Today at SIMPSON'S

This Page is to Help You With Your Shopping

Bags and Purses

Charming Hand Bags of lovely silk moires and heavy chiffon taffetas. Exquisitely lined with dainty silk, fitted with change purse and vanity mirror. Colors black and navy. Prices $3.50 to $20.00.

A Very Fashionable Bag---$5.00

Chiffon Velvet Hand Bags, extra fine quality with silk tassel, lined with striped silk and fitted with vanity mirror and change purse. Colors, black, navy, taupe, purple, raisin, green and brown. Price is 5.00

Imported French Gunmetal Hand Bags, with fine quality round link, single or double mesh, plain or engraved frames. Prices range from $2.75 to $12.00.

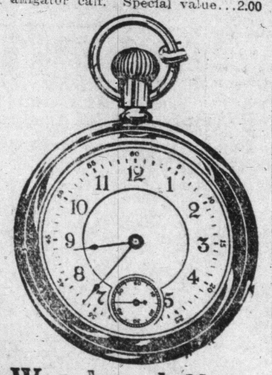
Silver-finished Mesh Bags, round links, single or double mesh, plain or fancy frames, lined or unlined. Prices from $2.25 to $15.00.

Solid Leather Shopping Bags, in genuine seal, pin seal, walrus and panther seal. Lined throughout with leather. Covered frame. Bellows or round bottom, fitted with change purse. Prices from $6.00 to $21.00.

Solid Leather Hand Bags, in morocco and crepe seal finish, lined with silk poplin, fitted with vanity mirror and change purse. Price 2.25

Black Morocco Strap Purse, with closely fitting centre frame, lined with corded silk. Has car ticket section on outside flap. Price..3.00

Genuine Leather Strap Purse, in seal grain finish, with closely fitting centre purse, lined with poplin; car ticket space on outside flap. Comes in black, navy, green, brown and alligator calf. Special value...2.00



Watch and Chain on Sale for $1.49

200 only, Boys' Watches, 16 size, stem wind and set; strong, reliable, American made movements, and fully guaranteed for one year. Complete with gold-plated chain. Regularly $2.25. Today.....1.49

The Robert SIMPSON Company Limited

Gifts of Books and Stationery

Can You Think of a Better Gift Than a Waterman Fountain Pen?

We Have Them From $2.50 to $8.00

8.30 a.m. Special, Main Floor

"God, the Invisible King," by H. G. Wells, has had a large sale both in England and America. We have a shipment too late and want to clear it out this morning. On sale on the Main Floor as an 8.30 a.m. special, at.... .60

Christmas Boxed Stationery

Special gift boxes for the children and grown-ups. Buy now while the stock is clean and well assorted.—Main Floor.

Christmas Cards and Calendars

with specially appropriate greetings. Our special cards in boxes are very attractive. 50c, 75c, $1.00.

Personal Greeting Xmas Cards

with your name and address on each card. Beautiful designs. Per dozen, $1.50 to $4.00.

The Definite Object

This book by Jeffery Farnol, makes a very attractive gift. The story, by the author of "The Broad Highway," makes very interesting reading. Neatly boxed. Price 1.25

Come to the Second Floor for Children's Gift Books

Boys' Own 2.25
Girls' Own 2.25
Chums 1.85
Chatterbox 1.00
Wonder Book of Soldiers 1.25
Complete Mother Goose, 90c and $1.25.
Boy Mechanic, 2 vols., each 1.75
Canadian Boys for 1918 ..... 1.25
Our Darlings 1.25
Canadian Girls for 1918 ..... 1.25
Musson's Annual... 1.25
The Wonder Book of Knowledge 2.00
The Kewpie Cut-outs 1.00
Bo-Peep ..... .65
Foxy Grandpa ..... .35
Buster Brown, 35c and 60c.
Happy Hours Paint Book ..... .35

8.30 a.m. Special on 2nd Floor

250 volumes of fiction, all published in the past few months, and are the regular $1.25, $1.85 and $1.50 editions. This morning we offer 250 on the Second Floor at, each ..... .39

No Phone Orders, No Exchanges or Refunds on these books

A Gift of Hosiery

from our Stocks of qualities will be appreciated by any Woman

There are so many new designs and colors, and so many prices that you should be able to find just what you want at the price you will like to pay.

Embroidered Silk Hose

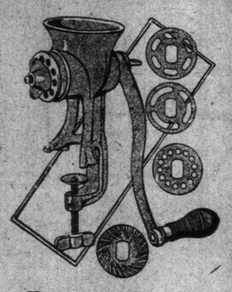
There are beautiful hose, full-fashioned of pure thread, white silk, richly embroidered in black. Per pair 2.25
Or they are of black silk, embroidered in rose and outlined with tiny gold beads. Price 3.95
Very smart are white silk hose, embroidered in black to form a spot effect. Per pair 2.75

Heavy Plain Silk

Among the plain colors are Hose of lustrous silk, in shades to match the new shoes and spats. Full-fashioned, with lisle heel, toe and sole. Per pair 2.00
Lighter weights in seamless style, at 1.50
Also full-fashioned hose of extra heavy, rich quality black silk, with double heel. Per pair 3.00

Striped Silk Hose

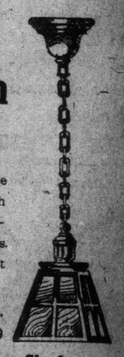
Striped hose are very fashionable. Some of fine silk have circular or vertical stripes, in colors—white with black, black with white, green with white, etc. Per pair, $1.75 and $2.00.
Also white silk, with circular blue and gold fancy stripes and lisle top, toe and heel. Per pair 2.00



Rush Sale---Food Choppers at 98c

These are very high grade choppers, family size, cuts meat, fruit and vegetables; coarse, medium and fine. They are very good value at $1.50 each. We will sell 1,000 today at..... .98

Hall Lantern $3.95



Hall Lantern, like illustration, with amber panels, installed in city limits for $3.95. Permit extra.

2-way Plugs, reg. 75c, for..... .59

Japanese Lamp Shades

252 Genuine Hand-painted Japanese Silk Shades, square or round; the daintiest little shades imaginable; suitable for any purpose, as they come in all colors; much less than the usual cost. Each..... .23

Silver-plated Cuirass Shade, with rose, gold or coral lining, with mica inside, and with bead fringe; suitable for any light, and perfectly safe with wax candles. Specially priced today, each..... .60

Moderate Priced Furs for Giving

The Following Particularly Good Bargains Are for Today

Children's White Belgian Rabbit Muffs, pillow shape, trimmed with imitation ermine tails. Special at.....2.40

Children's White Rabbit Storm Collars, satin lined. Regular $3.50. Special at.....1.98

Children's White Rabbit Sets, square muff and pretty neckpiece, satin lined. Special at..4.75

Children's White Thibet Sets, small size muff and neck scarfs; for children up to 4 years old. Special at.....3.25

American Grey Fox Stoles, two-skin size, trimmed with two heads and tails, silk lined. Price 17.50

American Grey Fox Muffs, new round shape, with head and brush.....12.00

Black Siberian Fur Muffs, extra fine quality, Skinner's silk lining and down beds. Special at 10.50

Black Siberian Fur Scarfs, extra wide over shoulder; best skins, satin lining. Special..11.00

Misses' Vicuna Sets, square pillow muff; scarf is fur on both sides; finished with heads and tails. The set 16.00

$22,000 Worth Beautiful Christmas Gift Linen at Strikingly Low Prices

Make your selections early.

Genuine All-linen Madeira Hand Embroidered Doylies, Centrepieces, Tray Cloths, Tea Cloths, Dresser Scarfs, Luncheon Servietes, etc.

French Cluny and Florentine Pieces, direct from our Paris office.

A wonderful collection selling at from 25 to 50 per cent. less than they can be replaced for. All packed in beautiful Christmas boxes.

On Special Sale Today

Old Bleach Striped Huckaback Guest Towels, neatly hemstitched. Regular $1.25 per pair. Clearing today, per pair.....89

Fine Quality Old Bleach Huckaback Bedroom Towels, pretty damask borders; all neatly boxed. Priced, per pair.....1.35

Table Cloths of serviceable quality damask, assorted pretty designs; size 2 x 2½ yards. Regular $2.75 and $3.00. Special today.....2.19

Pretty Jacquard Sanitary Blanket Comforters, size 64 x 78 inches; pink, greys and blue colorings. Each 3.95

Diamond Gift Articles Priced Below Their Value

Dainty Bar Pins, in lovely new designs, in platinum front and white gold, chased or plain, set with blue white diamonds. Sale price..... 18.75

Earrings, in 14k showy claw settings, for pierced ears. Sale price 19.50

Diamond Centre Pearl Sunbursts, large size, with safety catch and chain loop. Sale price 11.95

Tiffany Diamond Ring, set in platinum and 18k gold. Sale price 19.50

Solitaire Ring, fine blue-white diamond, platinum setting. Sale price at 32.75

One only, extra special value, **Solitaire Diamond Ring,** ⅝-carat, perfect blue-white gem. Sale price at 119.00

Beautiful Lavalliers of either platinum or 14k white gold, cluster drop; some with one, others with two diamonds on bar. Sale price 52.50

1000 Petticoats On Sale at $1 Each

No 'Phone Orders.

A most astonishing sale of New York Petticoats, chic and smart, and sound-wearing garments.

Seven Styles

in bright black taffetine with Burton taffeta flounces. Some are flounced with dainty candy stripes, others have small or large colored spray or rose designs. Others are self colored. Frilled and flounced to the last degree, also plaine service styles. Petticoats suitable for everybody. In all sizes and in seven styles. Usual $1.75 and $2.00 values. Today, each..1.00

Be Sure that the Gloves You Give Will Be of Good Quality---These Are All Reliable

Men's Fine Quality Winter Dress Gloves, English make, tan suede and tan cape leathers, made seamless with pure wool knitted lining, spearpoint back. Per pair.....3.00

Women's Real French Kid Gloves, "Perrin" brand, made of selected kid skins. Soft pliable finish. Have 2-dome fasteners, gusset fingers. Black, white, and the leading shades. Per pair, $2.00, $2.25 and $2.50.

Women's English Make Wash Chamois Leather Gloves, beautiful soft pliable leather, in natural and white. Have 2-dome fasteners, pique and oversewn seams. Sizes 5½ to 7½. Per pair, $1.75 and $2.00.

Women's French Suede Gloves, "Perrin" make, excellent light weight skins. Have 2-dome fasteners, round sewn seams and gusset fingers. Neat silk point stitching on back. Tan, grey and black. $2.25 and $2.50.

Women's Silk Lined Gloves, French suede and English tan cape leather, tan and grey, two dome fasteners, pique sewn and outsewn seams. Per pair, $2.75 and $3.00.

Women's Washable Cape Leather Gloves, newest novelties in contrasting stitching, wrist length and gauntlet style, smart new fall shades, pearl fastener, outsewn seam. Per pair...3.00

Gifts of Furniture

Library Tables of solid oak, fumed finish, heavy square legs, book rack. Price.....11.75

Rattan Arm Chair and Rocker to match, deep comfortable seats, heavy roll arm and back, closely woven, natural finish. Price 11.75

Ladies' Secretaries, surface oak, golden finish, deep writing beds, inside well divided for ledgers or books; has bookshelves underneath. Price..7.25

Smoker's Table, has pipe racks and shelf for cigars or books; supplied in fumed and golden finish. Regular price $5.50. Special at.....3.95

Candlesticks of solid mahogany, Jacobean posts. Price..4.25

Odd Parlor Chairs and Rockers, mahogany finish, full spring seats, shaped backs. Regular price $9.50. Special at.....6.75

Combination Secretary and Bookcase, surface oak and golden finish, deep writing bed, good drawer and cupboard space; bookshelf enclosed with bent glass front; back fitted with bevelled plate mirror. Price.17.75

Card Tables, green baize tops, folding legs, brass corners. Special at 3.75

Smokers' Stands of solid oak, Jacobean design, complete with brass tray. Special price...3.50

Pedestals, mahogany finish, round and shaped tops, heavy legs, complete with shelf. Special at.....4.75

$18.50 Wedgwood "Alsace" Set $13.95

An open stock pattern, dainty pink rosebud festoon border, kermis or ovide shape cups; 94 pieces. Today 13.95

$16.50 Dinner Set $11.95

Pretty black dice border with rosebud festoon on edges, gold line on handles and edges. Complete 97 pieces. Regular $16.50. Today, at 11.95

Men's Fur Caps, Gauntlets and Fur Coats on Main Floor

Auto Rugs and Robes

Mianus Rugs, in many beautiful designs with black mohair backs, at 8.75

Montana Robes, with rubber interlinings. Today, $12.50 and $14.50.

Black Dogskin Robes, full sized and extra well finished. Today, $17.00 and $24.50.

Men's Hat and Fur Dept.

Leopard and Bearskin Rugs

Men's Hat Department.

An ideal gift which makes such an improvement in a living-room or den. These skins are properly tanned and mounted by experts. At these prices they are excellent values today. Bearskins, $60.00; Leopard Skins, $45.00.

Men's Fur Caps $3.50

Pieced Persian Lamb Caps, in wedge and driver shapes, well lined and finished throughout. Today 3.50

Silk Waist Lengths

At Special Prices

Flesh or rosebud pinks, in 36-inch Chin-chin or Kabe Crepes. Regular price $1.24 a yard. Two-yard length, in gift box, for 2.25

Ivory Silk Crepe de Chines, beautiful qualities in French and Jap finishes. Two-yard lengths, in gift box, for $1.95, $3.35, and extra value at $5.00.

Flesh Pink or Ivory Silk Habutais, one yard wide, at 85c, 95c and $1.25 per yard. Superior values. Two yards make a waist.

Silk Stripes for tailored waists, big variety in the popular striped crepes and in habutais at $1.50 yard. These qualities are worth $2.00 yard today. Two yards of 36-inch is the average length sold for a waist. These silks are also greatly used for men's shirts—3 yards being required.

Practical Gifts at $1.00

Men's Silk Khaki Handkerchiefs, each 1.00

Men's Silk Khaki Handkerchiefs, 2 for 1.00

Men's White Jap Silk, each $1.00, or 2 for $1.00.

Men's Khaki Cotton Handkerchiefs, 3 for 1.00

Men's Pure Irish Linen Handkerchiefs, 4 for $1.00, and 3 for $1.00.

Women's Linen Handkerchiefs, embroidered corners, white and white with colors, 4 for $1.00, 3 for $1.00 and 2 for $1.00.

Women's Swiss and Mull Embroidered Handkerchiefs, in white and colored borders, 3 for $1.00, 4 for $1.00 and 3 for $1.00.

An immense variety of Hand-embroidered Handkerchiefs at, each 1.00

Dainty Neckwear at One Dollar

Stocks and Jabots, splendid variety to select from, at 1.00
Pretty Satin Collars at..... 1.00
Georgette Collars at..... 1.00
Lace Collars at..... 1.00
Mourning Neckwear at..... 1.00
Swiss Batiste Collars at..... 1.00
Organdy Collars at..... 1.00

Handkerchiefs

(On Second Floor)

6,500 **Swiss One Corner Embroidered Handkerchiefs** at before-the-war prices, 10c each, or 3 for 29c.

Skates for Everybody

Boy, Girl, Man or Woman

Dunn's Reliable Grade, Canadian Made, Every Pair Guaranteed.

The "Junior" and "Erie," some plain and some nickel finish. Sizes 10 and 11½; 60c and 85c value. To clear at, pair ..... .49

The "Excello," a double-end hockey skate, full nickel-plated, suitable for either boy or girl. Sizes 8 to 10½. Price 1.25

The "Empire," in sizes 9 to 11. Price 1.75

The "Dominion" is an excellent skate for men. Sizes 9 to 11½. Price 2.25

"Perfection," a very superior grade of skate for men. Sizes 9 to 11½. Price 2.75

The "Victor" Tube and "Victor" Racing Tube, for both ladies and men; range of sizes 9 to 11½. Price 4.50

"Bobs," double-runner skates for the little boys and girls, complete with straps ..... .45

Snowshoes

In Four Sizes

For children. Size 9 x 30 in. Pair 2.50
Misses' size, 10 x 32 in. Pair 2.75
Ladies' size, 11½ x 36 in. Pair 3.50
Men's size, 12 x 42 in. Pair 3.95

200 Sample Pieces of Japanese Inlaid Lacquered Goods on Sale!

A Novel Collection of Lovely Gifts Different From Anything Else in Canada

These are samples direct from Japan of the lines that will be offered in the New York shops for Christmas, 1918 (not 1917). They were shipped by Mori Mora, of Japan, to their Canadian representative to solicit 1918 business with. After the samples had arrived it was decided not to offer them on the Canadian market at all, so they closed them out to us at a big discount, which goes to our customers.

This sale enables you to buy at low prices Nut Bowls, Trays, Fancy Boxes, etc., in designs that New York will not see until next year. As they are samples, there are no two pieces alike. On sale today on the Fourth Floor. Sale prices 50c to $20.00.

Silver-Plated Fern Pots for $1.98

50 only, Silver-plated Fern Pots, pierced pattern, 6-in. size; complete with inner lining. Regularly $3.00 each. Today...1.98

Pie Plates $1.89

Silver-plated Casserole Pie Plates, complete with Guernsey fireproof lining; fitted in a pierced silver-plated stand. Regularly $2.50. Today.....1.89

Silver-plated Bakers

50 only, Bake or Pudding Dishes, silver-plated, bright finish; complete with separate rim and inner lining. Regularly $5.00 each. Today 3.69

Bon Bon Dishes

Silver-plated, satin finish, gold lined. Regularly 75c each. Today..... .45