






## A Happy Christmas Will Be Yours If You Buy a Grafonola

Observation proves that the home where there is plenty of music is invariably the most popular home in the neighborhood. The Columbia Grafonola is without doubt the best means by which the most people can be entertained by music suited to their own liking. It furnishes an inexhaustible fund of enjoyment. Every home should own a Grafonola, and Christmas is the best time to introduce one.


Because of the increased output, and in spite of the immense advance in costs of labor and materials, the olumbia are proud to announce that

## Prices Have Not Been Advanced

> During the Christmas rush you will be offered various inferior, new-fangled substitutes, but if you insist on Columbia you will secure the best sound-reproducing instruments, and you will save money, for Columbias are the biggest value.
> Hear a Columbia before buying.

Grafonolas at these Prices are Available for Christmas:


Any of the Columbia dealers listed below will enroll you.
The Club plan makes it very easy to present the home with one of these matchless entertainers. The trrums of membership are based upon the price of in

Just a Small Sum to Join---

Small Weekly Dues Atter
Grafonola is delivered as soon as you join the club. Everyone in the Family can contribute and make the Home this Grand Gift. \$15, \$33, \$45, \$50, \$100, \$110, \$130, \$140, \$165, \$175 Each Model is the Best at the Price--All Fully Guaranteed--Buy Them on Easy Terms if You Wish For Your Friends Who Own a Talking Machine -- Buy Them Columbia Records

| Columbia Records fit any machine. Any number from two to a dozen or more would make a most acceptable gift at small cost. No- |
| :--- |
| hing will please your friends better. Columbia Records improve the tone of any | Where You Can Buy Columbia Grafonolas and Records

Adams Furniture Co
Burnett Grafonola Co
F. C. Burroughes Co

The Cecilian Co
Thos. Claxton, Limited
Gourlay, Winter \& Leeming

City Hall square 9 Queen St. Eas Qneen and Bathurst 420 Yonge St 251 Yonge St.
188 Yonge St.


43 Queen St. Wes

- 313 Yonge St
... 220 Yonge St.
61 Que....6th Floor
61 Queen St. Wes 241 Yonge St. 11 Bloor St. Eas



That Son-in-Law of $\mathrm{Pa}^{\prime} \mathrm{s}$


DECEMBER 221916 XMAS \& NEW YEAR EXCURSIONS S.NGLE FARE

FARE AND ONE-THIRD

 TRAVEL CANADIAN NORTHERN

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and




THE GREAT POPULARITY of PEG TOP, BOSTON, OVIDO and VERBENA CIGARS has necessitated the building of these two large factories. These four brands represent Cigars as good and as perfect as will and skill can make them. Nothing but choice imported tobacco goes into the making of these cigars, made by experts in the above módern and hygienic factories. That is why they are recognized as the standards of quality in their respective grades.


No other gift will please a smoker as much as a box of good Cigars, and no other Cigars will give him as much real pleasure and enjoyment as one of the
6 above brands. You can't make a mistake in selecting one of these for they are the leaders on the market, cigars known and appreciated by every smoker.

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## THIE SIMIPSON STORE WILL REMAIN OPEN UNTIL TEN O'CLOCK TONIGHT

## Among the Toys

8.30 This Morning Special 50c Drums 25c No Phone or C.O.D. Orders

Beautiful Dolls at $\$ 5.75$ and $\$ 7.50$
Horsman's celebmated American make, reas
halr, lace trimmed dress naturat expres
sion. A doll that any littie girl might med

Rocking Horses at $\$ 5.00$ Each
o clear at …................ 5.01 Big Teddy Bears at $\$ 2.50$ Each

Look for 10c, 25c, 50c and $\$ 1$ Toy Counters

 Wheelbarrows $\$ 1.29$
 Doll Carriages $\$ 1.69$
 Baby Walkers $\$ 2.98$
 Boys' Velocipedes
 Hercules Coasting Wagon
 Coaster Sleighs
 30 inches long, Friday
33 inches long, Friday

## Other Fifth Floor

8.30 a.m. Speciel-No Phone or Mail

300 conies of books, inctudid
baby and for boys and sirl
of
Your chotce at Half Price.
Rrices to
150
to
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## Knitting Bags

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\section*{| Boys'Suits \$2.95 |
| :--- |
| B85 |}

 Winter Caps 95c
 8.30 am . Honer S. Specials




## Bargains in Gift Furniture







 and

## Carpet Department

Temetratr Rus


 Sotiof Amminter Heatit Rugs



 Rut


## Women's Furs

$\$ 8.00$ Mufft $\$ 5.50$



 $\$ 3.00$ Scarves $\$ 1.95$
Black Beltian Hare scarves, 72 in
Ineed with


## Today's Bargains

 3.Men's Suits $\$ 7.95$

 Men's Ulsters $\$ 11.95$
 Work Pants $\$ 1.49$
 Men's Underwear
 Men's Pyjamas
 Men's Shirts


## Bargains in Cameo Rings and Diamond

 Rings and DiamondJewelry---Main floor










| Silverware Main Floor | Manicure Sets 69c Japanese china, pretty flonal decorated, Four-piece sets. Regular 98c. Fri- 69 |
| :---: | :---: |
| \$13.50 Tolet Set 59.98 | s7.00 Teo Setet 54.95 |
|  | Sole |
| \$5.00 Caserole 53.25 | 15.00 Dimer Sets 811.95 |
|  | and |
| \$25.50 Jolly Dibes 51.98 | Cut Glayen Fem Pous 33.45 |
|  |  |
|  | Our Lunch Roo |
| Nut Set $\mathrm{S}_{2} .19$ | voredy torn Revo |
| Cand |  |
| \$1.75 Ash Trays \$1.09 |  |
| Regulh- 1175 . Fri <br> Spoon Set $\$ 2.79$ | 30c |
| on Set, inoluding six silver | mins pimem |

Women's Furotrimmed tulise

Women's Fur-trimmed Juliets


\$1.45 Slippers \$1.24



Girla' Boots $\$ 1.49$




[^0]:    PEG TOP, BOSTON, OVIDO and VERBENA CIGARS can be procured at any cigar store in Canada.

    Lo. GROTHE, LMMITED, MANUFACTURERS, MONTREAL.

