

Simpson's Record Values for Today



Men's Overcoats \$24.00

Chesterfield, Trencher, Ulster and Slip-on Models of Superior Quality

AND WHEN YOU SEE THE COATS you'll know right off the bat that they're real snags at the price. They are developed in handsome winter coatings that show off to great advantage in attractive wearing shades and patterns. They come in Chesterfield, Trencher and Slip-on models. Sizes 35 to 46. Today's the day to get these overcoats at \$24.00.

Men's Fur Collar Overcoats, \$22.00

Heavy black Melton cloth, Russian marmot collar, quilted and interlined with black rubber. By purchasing a year ago we are able to offer them at this price. Sizes 36 to 46. Specially priced today \$22.00.

Classy English Ulsters, \$45.00

Made from heavy weight, rich dark green "O'Brien Bros." coating. Double-breasted, convertible storm collar, plain back, quarter lined with shot silk. Sizes 35 to 46. Price \$45.00.

Young Men's Overcoats, \$35.00

Double-breasted waist seam model, with self collar, slash pockets. Material a dark novelty tan shade. Sizes 34 to 40, \$35.00.

Suits, Custom Tailored to Order, \$45 You Save \$15 Exactly

Choose from eight new patterns in genuine Scotch Bannockburn tweeds—a fabric of wonderful beauty and durability. The suits are regular \$60.00 qualities. Today's price, suit made to order, \$45.00.

Superior Suits at \$28.00 and \$40.00 for Men and Young Men

New Waist Seam Sacque Suits, tailored from a rich dark brown mill finished worsted with green shadow stripe pattern effect. Sizes 36 to 40. Price \$28.00.

Navy Blue Chevot Suits. Single-breasted, 3-button, soft roll, semi-fitted sacque. 6-button vest. Medium trousers. Best wool linings used. Sizes 35 to 44, \$40.00.

Simpson's Million Dollar Community Celebration Sale Starts Monday

It represents an effort such as only a few stores anywhere are capable of making.

It is of first importance, judged simply from the standpoint of the aggregate of the transactions which it involves.

It is of first importance to this community. There are some great examples of far-reaching public household utilities, such as water, gas, electricity. Then right next comes Simpson's in importance to the household life of the community, and this sale will prove it—over and over again—on Monday and the days following.

Before the glorious peace news, we had planned to make a demonstration sale, testing out the ability and enthusiasm of our organization. This was to demonstrate the Simpson standard of merchandising—no compromise with poor quality—no holding for higher prices—but quick and big turnover of fresh goods all the time.

The change in the news makes our Simpson demonstration a Simpson celebration.

So keep your eyes open for surprising values all through.

The goods were largely provided for away below present levels of the market.

Just as your own household affairs were all upset by the epidemic, so the usual hum of our daily programme was slowed up. Here in this sale we overtake and improve upon the regular Simpson pace.

The Victory Loan has had right of way for three weeks, but that magnificent effort is now part of our glorious history—and so Monday we open this sale—a big Simpson effort, the like of which you have not seen. Department vies with department—employee with employee, to create

A Record in Values A Record in Sales A Record in Service

\$79.50 Dining-Room Suites Now \$62

8-piece Dining-room Suite, \$62.00—Complete, solid quarter-cut oak, fumed and golden finish. Buffet has 48-inch case, large cupboard, two cutlery and one linen drawer, fitted with shaped bevelled plate mirror. Extension table, solid oak, heavy pedestal base, 42-inch top, extends to 6 feet. Dining-room chairs, shaped panel backs and top rail, box seats, upholstered in genuine leather. Regularly \$79.50. Today \$62.00.

8-Piece Dining-Room Suite, Quartered Oak, \$79.60

Buffet, mission design, bevelled plate mirror. Dining-room Chairs, panel backs, full slip seats, upholstered in genuine leather. Extension Table, 45-inch top, massive Colonial pedestal, extends to 6 feet. Regularly \$103.75. Today, \$79.60.

Extension Tables, quarter-cut oak, 45-inch top, extends to 6 feet; fumed and golden finishes. Regularly \$29.50. Today, \$22.95.

Buffet, quarter-cut oak, handsome Colonial design.

Bevelled plate mirror, golden finish. Regularly \$33.75. Today, \$24.15.

Buffet, solid quartered oak, fumed and golden finish, bevelled plate mirror. Regularly \$36.00. Today, \$25.35.

Dining-room Chairs, solid quartered oak, full box seats, covered in genuine leather. Regularly \$26.00. Today, \$22.75.

Dining-room Chairs, quarter-cut oak, full leather seats. Regularly \$31.50. Today, \$28.00.

Simpson's—Fourth Floor.

3 x 6 Axminster Rugs, \$10.50 Kind, at \$8.95

Heavy and thick pile Axminster Rugs, suitable for halls or living-rooms. Up-to-date shades and Oriental designs. Size 3 ft. x 6 ft. Regular \$10.50. Today, special, \$8.95.

Fine Wilton Rugs, \$59.75

Handsome living-room patterns in brown, tan and old rose colorings. New designs and colors. Sizes 9' x 10' 6". Today, \$59.75.

\$6.50 Grass Rugs at \$4.95

Woven from tough prairie grass in shades of brown and green, with assorted borders. Size 6' x 9'. Regularly \$6.50. Today special, \$4.95.

2000 Yards Scotch Madras Muslin at 16c Yd.

A very special purchase of genuine Scotch Madras Muslin, made in Glasgow. Good designs, mostly showing neat conventional patterns suitable for bedroom and dining-room curtains, glass doors, etc. White or cream. 25 inches wide. Special, 16c.

Handsome Chenille Portieres at \$8.50 Pair—88 pairs in all. Best shades of green or brown, with variegated colored band across the bottom and heavy knotted fringe at both ends, good value at \$10.00 a pair. Today, special, pair, \$8.50.

English Lace Curtains, \$2.19 Pair—200 pairs, seven attractive styles, some plain centres, others with small medallion or floral patterns. In white only, 40 to 45 inches wide, 2 1/2 to 3 yards long. Today, pair, \$2.19.

Simpson's—Fourth Floor.

Table Lamps, \$12.00

Lamp, like out, has vase base in decorated porcelain, and the parchment shade is hand decorated. The hints are lovely, blue being the color theme, enriched with burned orange, green and rose. Lamp and shade, wired complete, \$12.00.

Other Lamps have wood bases, beautifully hand decorated in many colors. Parchment shades in soft amber tones, with different colored bands and conventional designs. Lamp and shade, wired completely, for \$20.80.

Simpson's—Sixth Floor.



Visit The
5th Floor

And See The Wonderful Display In Simpson's Christmas Show

Today's Specials to Bring the Crowds Here Early

Cow on Platform, 39c
With wheels, a very natural looking cow, covered with splendid imitation of cows' hide. 144 to sell this morning, each, 39c.

Other sizes at 25c, 75c, 98c and \$1.75.

Latherette Writing Folios, 65c Each
Latherette covered, in black, tan and blue, fitted with blotter, pencil, writing paper and envelopes. Special today, 65c.

Cut-Out Doll Forms, 5c
A cotton cover for a doll which can be stuffed with excelsior; a good assortment of designs, 1,000 to sell today, each, 5c.

Annuals for Boys and Girls

Boys' Own Annual ... \$3.00
Girls' Own Annual ... \$3.00
Chums ... \$3.00
Kiddie's Annual ... \$1.25
Young Canada ... \$1.75

String of Pearls, 15c
Strings of imitation pearls, either graduated in size or uniform. Complete in gift box. Special today, 15c.

Toy Artillery Outfit, 49c
A horse, cart, man and cannon, all metal brilliantly colored. 16 inches long. Complete outfit today, 49c.

Baby Ella Dolls
Have real hair, eyes that open and close, jointed limbs, tissue head, indestructible body. In a full range of sizes from 8 to 24 inches. The prices are 75c, \$1.00, \$1.75, \$2.50, \$3.00, \$3.25, \$3.75, \$7.50 and \$8.50 each.

Xmas Ribbons
5 yards for 15c.
1000 rolls in 3-yard bolts—Holly, Merry Christmas and green and red combination. Today, 5-yard bolt, 15c.

\$1.00 Sterling Deposit Boxes, 29c Each
Round shaped novelty trinket boxes in white china, also individual gift holders, with a floral design of sterling silver deposited on each piece. Regularly \$1.00 each. Today 29c.

Satin Collars, 38c
\$1.00 satin square neck collars, with two rows of fringe. Special today 38c.

Framed Pictures, 49c
Color prints neatly framed in mahogany toned pressed wood frame, on mat to match. 7 in. x 12 in. Interesting landscape subjects. Regularly 75c. Today, 49c. Christmas Show—5th Floor.

Cats That Meow, 39c
It will roll its eyes, open its mouth and meow. 185 only to sell at the Christmas Show today, each, at 39c.

Spitz Dog, \$1.49
Exceptionally well made, is covered with a very fine quality of pure white plush, mounted on platform with wheels. An excellent toy for children. 144 to sell today at \$1.49.

A Novelty in Dolls for Baby, 49c
Regularly 85c.
The Happy Rite Family, consisting of Daddy Rite, Mother Rite, Sister Rite, Brother Rite, Bunny Rite, Kitty Rite and Tige Rite, Every one a quaint little hand-painted figure that baby will want every minute of the day. Colors are fast. Regularly 85c. Special Saturday price, 49c.

Natural Linen Scarfs, 49c
Hemstitched. Size 18 x 45 inches. Silk embroidered on ends in blue, red or gold. Not more than two to each customer. Rush price, today, each, 49c.

Artillery Cars, \$3.45

Size 12 in. wide, 24 in. long \$3.45
Size 14 in. wide, 28 in. long \$3.75
Size 16 in. wide, 32 in. long \$4.00

Platform Horses, \$2.38

As illustrated. Dappled grey horses, extra well constructed of solid wood, equipped with saddle and harness.

Dolls' Sulkies, \$3.75

Reed fibre bodies, with front foot-wheels. Complete with strap, handle, and rubber tired wheels. Natural finish ... \$3.75
White enamel ... \$4.75

35c Photo Frames, 29c
Gilded. Ivory Photo Frames. Reg. 35c. Christmas Show Special 29c.

Kiddies' Manicure Set, 63c
Buffer, cuticle, nail file, knife, on card. Regularly \$1.00. Christmas Show Special 63c.

Manicure Pieces, 67c
In ebony, four pieces. Regularly \$1.00. Christmas Show Special 67c.

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