250 bedrooms, in blues, greens, pinks, yellows, etc., stripe and floral. Regular to 25c. Thursday 9c.

Papers for 150 dining rooms, in warm browns, greens, reds, blues, cloth effects, two-tone or colored. Regular to 35c. Thursday 17c, Papers for 100 parlors and living rooms, ingreens, blues, greys, fawns, champagnes, flat and silk effects. Regular to 50c. Thursday 24c. 800 yards Dyed Burlap. Regular 30c yard. Thursday 22c.

The Pure Food Kind of Groceries

2,000 lbs. Dairy Butter, in prints, per lb....25c Edwardsburg or Beehive Table Syrup, 5 lb. ages 250 Heather Brand Flavoring Extract, assorted, 21/2

35c ASSAM TEA 28c.
300 lbs. Fine, Rich, Full Bodied Assam Tea, a
35c tea anywhere. Thursday, per lb....28e

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