

Telephone Main 7841

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

Market Adelaide 6100

Do Your Christmas Shopping Early

# SIMPSON'S

Store Hours 8.30 a.m. to 5.30 p.m.

## Boys' Suit Special \$8.35

Regularly \$10.50

Sturdy school suits, popularly styled in an attractive selection of durable wool and cotton, and cotton and wool mixed tweeds, and worsted finish materials. Brown and gray herringbone with overcheck pattern, blue chalk line stripes and gray and black check effects.



Belter model, with slightly fitted back. Bloomers are full-fashioned—have belt loops and governor fasteners. Sizes 25 to 31, 7 to 13 years. Regularly sold at \$10.50. Today, special price ..... 8.35

Simpson's—Main Floor.

## 2000 Popular Novels

35c Each, 3 for \$1.00

Regular \$1.25 and \$1.50 Editions

A few of the titles—cloth bound, good type:

- In Accordance With the Evidence, by Oliver Onions.
- Love Insurance, by Earl D. Biggers.
- Hyacinth, by G. A. Birmingham.
- Golden Silence, by C. N. and A. M. Williamson.
- Gudrid the Fair, by Maurice Hewlett.
- Once Aboard the Lugger, by A. S. M. Hutchinson.
- Priests and Laymen, by Ada Carter.
- Lalaga's Lovers, by G. A. Birmingham.
- The Debt Account, by Oliver Onions.
- Drifting With Browne, by Byers Fletcher.
- Priscilla's Spies, by G. A. Birmingham.

These are only a few of the titles. Regularly \$1.25 and \$1.50. Special, 35c each; 3 for \$1.00.

(Phone Your Order—Main 7841).

Book Dept.—Main Floor.

## Pictures to Enhance the Charm of Home, 19c Each

3,000 in the Sale

Small framed pictures, also photo frames, 1 to 3 openings, and unframed pictures in various sizes. Big value. Colored and plain. All one price, today ..... 19

Simpson's—Sixth Floor.

## Trunk Clearance \$9.75

Former Selling Price, \$10.50 to \$14.50

Fibrette, fibre bound—all metal covered steamer and tourist trunks—also all fibre steamer trunks, and deep, strong, canvas-covered trunks. Two leather straps, good locks and fasts. Sizes 32", 34", 36", and steamer 40". Regularly \$10.50 to \$14.50. Today ..... 9.75

Simpson's—Sixth Floor.

## Winter Overcoats Which Combine Style and Quality \$35

It's time to bring out the heavy winter overcoat and if you need a new one here is an opportunity you cannot afford to miss.



They are stylish models, fashioned from heavy weight plain dark gray melton cloths—well tailored in the Chesterfield model, with fly-front, self collar, slightly fitted back, regular pockets with flaps, wool linings. Sizes 35 to 44. Today..... 35.00

## 75 Pairs Men's Worsted Trousers \$5.95

Well tailored from medium and dark shades, in neat stripe pattern effects. Finished with side, 2 hip, watch pocket and belt loops. Sizes 32 to 44. On sale 8.30 this morning at 5.95

Simpson's—Main Floor.

## Men's Soft Hats Notably Low Priced

# \$1.29

Regular \$2.00 and \$2.50 Values

No need to wear the old fedora longer when new hats are going at such a ridiculous low price. They combine all the elements of style and finish expected only in much more expensive hats.

Fedora and telescope crown style soft felt hats, in shades of gray, green, navy, fawn, brown and black. No phone or C.O.D. orders taken for these. Today.... 1.29

Boys' and Men's Caps, 39c

Regularly 75c and 95c

One, four and eight-piece top shades, in assorted shades of tweeds, homespuns, etc. Today ..... 39

Simpson's—Main Floor.



## 35c, 50c, 65c Soft Collars

# 25c Each

Forsyth Brand

It will pay men to stock up their needs in soft collars today. Broken ranges and left-overs from the stock of a large Canadian manufacturer, purchased by us at a very special price. In the lot are pure silk, satin stripe piques, repp and corded materials—also fancy jacquards in pink, blue, green, tan—included are fancy stripe effects in two and three-tone colorings. Sizes 12½ to 18. Regularly up to 65c. Today ..... 25

Men's \$1.25 Negligee Shirts, 98c

1200 negligee shirts. In the lot—blues, black, helio and tan stripes. Large roomy bodies, coat style, soft cuffs. Sizes 14 to 16½. Regularly \$1.25. Today .98

Simpson's—Main Floor.

## Men's Boot Special

# \$4.95

No Phone, Mail or C.O.D. Orders on Sale Footwear

180 pairs only, beaver brown boots, blucher and straight lace styles. Medium round and English recede toe. Goodyear welt, guaranteed fibre soles and solid rubber heels. Sizes 6 to 11; also a number of other lines. Today, special ..... 4.95

Simpson's—Second Floor.

## Make Ideal Christmas Gifts

### Smokers' Cabinets \$7.75

Regularly \$10.75

Solid oak, fumed and golden finish, cupboard and drawer, with ash tray. Regular price \$10.75. Today ..... 7.75

Writing Desk, \$28.75

Of solid oak, deep writing bed, pigeon holes, one long and two small drawers, fumed finish ..... 28.75

Ladies' Secretaries, \$9.25

Golden surface oak, has one long drawer—inside fitted with paper-rack ..... 9.25

Music Cabinets, \$18.00

Front and top of genuine mahogany veneer, shaped pediment and legs ..... 18.00

Music Cabinets, \$22.75

Mahogany finish, plate mirror on back, panel door ..... 22.75

Simpson's—Fifth Floor.

## On the Fifth Floor---Christmas Show, Punch and Judy and The Marionettes

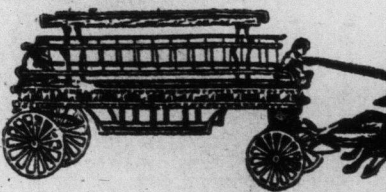
Santa Claus is at the Christmas Show daily waiting to meet the boys and girls of Toronto. He is big and jolly and he wants you to go right up and whisper to him what you want for Christmas. Hundreds of boys and girls have seen and spoke to him, and he is anxiously waiting to see you, too.

### Gray Beauty, 85c



A team of gray horses and wagon. Size over all 20 inches. Today ..... 85

The Advance Guard—A general, nine soldiers and a pop gun. Complete in cardboard box, \$1.25 value. Today ..... 98



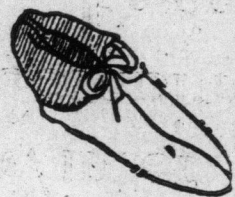
Tiddley Winks. A popular game. Today, set ..... 25

### Picture Puzzles

Brilliantly colored pictures cut out of heavy cardboard. The puzzle is to put them together. Today .... 39



### Bed Socks



Made of elderdown, fleece lined. All sizes for women. Blue, pink and gray, with contrasting colored cuff. Fair ..... 98

Men's sizes, pair, 1.25



FIFTH FLOOR

### Ivory Brush \$3.49



This Handsome Grained Ivory Brush—13 rows girls' brushes. A wonderful value. Today ..... 3.49

Mosart Toilet Water—Assorted odors. Regularly 78c. Today ..... 59

Ivory Finished Hair Brush—Long bristles. Exceptional value. Today ..... 59

Simpson's—Fifth Floor.

Hank'kerchiefs, 3 for 39c

160 dozen women's very fine Irish lawn handkerchiefs. On sale, 3 for 39

280 dozen women's one-corner embroidered handkerchiefs. Each... 7/2

### Rail Sleighs, \$1.48



100 only, hardwood seats with rail, round steel runners.

Children's Arm Chairs, 79c—Natural finish, solidly made of hardwood, with substantial backs and side-arms.

Gold Brooches, \$1.49—Set with real pearls, at ..... 1.49

Simpson's—Fifth Floor.

### Doll Carriages, \$4.39



Black enamel finish, metal bodies, with folding leatherette hood, 17" x 17" is also rubber tires, 20 inches long.

Auto Cars, \$3.95—Extra well made throughout, with steering wheel's, coaster seats and four solid wooden wheels.

Simpson's—Fifth Floor.

The SIMPSON Company Limited