

Store Opens at 8.30 a.m. Closes at 5.30 p.m.

Simpsons Million Dollar Community Celebration Sale

Bargains in Every Department

Grey Blankets \$5.45 Each Mill Seconds, Regularly \$15.00 a Pair.

All-Wool Blankets, joined in centre by one seam. Weight about 4 pounds. Size 60 x 86 inches.

Laces

1,800 dozen yards Nottingham Wash Laces in val. edgings and insertions, so much in demand now for all sorts of gift purposes.

Handkerchiefs

55 dozen Women's Embroidered One-Corner Handkerchiefs. Manufacturer's samples. Very special, each, 25c.

Splendid Value in Navy and Grey Chinchilla

Coating \$3.69

All-wool chinchilla in a beautiful shade of navy, and also in grey. 54 inches wide. Regularly \$4.50. Today, yard, \$3.69.

Extra Special!

Counter-Soiled Stamped Pieces

Tray Cloths, Scarfs, Children's Dresses, Gowns, Underwear, Corsets, Lunch Cloths, Towels, Tea Cozy Sides, Serviettes, etc. No phone orders. Regularly 25c to \$3.50. Rush price today, 5c to \$1.75.

Save on Good Wool.

Lined and brown shade only for fancy scarfs, sweaters, wristlets, etc. Clearing today, pound, \$2.98. Simpson's—Fourth Floor.

Leather Strap Purses Half Price

Genuine Morocco Strap Purse (as illustrated), new plated panel effect—lined throughout with figured silk. Car ticket section—closely fitting centre frame and back strap. Regularly \$3.50. Special, \$1.75.

Men's Overcoats, \$12.95

Here's a fine chance for men and young men. They're interesting models, very popular. Convertible collar, flap pockets and one-piece belt. Developed in dark grey chinchilla. Sizes 34 to 40. Regularly \$18.50. Today they go at just \$12.95.



Men's \$2.50 Soft Felt Hats, \$1.85

Your kind of a hat is here. The smartest brim shapes, with wetted and silky bound brims. Nobly shades of grey, green, navy, brown, fawn and black. Good choice. Today, \$1.85.

WINTER CAPS, \$1.50—Warm caps with inside bands of fur and sanitary wool. Made from heavy weight overcoating cloths in a big assortment of patterns. Today, \$1.50.

Men's \$1.75 Flannellette Nightshirts, \$1.19

That's manufacturer's price—made from good quality material, in blue and white and pink and white stripes—collar attached—pocket—full length and three to a customer. Regularly \$1.75. Today, \$1.19.

Men's 90c Fleece Underwear, 73c

1,200 Garments—600 Suits. Shirts and Drawers—Winter weight, natural shade. Soft, silky fleece lining. Sizes 34 to 44. Regularly 90c. Garment, 73c.

Boys! Suits at \$6.85—Special

They're tweed and worsted finish suits—that cannot be duplicated at the price on today's market. Grey and black twin stripe and brown pin-head checks and stripes, grey and black twin stripe and brown pin-head checks and stripes. All-around loose belted models, some with yoke back and front, others plain styles. Sizes 7 to 10 years. Just 60 suits. Today selling, \$6.85.

Boys' Suits, \$7.85

Tweed Suits from regular stock of higher priced garments. Odd sizes and broken lines. Materials are firm and strong, and the workmanship perfect. Grey and black mixed stripes, diagonal and herring-bone patterns and a few plain greys. Semi-Norfolk, pinch-back and all-around loose belted models. Sizes 13 to 17 years. Today's special, \$7.85.

Big Boys' Tweed Overcoats at \$12.95

Brown and black check tweed, in a heavy weight that warms right up to you. Made in dressy-looking double-breasted slip-on model. Quarter lined. Sizes 28 to 35; 10 to 17 years. Today's special, \$12.95.

Our Entire Stock of Women's Winter Suits At One-Third Less Than the Regular Prices---Today



Regular \$125.00 Suits, now \$83.35
Regular \$100.00 Suits, now \$66.67
Regular \$85.00 Suits, now \$56.67
Regular \$75.00 Suits, now \$50.00
Regular \$60.00 Suits, now \$40.00
Regular \$50.00 Suits, now \$33.35
Regular \$35.00 Suits, now \$23.35

The extreme importance of this sale is readily apparent to every woman in Toronto. Think of it! You may choose from every suit in stock at the above prices. No exchanges, no refunds, no C.O.D.'s. The quantity is limited, so shop early.

MATERIALS—Broadcloth, velour, gabardine, velvet, tricotine and serge. COLORS—Brown, grey, taupe, navy, black. STYLES—Strictly or semi-tailored or novelty. Many individual exclusive models. Braid, buttons and fur-trimmed.

Another Purchase Women's Coats

Pompoms, Velours, Broadcloths and Kerseys, in Taupe, Brown, Green, Navy, Burgundy. Stunning styles, many richly fur trimmed.

Manufacturers prefer cash to coats at this season. For this reason, we were able to procure this great assortment of high-class coats at a cost that means wonderful saving for the woman who buys today. \$75.00 coats, today, \$48.50; \$50.00 to \$60.00 coats, today, \$37.50. Tailored, dressy and handsome fur-trimmed models, all silk lined. No exchanges, no refunds, no C.O.D.'s.



100 Women's Smart Dresses, \$25.00 to \$30.00 Models at \$15.95

Nearly half price! Innumerable designs and a host of attractive colors in satins, taffetas, crepe de chimes and serges. Dresses for street, house and dressy wear offered at a special low price for rush sale today. No exchanges, no refunds, no C.O.D.'s. \$15.95.

Clearaway, Misses' Serge Dresses at \$22.95

These chic frocks wouldn't sell at such a price under ordinary circumstances—but for the big sale today we offer them as an extra special inducement to early shoppers. Of splendid quality wool serge in a variety of new and charming styles. Featuring clever pleating, novelty bodices, rich braids, panel effects and sashes. Colors navy, brown, green, black. No exchanges, no refunds, no C.O.D.'s. Today, only \$22.95.

Simpson's—Third Floor.

Misses' Silk Poplin Dresses at \$8.95

A special purchase of \$15.00 values. No exchanges, no refunds, no C.O.D.'s. Only 25 of these wonderful dresses, on sale at a price hardly above cost. Made from fine lustrous poplin in a chic high-girdled style with collarless neck and daintily embroidered bodice. Marvellous value, today, \$8.95.

Misses' Velour Coats, Regular \$37.50 and \$39.75 Stock

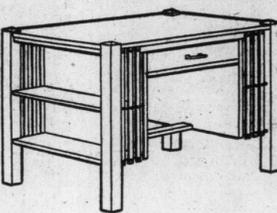
50 beautiful warm winter coats, developed in high-grade wool velour. Enriched with huge muffler collars of seal and finished with novelty pockets and buttons. Colors navy, brown, taupe, green and burgundy. Fancy silk lined and interlined. No exchanges, no refunds, no C.O.D.'s. Clearing, today, \$31.95.

Misses' Skirts \$5.75—Special

Here's a bargain to tempt the smart, thrifty miss. Neat, expertly tailored skirts of fine wool serge in a trim belted style, with novelty pockets. Navy and black only. Made to sell at \$5.50. No exchanges, no refunds, no C.O.D.'s. On sale today, special, at \$5.75.

Furniture Bargains

Library Tables, illustrated. Solid quarter-cut oak, drawer either side. Double book-rack each end. Size of top 44 x 28, 29 only. Regularly \$22.50. Today, \$17.95. Buffet, solid quarter-cut oak—fumed or golden finish. Bevelled plate mirror. Regularly \$32.75. Today, \$26.95. Buffet, quarter-cut oak, mission design. Bevelled plate mirror. Fumed or golden finish. Regularly \$36.50. Today, \$28.85. Buffet, golden finish, colonial design. Bevelled plate mirror. Regularly \$38.75. Today, \$27.35. Buffet, in quartered oak—massive colonial design. Bevelled plate mirror. Golden finish. Reg. \$42.50, for \$32.50. Buffet, solid quarter-cut oak—mission design. Fumed or golden finish. Bevelled plate mirror. 50-inch case. Regularly \$44.75. Today, \$29.95.



Seamless Tapestry Rugs \$12.95

Durable quality, woven in one piece. Size 7 1/2 x 9 1/2. Regularly \$17.50 and \$18.75. Today's special, \$12.95.

Up to \$23.50 Tapestry Rugs at \$15.95

Chintz and Oriental effects. Size 9 1/2 x 9 1/2. Regularly \$21.95 to \$23.50. Today's special, \$15.95.

\$10.50 Axminster Rugs, \$7.95

Shades of brown and tan. Size 6 1/2 x 9 1/2. Regularly \$10.50 each. Today's special, \$7.95.

Special! Oriental Rugs, \$21.95

Genuine Oriental Rugs. Wonderful designs and colors. Average size 3 1/2 x 5 1/2. 50 only today at, each, \$21.95.

Felt Base Oilcloth Down to 55c Square Yard

Good tile, block and wood designs, two yards wide. Today's special, per square yard, 55c. Simpson's—Fourth Floor.

Collapsible Dressmaking Forms \$4.49

Think of securing one of these highest grade collapsible forms at such a special price. Exactly as illustrated. Sizes 34, 36, 38, as illustrated. Sizes 34, 36, 38, as there are no exchanges or refunds. Just 50 of them—shop early. On sale at our Pattern Counter, Second Floor. Today, each, \$4.49.

Velour Portieres \$17.75 Pair

Made in our own workroom. Green, gold or red, lined with handsome damask in various harmonizing colors. Double shirred headings and invisible hooks ready to hang. Today's special, pair, \$17.75.

3 Tungsten Bulbs 97c

25, 40 and 50 watt Tungsten Bulbs. These lamps sell regularly at 35c each at 25c each. First grade and all perfect. Every lamp tested before sold. Today, 3 for 97c.



EXTRA---\$22.50 Floor Lamps \$17.80

\$22.50 FLOOR LAMPS at \$17.80, with silk shades. Birch mahogany, hand finished. The finish will not chip off or fade. Wired with two extra strong finest quality pull chain sockets. 8 ft. of light brown covered cord and "pull-apart" plug are profuse. Shade is 22 in. wide with long fringe. Plain or chintz linings and rose with gold lining, and old gold with rose lining. Complete, today, regularly \$22.50, for \$17.80.

EXTRA---Art Glass Domes \$8.45

ART GLASS DOMES, \$8.45—Six-sided, 20 in. wide, has one light. Colored art glass panels, in pale green and amber mixture. Today \$8.45. Simpson's—Sixth Floor.

\$2.25 Sale of Boots for Women

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

475 pairs of boots that are excellent values at \$4.00 and \$5.00. The leathers are even better than used in many shoes today at still higher prices. But the sizes run to 5 only. Button and lace, in patent colt, gunmetal, and dongola kid. Some long plain vamp, others patent or self imitation tips, Goodyear welt and McKay-sewn soles, Spanish, Cuban and low heels. We cannot accept phone or mail orders. Today, sale price, \$2.25.



Men's \$6, \$7 and \$8 Boots Today \$5

400 pairs boots in seasonable styles and leathers. Gunmetal, Havana brown or patent leather—heavy or medium weight leather or Neolin soles. Wide and narrow toe shapes. Military and flat heels. Sizes 5 1/2 to 10. Today, \$5.00.

RUBBERS

For All the Family

FOR GIRLS. Bright Finish City Boots, 8 to 10 1/2, \$2.25; 11 to 2, \$2.65. First Quality White City-weight Rubbers, sizes 4 to 10 1/2, 73c. First Quality Black City-weight Rubbers, sizes 4 to 10 1/2, 63c; sizes 11 to 2, 73c. FOR WOMEN. City-weight Black Plain Croquet Rubbers, 87c. Feather-weight Black Croquet Rubbers, 87c. Feather-weight Foothold Strap Sandal, 75c. FOR MEN. Knee Gum Rubber Boots, \$4.15. Heavy One-Buckle Waterproof Overshoes, \$2.35. City-weight Jersey Cloth Storm Rubbers, \$1.85. First Quality Plain Overs, corrugated soles, \$1.15. First Quality City-weight Plain Rubbers, self-acting backs, \$1.25. FOR BOYS. Plain Rubbers, heavy sole, 11 to 13, 87c; and 1 to 5, 97c. Simpson's—Second Floor.

Leggings for Children

Brown corduroy with buttons and straps at knee; sizes 6 to 10, \$1.25, regular \$1.50; sizes 11 to 2, \$1.50, regular \$1.75. White and Grey Corduroy Leggings, sizes 3 to 5, \$1.25, regular \$1.50; sizes 6 to 10, \$1.50, regular \$1.75; sizes 11 to 2, \$1.25, regular \$1.75.

The Robert SIMPSON Company Limited

CONSTA... sold brick... tubs; not w... arranged for... 26, H... 38 King St.

PROB... WILSON TO ATTEND IMMEDIATELY BEGIN.

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