

Telephone Main 7841

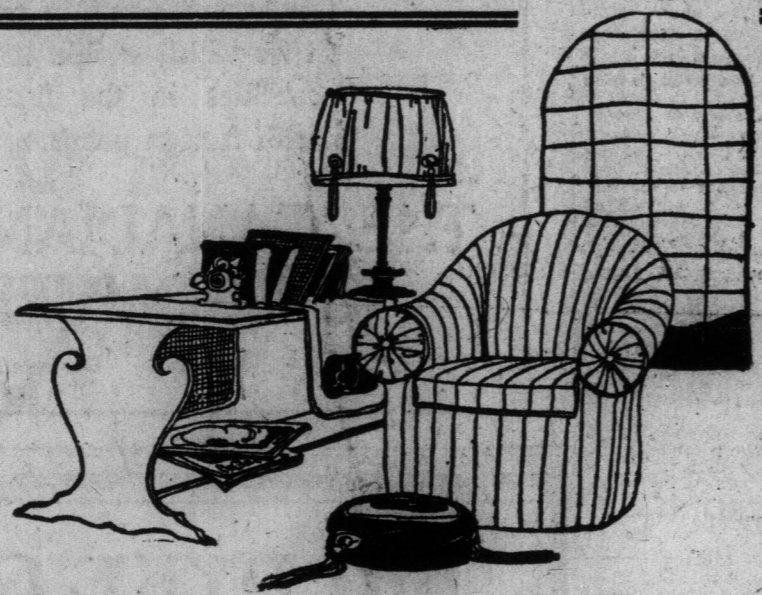
1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

USE A TRANSFER CARD AND SAVE TIME

# The SIMPSON Company Limited

UTILIZE OUR CHRISTMAS SERVICE BUREAU



## The Big Restful Arms

of a Chesterfield chair will perhaps most quickly of all gifts induce the Christmas spirit in a recipient. Winds may roar without and frost crackle, but deep in one of these comfort-builders he will smile content.

Are you planning a worthwhile home gift to a bachelor, an elderly pair, or new-married ones? This splendid gift display at special prices is your real opportunity.

- 1 Chesterfield in tapestry. Size 7'. Regularly \$145.00, at... 110.00
- 1 Chesterfield in tapestry. Size 6'. Regularly \$185.00, at... 139.00
- 1 Chesterfield in brown velvet. Size 7' 6". Regularly \$185.00, at... 142.00
- 1 Chesterfield in tapestry. Regularly \$145.00 at... 95.00
- 1 Chesterfield in blue velvet. Size 7'. Regularly \$185.00 at... 135.00
- 1 Easy Chair in tapestry, large size. Regularly \$110.00 at... 82.50
- 1 Armchair in tapestry. Regularly \$85.00 at... 59.75
- 1 Rocker in tapestry. Regularly \$95.00 at... 69.50
- 1 Easy Chair, large size. Regularly \$115.00 at... 85.00
- 1 Chesterfield Chair with reversible cushion. Regularly \$115.00 at... 79.50

Simpson's—Fifth Floor.

## Paintings At Half Price

No gift could evidence greater discrimination or good taste than a painting. Very opportunely, too, we announce a sale at half price of some excellent canvases by well-known artists. You are invited to visit the art halls on the sixth floor to see these.

You will find also a wealth of the little things in ornament and framing that go to artistically set off an interior.

### Wood Gatherer

A forest setting handled skilfully. Subdued effect. Additionally interesting through being painted on large wood panel. Regularly \$150.00, now 75.00

### One of Bell-Smith's.

Mount Victoria in the background, under a gentle light. Excellent blues and grays of the Rockies. Regularly \$72.00, now 31.50

### A Lazy Dutch Canal.

Here is an excellent bit of Holland atmosphere by Wijn-gaert—canal, barge and marine setting. Regularly \$200.00, now 100.00

### For a Man's Den.

The sun flames slowly down behind the black forest, and twilight creeps through the trees. Turmaelin is very happy in his interpretation of a Norwegian sunset. Regularly \$75.00, now 37.50

### A Successful Canadian

Some very fine work has been done by Albert Robinson of Montreal. We would like to show you a collection of little landscapes and marines. In some of the latter the misty tones of harbor life are wonderfully realized. Regularly \$30.00, now 15.00

### Use a Transfer Card.

Have your first sale put on a transfer card. This means you give your name and address only once and pay for all your purchases at the one time.

### Christmas Service Bureau

Would you like your purchases neatly wrapped and tied with fancy ribbon, with greeting card and seals attached? The Service Bureau on Main Floor, Richmond Street entrance, will gladly do this for you.

## Rushing Out of Office

into the cold winter dusk a man needs a stout, warm coat to his back. That's the time when fur is a good friend. You may have the coat lined throughout or prefer a big cosy coonskin. The man who lives outdoors will want a cap and gauntlets.

All those requirements we can satisfy. Our stock is large and carefully chosen, and prices are advantageous just now.

- Coonskin Coats ..... 150.00
- Black Dogskin Coats. 35.00
- Korean Beaver Coats (Goat Skin).. 42.50
- Galloway Coats .... 57.50

All made with full size roomy bodies and large rolling shawl collars.

Fur-lined coats of Muskrat, with shawl-shaped collars of otter. The shells are of black beaver cloth, priced at \$150.00 and \$200.00.

Marmot-lined Coats with Otter Collars ..... 85.00

Fur Collars of Otter, \$15.00, \$18.00, \$20.00, \$22.50 and \$25.00.

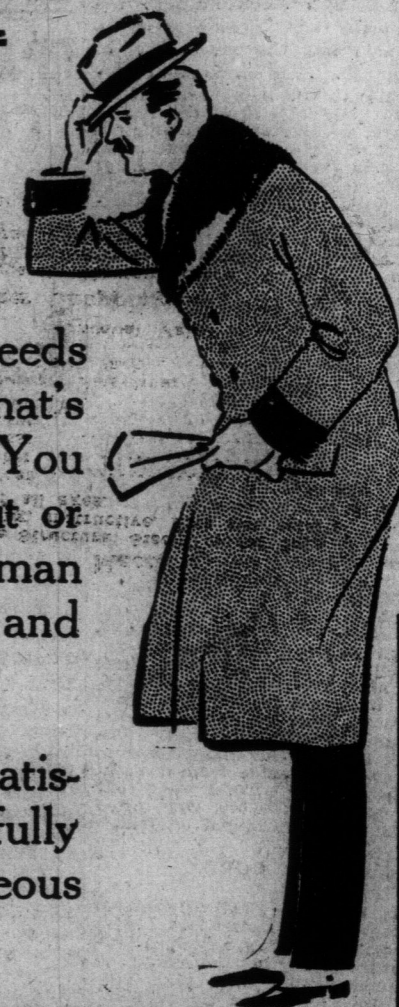
Sealene Collars (dyed rabbit), \$16.50 and \$18.00.

An excellent range of Persian Lamb Caps in driver, tie top and wedge shapes, \$6.50 to \$20.00.

Hudson Seal and Electric Seal Caps in driver shapes.

Gauntlets in Persian Lamb, Otter, Wallaby and Dogskin.

Simpson's—Main Floor.



## STORE HOURS:

Today, Store opens at 8:30 a.m. and closes at 5:30 p.m.

The Store will be open at night as follows:

Friday, December 19th, until 10 p.m.

Saturday, December 20th, until 10 p.m.

Monday, December 22nd, until 10 p.m.

Tuesday, December 23rd, until 10 p.m.

Store closes at 5:30 on Wednesday night (Christmas Eve).

## Ho! For the Rink

(No Phone or Mail Orders on Sale Footwear).

BOYS' HOCKEY BOOTS, black oil pebble, regulation style, wide hard boxing toe, felt padded tongue and insole. Sizes 11 to 13. Today ..... 2.50

BLACK SIDE KIP HOCKEYS, double stay over instep, wide toe, and hard boxing. Padded tongue and padded insole. Sizes 1 to 5. Today ..... 3.25

TAN TRIMMED HOCKEYS, made of box kip leather, tan trimmed facing and box toe, heavy padded lined tongue and insole, spring heel. Sizes 1 to 5, \$2.95; men's sizes, 6 to 10, \$4.00. This includes putting on skates.

MEN'S AND BOYS' HOCKEYS, Ames, Holden and McCready make. Black chrome hockeys, regulation style, inside ankle support and heavy padded tongue and insole, hard leather box toes and spring heels. Sizes 1 to 5 1/2, \$4.00; sizes 6 to 10, \$5.00.

## Books for Every Child

Christmas is story book time. Every child's library should be stocked now for the year's consumption. Our Book Department is a storehouse for little minds to wander through. Books of fairy tales, adventure, classic legend, animal life, history—all these and more are here for their choosing.

### The Children's Annuals

- Blackie's Annual ..... 1.25
- Chatterbox, 1920 ..... 1.00
- Boys' Own ..... 3.00
- Girls' Own ..... 3.00
- Chums ..... 3.00
- And others.

### The Best for Children

- David Blatze and the Blue Door, by E. F. Benson ..... 2.00
- The Real Mother Goose ..... 1.50
- The Burgess Bird Book ..... 2.50
- Aesop's Fables, illustrated ..... 3.00
- The Peter Patter Book ..... 1.50
- The Peter Patter Book, illustrated by Arthur Rackham ..... 1.95
- And others.

### The Popular Bedtime Stories, 50c

- The Adventures of Reddy Fox.
- The Adventures of Johnny Chuck.
- The Adventures of Peter Cottontail.
- The Adventures of Uncle Billy Possum.
- The Adventures of Mr. Mocker and All Their Little Others.
- Mother West Wind Stories, each ..... 1.00

Simpson's—Main Floor.

### Sleepy Time Tales, 50c Each

- Sleepy Time Tales, each ..... 50
- Tale of Cubby Bear.
- Tale of Frisky Squirrel.
- Tale of Tommy Fox.
- Tale of Fatty Coon.
- Tale of Billy Woodchuck.
- And others.

### With the Boy Allies

Any boy can fight with Haig in Flanders, stand in the firing line on the Somme, consort with the Russians, charge with Foch at Verdun, torpedo hostile battleships, patrol the North Sea and a score of things by reading The Boy Allies Book. Each ..... 50

### Swift Stories for Boys

Tom Swift and his motorcycle, motor boat, submarine, runabout, wireless, adventuring in the sky, in the sea, far north, in war and in peace. Vigorous and fascinating. Per volume 50

### Popular Books for Girls

- Lang's Fairy Book ..... 1.25
- Red Fairy Book, Red Book of Animal Stories, of Romance and of Heroes.
- Arabian Nights, illustrated.
- The Wonderful Galloway Series, each... 1.00



Everything that a boy needs in the way of clothing, everything that he wants in the way of gifts, his parents will find in Simpson's store. Here we set forth three practical suggestions:

## A Smart Bathrobe

Here is the bathrobe he wants most of all. Pleasing patterns and colorings. Combinations of browns, fawns, greens, grays and red effects. Buttoned up close to neck, girdle at waist. Sizes 8 to 12 years, \$5.00 and \$7.00. Sizes 14 to 18 years, \$7.00 and \$9.00.

## He Needs a New Suit

At \$7.50—Suits as smart looking as they are serviceable, in brown, blue and green corduroy, brown and gray tweeds, and blue worsted finish materials, in Norfolk models with a boyish swing that is mannish. Knicker pants made with waist band. Sizes 3 to 8 years, at ..... 7.50

## Woolly Overcoats for Boys

Warm and cosy, smart in appearance, and woolly in material. Tested fabrics that will wear long and look well until worn out.

Gray and brown mixed effects, stripes, checks and overchecks in tweeds, chevrons and friezes. Better and waist-line models with convertible collars. Sizes from 7 to 18 years, 25 to 36. Prices range from \$17.50 to \$35.00.

Simpson's—Main Floor

## Christmas Show

Phone Main 7841

Fifth Floor

### Flashlights!

- "Pistol" nickel plated ..... 1.25
- "Fountain Pen" style ..... .91
- "Cigarette Case" styles, small, medium, large, 75c, 93c, \$1.13.

### Christmas Papereries, 45c

Beautiful holiday design Papereries, containing 24 sheets fine linen paper and 24 envelopes, ribbon tied ..... 45c

### Morning Specials in the Toy Department

No Phone, Mail or C.O.D. Orders.

### British Army Tanks and British Navy Battleships

\$3.50 ONES FOR \$2.69.

Mechanical, strong clockwork wind. When wound up, will run for 100 yards or more. Made entirely of steel and attractively decorated. \$3.50 value. Today ..... 2.69

### Baby Ella Dolls, \$1.49

Moving eyes, hair, blouse head, composition body, jointed limbs, 8 inches long. 500 to sell this morning for, each ..... 1.49

### Enamel Cooking Sets, \$1.75

Good grade gray enamel, nine useful utensils in neat display box. 72 sets only to sell today, set ..... 1.75

### Mecano

The Structural Steel Toy for Boys. Interesting, instructive. Five size sets, suitable for boys of all ages.

- No. 0 set ..... 1.50
- No. 1 set ..... 2.00
- No. 2 set ..... 3.00
- No. 3 set ..... 4.00
- No. 4 set ..... 5.00

Also necessary Sets from \$1.50 to \$6.00 set. 3.00

### Unusual Value in Leather Shopping Bags at \$3.25

With gusset, bottom-crease finish—nickel-plated frame with duplex safety catch. Fitted with change purse. Special ..... 3.25

### "Little Princess" Doll Carriages, Special Value, \$15.00

White, Cream and Gray Enamel Finishes. Finely made throughout of genuine wood. Fancy swelled sides with roll edges on body and hood. Adjustable reclining backs, handles securely fastened through to axles. Special steel springs and heavy rubber tires. Body 23 inches long, height of handles, 24 inches.

### 8-Piece Ivory Manicure Set

In satin-lined presentation case ..... 4.50

The Robert SIMPSON Company Limited