

# GOODS ON SALE MONDAY AT SIMPSON'S

## Popular and Useful Rugs

A very nice Mottled Axminster Hearth Rug, size 36 x 54 inches. Extra value. . . . . 1.65  
 "Little English Wilton Door Mats, Original designs, size 38 x 18. Monday. . . . . 1.95  
 The "Domestic" Bissel Carpet Sweeper, strongly built, nicely finished in oak or mahogany. . . . . 2.00  
 English Axminster Hearth Rugs, size 30 x 60 inches, choice of several good designs, fringed ends. . . . . 2.33  
 A Beautiful Plain English Mohair Rug, silky deep pile, blues, browns and greys; size 24 x 48 in. . . . . 2.45  
 Big Mottled Axminster Rugs, of good quality, 36 x 63 in. . . . . 2.75

"Grand Rapids" and "New Monarch" Carpet Sweepers, oak and mahogany. Monday. . . . . 3.00  
**SELECTION OF ARTICLES FROM \$3.35 TO \$4.50.**  
 Heavy Wool Back English Axminster Hearth Rugs, splendid designs, 30 x 58 inches. . . . . 3.35  
 "Canadian Queen" Bissel Carpet Sweepers. . . . . 3.50  
 "American Queen" Bissel Carpet Sweepers. . . . . 3.75  
 Splendid Quality English Wilton Hearth Rugs, size 27 x 54 inches. . . . . \$4.25  
 The "Elite," a beautifully finished mahogany Carpet Sweeper. . . . . 4.00  
 The Khorassan, an extra close and heavy Saxony Rug, 27 x 54 in. . . . . 4.50

## Velvet and Silk Dresses \$5.95

**REGULARLY \$8.50, \$9.50 TO \$12.50.**  
 Newly-Made Dresses from one of the most successful designers of women's wear; made in a number of smart styles, suitable for misses or women. Monday. . . . . 5.95  
 No phone orders can be accepted.  
**WOMEN'S AND MISSES' WINTER COATS IN ATTRACTIVE STYLES.**  
 Regularly \$15.00 to \$19.50, Monday, \$9.85.  
 A splendid range of fashionable fabrics and becoming styles, such as wool blanket cloths, fancy tweeds, diagonal and reversible cloths, with the very newest cut. Monday. . . . . 9.85  
**COATS FOR GIRLS, \$2.95.**  
 Offered at cost for early Monday clearance; tweed coats, in good winter shades of navy, brown and green, with collars of contrasting shades; ages 6 to 14 years. . . . . 2.95

## Beautiful Black Satins

**A FEW SPECIALS FOR MONDAY.**  
 Black Duchesse Satin, one yard wide. Excellent quality. . . . . 1.00  
 Bonnet's "Flour de Nive" Quality Satin Mouseline, in 36-inch. . . . . \$1.24  
 A black of deepest dye, bearing the maker's usual guarantee.  
 38-inch Black Satin Duchesse, reduced to \$1.44.  
 One of the lighter qualities best adapted for plain dresses and coats. Regularly \$1.50, for \$1.24.  
 Black Duchesse "Silk-Satins," 38 to 40 inches, \$1.59 yard.  
 Very fine weaves, all silk back and soft satin finishes. Sale price, per yard. . . . . 1.59  
 Black Silk Peau de Soie on bargain at \$1.68.  
 C. J. Bonnet's 40-inch, equally well finished on both sides, and guaranteed to cut or sport. On \$1.84 Monday.  
 New Black Silk Poplins, in very fine cord effects, 35 to 44 inches wide, per yard. . . . . 2.50  
 Black Crepe Charmeuse, per yard, \$2.50.  
 Silk crepe back and soft finish, plain and "Cord" black silk crepes, at \$1.50, \$2.00 and \$2.50, just received.

## "Sovereign" or "Five Dollar" Day.

**ON THE THIRD FLOOR.**  
 As Monday is a day of less stress and turmoil than the rest of the week, we have arranged a triple sale of goods at the above price to appeal to you who make \$5.00 the limit of your gifts.  
**SOVEREIGN DAY IN FANCY NEEDLEWORK.**  
 All our beautiful, hand-embroidered pieces in Cushions, Centre-tables, Sideboard Cloths, etc., all our Superb Macramé Cushions and other pieces, our Lovely Imported Lamp Shades, having served their turn as exemplars to the learners, have been turned out for disposal. Regular prices are \$7.50, \$8.50, \$10.00, \$12.50, \$15.00 and \$17.50 each. Monday. . . . . 5.00  
**SOVEREIGN DAY IN FRENCH BLOUSES.**  
 The daintiest imported models in Filmy Shadow Laces, Soft Crepe de Chine, Charmeuse and other soft silken weaves, combining all the newest features of the present season, and all showing that inimitable chic effect so characteristic of Paris blouses. These have ranged from \$10.00 to \$15.00. Monday. . . . . 5.00  
**SOVEREIGN DAY IN FRENCH TUNICS.**  
 Showing dainty little garments that New York, London and Paris are today buying, making a new dress or transforming an old one, something in black, crystal or color to please everyone. Regularly \$10.00, \$12.50, \$15.00 to \$19.50. Monday. . . . . 5.00

## 28-inch English Wrapperettes 6 1-2c yard

In light and dark colors, also some odd lengths and remnants in prints, kimono cloths, wash goods, etc. Monday, per yard. . . . . 6 1/2c

## A New Section for White Wool Hats

From one of the largest manufacturers in Berlin, Germany, come these clever winter styles. They are new and jaunty. There is great variety of styles, with touches of velvet, wool rosettes or pom-poms, in the pure white wool. They are intended for out-of-doors, sports or street wear. The prices, \$1.50 to \$2.75. (Second Floor—Millinery Dept.).  
 Our Annual Ostrich Feather Sale is in progress.

## JEWELRY Gift Books for Christmas Galore

**10k Gold Women's Birthday Ring.**  
 Gold-filled Cut Links, plain and fancy stone set; 9k Gold Bar Pin Brooches, set with amethysts and real pearls; Gold-filled Lockets, round and oval, plain and pearl set; 10k Gold Women's Engraved Signet Rings, 10k Gold Scarf Pins, several designs, set with real pearls; Gold-filled Earrings, set with round and pear-shaped pearls on chain drop; Women's Woven Wire Gold-filled Quality Watch Fobs, Men's Black Silk Watch Fobs, and many other articles suitable for gifts. Monday, each. . . . . 48c

Men's Sterling Silver Cuff Links, any initial; Pearl, Brilliant and Amethyst Brooches, Filled Pearl and Real Coral Necklets, Hall-Marked Silver Scotch Design Brooches, Sterling Silver Maple Leaf Emblem Pins, Roman Finish Cut Links, Gold-filled Rings, stone set, plain bands and signets; Women's Long Jet Guards, Amethyst, Topaz and Cerise Necklets, Sterling Silver Bar Pins and Beauty Pins, Sterling Silver Thumbies and many other articles. Monday 25c

**FROM DAY TO DAY WITH THE POETS SERIES.**  
 Beautifully printed, with photographic portrait frontispiece, artistically bound, gilt lettered and tied with silk ribbon. Each volume in a box for mail, each. . . . . 45c

From day to day with Shakespeare, Longfellow, Tennyson, Stevenson, Dickens, Holmes, Kipling.  
 The Victoria Edition of the Poets, a volume. . . . . 75c

Bound padded leather, maroon and black, gilt edges, lettered in gold, each volume in a box.  
 Burns, Longfellow, Scott, Byron, Shelley, Browning, Shakespeare, Whittier, Hemans, Tennyson.  
 Collins' Illustrated Poets, bound, padded seal, gold lettered, gilt edges, with bookmark, each volume bound for mailing. All the leading verse-writers' works in this series. . . . . 1.55

"Days With the Poets" Series. Volumes of selections charmingly illustrated in color, bound in pictorial art boards. A volume. . . . . 20c

Byron, Longfellow, Thackeray, Scott, Wordsworth, Keats, Shelley, Browning, Burns.  
 (Main Floor).



**On the back page of this paper will be found an announcement of the dates for evening shopping at the store.**  
**Also a full list of tonight's special 7.30 p.m. values, to make early shopping after dinner interesting.**  
**Today store hours are 8.30 a.m. to 10 p.m.**  
**Monday the usual hours will be kept.**



**ROSELAND DINNERWARE**  
 Customers waiting for this stock pattern will be pleased to learn that we have received a new shipment, and are ready to fill all orders promptly.

**RICH CUT CRYSTAL.**  
 In most desirable patterns, including the new combination floral and mitre cutting. Reduced to prices of lively interest, in some cases less than half.

**CUT PATTERNS GROUPED AT \$9.95.**  
 Including \$25.00 Decanter, \$22.50 Table Lamp, \$25.00 Jug, \$20.00 10-inch Fruit Dish, \$20.00 Fruit Compot, \$20.00 Deep Fruit Bowl, \$20.00 10-inch Jelly Plate, \$20.00 Fancy Shape Fruit Bowl, \$20.00 Ice Cream Tray, \$22.00 Vase, \$20.00 Ice Cream Tray.

**AN ASSORTMENT OF HANDSOMELY CUT PATTERNS AT \$4.95.**  
 Including \$10.00 9-inch Jelly Nappies, \$12.00 10-inch Fruit Bowls, \$12.00 Ice Cream Trays, \$10.00 Jugs, \$10.00 9-inch Fruit Bowls, \$12.00 Decanters, \$12.50 Vases, \$10.00 Ice Cream Trays, \$11.50 Cheese Plates.

As in many instances there is only one piece of a kind in the two above assortments, the early comers will secure the plums.  
 See Yonge Street window.

**SPECIAL ITEMS IN RICH CUT GLASS JUGS.**  
 50 Pieces Handsomely Cut Jugs, suitable for water or lemonade. Regularly \$6.50. Monday special. . . . . 3.95

## In the Chinese Bazaar

Christmas Postal Cards, new season's designs, in gold and colors, 6 for 5c, 2 for 3c and 3c. Chatterbox Book of Pictures, Chatterbox Book of Animals, Chatterbox Book of Birds, Chatterbox Book of Army and Navy; attractively bound; picture board. Each. . . . . 50c  
 Sewing Basket, lined with satin, fitted with scissors, stiletto, bodkin and thimble. Regularly 95c and 50c. Monday. . . . . 35c  
 Tobacco Pouches, rubber lined. Special. . . . . 35c  
 Rubber Dolls, Regularly 50c. Special. . . . . 35c  
 Wash Cloth, fine Turkish weave. Monday. . . . . 10c  
 Decorated China Tea Sets, 21 pieces, consisting of six cups and saucers, six plates, cream Jug, bowl and bread plate. Regularly \$2.50. Monday. . . . . 1.60  
 9k Gold and 10k Gold Bar Brooches, set with amethysts, olives and real pearls; also 9k Gold Safety Pin Pattern, Scroll Top Brooches, pearl set. Each. . . . . 95c  
 House Slippers, finest quality camel hair and wool slippers, in a neat plaid pattern; warm and fleecy inside; flexible leather soles. Sizes 6 to 11. . . . . 85c  
 Women's Washable Gloves, natural and white chamousette; extra fine cloth; two dome fasteners; best finish; sizes 5 1/2 to 8. Special. . . . . 39c  
 3-piece Children's Sets, consisting of child's knife, fork and spoon, silver-plated pencil pattern; set carved, and complete in a white cardboard box. Special, set. . . . . 25c  
 700 dozen of Women's Swiss Embroidered Handkerchiefs. Think of the wonderful assortment of patterns; all new handkerchiefs; very fine quality Swiss. Monday, 10c, instead of 15c and 20c each.

## Men's \$2.50, \$2.75 and \$3 American Slippers \$1.95

Made from selected chocolate, wine and black vic kid, in "Opera" and "Ferry" styles. They are kid lined and have finest hand-turn flexible soles. A beautiful Christmas gift. Sizes 5 1/2 to 11. Regularly \$2.50, \$2.75 and \$3.00. Monday, \$1.95. (Telephone orders filled).  
**MEN'S \$4.00, \$4.50 AND \$5.00 BOOTS, \$2.95.**  
 700 pairs Men's High-grade Boots, including "Victor," "Tetra" and "Ascot" brands, in gunmetal, patent, oiled, tan Russia calf, dogona kid and velours calf leathers, made on the newest lasts in Blucher and button styles, single and double Goodyear welted soles. Some are leather lined. Sizes 5 1/2 to 11. Regularly \$4.00, \$4.50 and \$5.00. Monday. . . . . 2.95  
**WOMEN'S \$3.50 TO \$5.00 BOOTS, \$2.45.**  
 Beautiful Boots, made on the newest and most popular lasts, for street and dress wear, in button, Balmoral and laced styles, patent calf, tan Russia calf, gunmetal suede, velours calf and fine vic kid leathers, with self and fancy tops. Goodyear welted, flexible vic kid and hand-turned soles, all styles of heels. All sizes from 3 to 8. Regularly \$3.50, \$4.00, \$4.50 and \$5.00. Monday. . . . . 2.45  
**WARM HOUSE BOOTS.**  
 Made from finest quality camel hair and wool, thick felt soles, with leather outer sole, buckles up like an overshoe. . . . . 99c  
 Men's, sizes 6 to 11. . . . . 99c  
 Women's and Boys', 3 to 7. . . . . 88c  
 Misses' and Toddlers', 2 to 5. . . . . 79c  
 Children's, sizes 3 to 10. . . . . 69c  
 Infants', sizes 3 to 6. . . . . 59c

## Men's Neglige Shirts

The very latest pleated bosom designs, plain and figured stripes, domestic or imported shirts, all sizes 14 to 18. Monday 1.50 and 2.00

## MEN'S PURE SILK NECKTIES.

In the very newest, made up from odd lengths and remnants of better quality silks. Monday, each one in a box. Regularly 50c, 75c and \$1.00, for, each. 35, 3 for 1.00

## Rogers' Silver-Plated Tea Spoons

The celebrated Wm. A. Rogers' Tea Spoons, Forks, etc., and fancy pieces, at special prices for Monday; guaranteed 18 per cent, nickel base and full standard silver plate.

Set of Six Tea Spoons, full size. Regularly \$2.50 dozen. Set of six. . . . . 80c

Set of Six Dessert Spoons or Forks to match Tea Spoons. Regularly \$4.00 per dozen. Set of six. . . . . 1.50

Set of Six Table Spoons or Medium Forks, same pattern and quality. Regularly \$4.50 per dozen. Set of six. . . . . 1.75

Silver-Plated Cold Meat Serving Fork, in lined box. Regularly 85c. Special. . . . . 59c

## Parlor and Dining Room Paper

Imported and continental papers for best rooms: Soirettes, Tekkas, Silkettes, Tapestries, Metallics, Leathers, Blends, Corquettes, Clothettes, in greens, browns, grays, tans, blues, buffs. Per roll 35, 50, 75, 1.00 up.

**MONDAY SPECIALS.**  
 2250 Rolls Imported Parlor and Dining-room Papers, in neat designs and warm or delicate colorings, soft blendings. Regular 50c roll, Monday, 29c. Regular 75c roll, Monday. . . . . 43c

## Monday's Grocery List

Fels Naptha Soap, per bar. . . . . 5c  
 Sunlight and Surprise Soap, 6 cakes. . . . . 25c  
 Comfort and Bona Soap, 6 cakes. . . . . 25c  
 Simpson's Big Bar Soap, per bar. . . . . 10c  
 Castile 1-lb. packages. . . . . 25c  
 Powdered Ammonia, 4 packages. . . . . 10c  
 Old Dutch Cleanser, 3 tins. . . . . 25c  
 English Laundry Starch, package. . . . . 25c  
 Choice Picnic Ham, 6 to 8 lbs. each, per lb. . . . . 7c  
 Golden Cornmeal, per stone. . . . . 38c  
 English Mince Pie, 2 packages. . . . . 25c  
 Pure Cocoa, in bulk, per lb. . . . . 25c  
 Choice White Beans, 5 lbs. . . . . 25c  
 E. D. Smith's Crabapple Jelly, 1-lb. jar. . . . . 15c  
 New Orleans Molasses, 2-lb. tin. . . . . 15c  
 Blue Bell Jelly Flavors, assorted, 4 packages. . . . . 25c  
 One can Choice Mexican Oranges, good size, per dozen. . . . . 30c  
 Ground Sweet Almonds, per lb. . . . . 25c  
 1000 boxes Xmas Cozies, containing hats, caps and aprons, also a collection of conundrums and riddles. Special, per box. . . . . 15c  
 5 LBS. PURE CELONA TEA, \$1.15.  
 1000 lbs. Pure Celona Tea of uniform quality and fine flavor. Black or mixed. Monday, 3 lbs. . . . . 1.15

HONEYMOON DRESS WITH A. JOLSON  
 Thur., Sat. COMPANY IN THE CHING TWO YEARS  
**EYE**  
 Daily Mail, Herald, Montreal.  
 50c to \$1.50  
**MAKER**  
 Bird of Paradise. AT'S WED.  
 THURS. AND SAT.  
**SHAM**  
 JULIUS CAESAR.  
 CLIA LOFTUS Odette Tyler  
 Evens, and Thurs. Evens, "Othello", Fri.  
 15th, 8 p.m.  
**THEATRE**  
 Opp. Eaton's  
**EVILLE**  
 o-Plays  
 to 11 p.m.  
 5 p.m. to 1 p.m.  
 10c, 15c, 25c  
 BOX SEATS 50c  
 only  
**ATINEE TODAY**  
 AT TIME TONIGHT  
**FRANNY OF TEARS**  
 ID "THE WILL"  
 AT'S NOW ON SALE  
 T'S WED. AND SAT.  
**KER'S MASTERPIECE**  
**RAELI**  
 WED.-SAT. MATS.  
 MAIL ORDERS NOW.  
 Day & Erlanger present  
**NE S**  
**'S THEATRE**  
 WEEK OF EVENINGS  
 DEC. 15 25c, 50c, 75c  
 rance Here of Jesse Lasky's  
 Latest Success.  
**RED HEADS**  
 Colored Musical Comedy.  
 JAMES B. CARSON.  
 Comedy Skit, "Clubland"  
 Lillian GONNE  
 de Novotny, "Kide La Kide".  
 EDERICA SLEMONS.  
 Comedy Sketch, "Liz".  
 it, Kelly & Lucy  
 to Movers and the Actress.  
 YNCH & ZELLER.  
 BAN OSTMAN TRIO,  
 Eddie Bump Flange,  
 THE KINETOGRAPH,  
 New Pictures.  
 ial Extra Attraction,  
**KEL SISTERS**  
 entonists and Gymnasts.  
 endelssohn Choir  
 of Toronto  
 A. S. Vogt, Conductor,  
 association with the  
 SYMPHONY ORCHESTRA,  
 derick Stock, Conductor.  
**MASSEY MUSIC HALL,**  
 374, 4th and 5th, 1914.  
 seats, \$2.50, \$2.00 and \$1.50.  
 ION LISTS CLOSE NEXT  
 TUESDAY.  
 C. Massey Hall, Nordheimer's,  
 ree & Co., Ashdown's, Bell  
 and R. S. Williams & Son,  
 spectus containing full infor-  
 mation obtained.

## The Christmas Show Gift List

China Toys, to be chased by little girls and boys. Bears with 2 wheels and china bells, gold, selling value \$1.00. Special price, each. . . . . 19c  
 400 Dressed Dolls for an hour's sale, 50c, 75c, 90c, \$1.00. At 3.30 Monday morning, each. . . . . 33c  
 Large Jotted Doll, eyes with eyelashes, sewn with silk, with real human hair, worth in the ordinary way \$2.00, \$2.75 to \$3.00. On Monday morning only, price, each. . . . . 1.69  
 "My Sweetheart," with 2 long braids of hair, fair or dark complexion, real eyes with eyelashes, blonde hair and white kid body. Price, each, for early morning selling. (No phone or mail orders). . . . . 29c  
**A LARGE DISPLAY OF MODEL STEAM ENGINES.**  
 Upright and horizontal, splendid working models. Some, \$2.50 to \$3.00. On Monday morning only, price, each. . . . . \$1.25, \$1.50, \$2.00, \$2.25, \$3.00, \$3.75.  
 Models of boats, with strong clockwork springs, silk decorated, prices 15c, 25c, 30c, 35c, 40c, \$1.00, \$1.25, \$1.50, \$2.00.  
 Toy Planes, with wooden frames, neat and strong in make, prices from 25c, 30c, 35c, 50c, 75c, \$1.00, \$1.25, \$1.50, \$2.25 and \$3.50.  
 Next Grand Planes, with steel frame, at prices for Monday, \$2.50 and \$3.50.  
 Sewing Machines, real working toy machines, an interesting toy for a girl, at prices, 50c, 75c, \$1.00 and \$1.50.

The Robert Simpson Company, Limited