

Telephone Main 7841

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

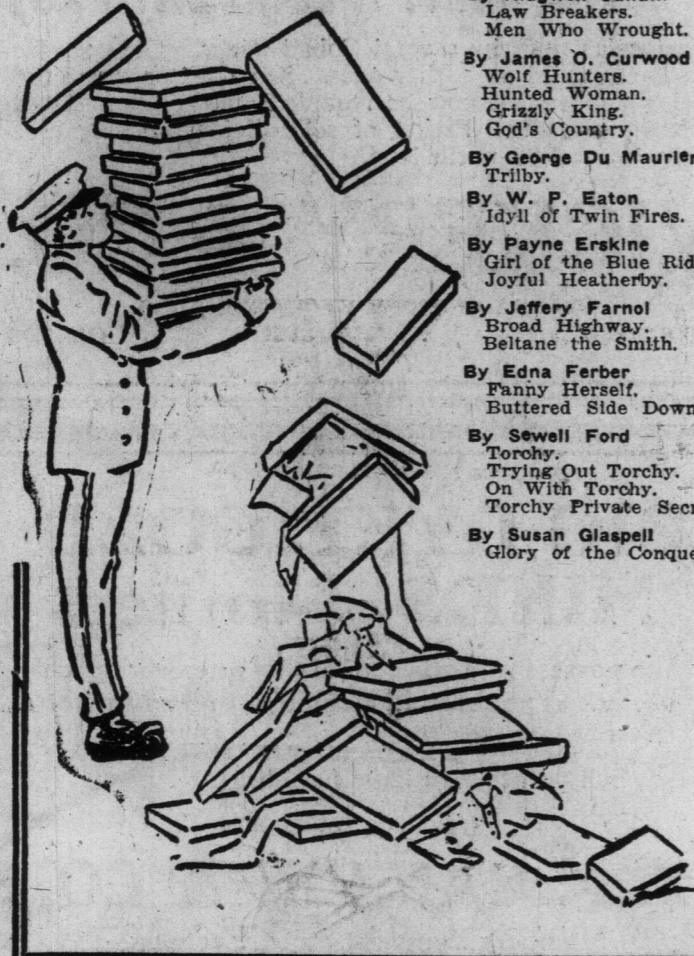
Market Adelaide 6100

SIMPSON'S IS OPEN UNTIL 10 O'CLOCK TONIGHT FRIDAY BARGAIN DAY

Phenomenal Fiction Sale 75c

This is one of the biggest opportunities a reading public could receive. The choicest of popular fiction of today, the best sellers, the works of well-known English, American and Canadian novelists, specializing in their various fields—all on sale at .75. The opportunity coincides with the Christmas demand for reading matter. It is impossible to more than indicate the scope of this clearance. There are more than 500 titles to choose from.

- | | | | |
|--|---|--|---|
| By Edgar Rice Burroughs
Tarzan and the Jewels of Opar
Son of Tarzan.
Return of Tarzan.
Tarzan of the Apes. | By Rex Beach
Barrier.
Rainbow's End.
N'er Do Well.
Spellers Net. | By Clara Louise Burnham
Inner Flame.
Right Track. | By J. N. Chapple
Heart Throbs.
More Heart Throbs.
Moral Color. |
| By Florence Barclay
The Rosary.
Mistress of Shenstone.
Following of the Star. | By Arnold Bennett
Buried Alive. | By Robert W. Chambers
Business of Life.
Dark Star.
Fringing Line.
Athalie. | By Harriett T. Comstock
Man Thou Gavest.
Joyce of the North Woods.
By Marjorie B. Cooke
Threshold.
Bambol.
Cinderella Jane.
Dual Alliance. |
| By Ridgwell Cullum
Law Breakers.
Men Who Wrought. | By Bertha M. Bower
Jean of the Lazy Y.
Chip of the Flying U.
Flying U. Ranch.
Flying U.'s Last Stand. | By Margaret Widdeker
Wishing Ring Man.
Why Not? | By Elmer Houston
Way Home.
Lifted Veil.
High Heart. |
| By James O. Curwood
Wolf Hunters.
Hunted Woman.
Geizily King.
God's Country. | By George Du Maurier
Trilby. | By George Gibbs
Paradise Garden.
Secret Witness.
Yellow Dove. | By Rupert Hughes
We Can't Have Everything.
Unpardonable Sin.
Clipped Wings. |
| By W. P. Eaton
Idyll of Twin Fires. | By Payne Erskine
Girl of the Blue Ridge.
Joyful Heathery. | By Jackson Gregory
Wolf Bred.
Outlaw.
Jovious.
Trouble Maker. | By Owen Johnson
The Woman Gives.
Salsander. |
| By Jeffery Farnol
Broad Highway.
Bellane the Smith. | By Edna Ferber
Penny Herself.
Buttered Side Down. | By David Grayson
Adventures in Contentment.
Adventures in Friendship.
Great Possessions.
Hamfield.
Friendly Road. | By Frank L. Packard
Miracle Man.
Greater Love Hath No Man.
Beloved Traitor. |
| By Sewell Ford
Torchy.
Trying Out Torchy.
On With Torchy.
Torchy Private Secretary. | By Susan Glassell
Glory of the Conquered. | By Robert Hichens
Garden of Allah.
By Eleanor H. Porter
Just David.
Road to Understanding.
Cross Currents.
Miss Billy Married. | By Gene Stratton Porter
At the Foot of the Rainbow.
Girl of the Limberlost.
Michael O'Halloran.
Freckles. |
| | | By O. H. Prouty
Bobbie, General Manager.
Fifth Wheel. | By Honole Willis
Lydia of the Pines. |
| | | By Bertha M. Ruck
Miss Millions Maids.
Three of Hearts.
Wooling of Rosamund Fayre. | By W. McRains
Yukon Trail.
Texas Range.
Wyoming Range.
Vision Splendid. |
| | | By Mary Roberts Rinchart
Amazing Interlude.
Long Live the King.
Tish. | By E. P. Roe
Barriers Burned Away.
From Jest to Earnest. |
| | | | By Mrs. A. Sedgewick
Devil's Cradle. |
| | | | By Mrs. Southworth
Ishmael.
Self-Raised. |
| | | | By Leroy Scott
Mary Regan.
Partners of the Night.
By Ruth Sawyer
Himself, Herself and Myself. |



16,700 Knitted Ties at 69c

For the woman buying a Christmas Scarf for a man, or for the man who desires a year's supply at cut-rate price, this sale will prove a happy chance. 16,700 in the lot. A clearing of all floor stock from Canada's largest knitted neckwear makers. All fresh, new ties, newest styles, patterns and colors. The 75c to \$2.00 kind. Panel shape. Friday bargain .69

Simpson's—Main Floor

Men's Clothing Offer

Youths' Smart Tweed Suits, \$18.95. Well tailored from smart gray tweeds, in attractive mixtures. Made in the Trench sacque, with all-around belt and plunge pockets, medium height vest; trousers finished with 5 pockets and belt loops. 50 only. Sizes 34 to 39. Friday bargain, 8:30 a.m., at 18.95

Men's Heavy Overcoats, \$28.00. 75 heavy weight coatings, in attractive shades of brown, gray and heather and green. Ulster, waist-seam, trencher and form-fitting models. Sizes 35 to 42. Friday bargain, 8:30 a.m., 28.00

Bib Overalls and Smocks, \$1.50. Made from a good weight black denim. Overalls, sizes 32 to 44; smocks, sizes 36 to 44. Friday bargain, 8:30 a.m., at 1.50

Men's Work Trousers, \$2.95. Well tailored, dark, serviceable shades of gray, in neat stripe pattern effects, finished with 5 pockets and belt loops. Sizes 32 to 44. Friday bargain, 8:30 a.m., at 2.95

Simpson's—Main Floor.

Footwear Bargains

(No Phone or Mail Orders on Sale Footwear)

Men's Havana Brown Boots. Special purchase from Ames, Holden and McCready Co. at \$2.00 less than regular price enables this sale. 350 pairs Men's Havana Brown Calf Lace Boots, on Ritz English recede toe last, with Goodyear welt, guaranteed rubber fibre sole, and Catspaw rubber heel. Regular \$9.00 value. Friday bargain 6.95

Men's and Boys' Shoe Packs, oil tanned, heavy water-proof, shewegan leather.
Youths' sizes, 11 to 13 2.25
Boys' sizes, 1 to 5 2.50
Men's sizes, 7 to 12 2.89

Men's India Kid Slippers, Everett style. Black and brown. Wide toe, light, flexible weight sole. Sizes 6 to 11. Friday bargain 2.29

Simpson's—Second Floor



Bargains in Rugs

Heavy Axminster Rugs. Size 6' 9" x 10' 6". One design only—blue ground, with design in rose, green and cream. Today 37.50

Brussels Rugs. Size 4' 6" x 7' 6". Oriental and small check designs, in blues, grays, greens and tans. Size 4' 6" x 7' 6". Today 13.95

Reversible Smyrna Rugs (Seconds). Sizes vary from 24" x 56" to 30" x 60". Oriental designs, in warm colorings. Today . . . 2.75

Jute Rugs, flat weave, in floral and Oriental designs. Mixtures of blue, green, red and gold.
Size 30" x 60", at99
Size 27" x 60", at85

Congoleum Rugs. Size 9' x 9'. Art designs, easily cleaned, will not bulge or shrink in wear. Today 8.95

Simpson's—Fourth Floor

STORE OPEN TILL 10 O'CLOCK ON FOLLOWING NIGHTS:
Saturday, December 20th Monday, December 22nd
Tuesday December 23rd
Store closes at 5:30 on Wednesday night (Christmas Eve).

Bargains for Gifts

150 PAIRS EBONY MILITARY BRUSHES in Christmas greeting box. 7:30 p.m. special 3.50
In satin lined box 4.95
SMOKING JACKETS, 45 only, blue, brown and gray, plaid collar and cuffs. No phone or C.O.D. orders. Sizes 36 to 44. 7:30 p.m. 8.95
600 Brass Finish Ash Trays. Some with removable glass lining. Friday bargain69

\$20.00 DIAMOND TIE PINS, 14-k. diamond set tie pins, in plain claw or white gold settings. Regularly \$20.00. Friday bargain 13.95

Simpson's—Basement.

Today for Furniture

6 only, China Cabinets, in walnut, single and double glass doors, period designs. Regularly up to \$74.00. Today 43.95

Sewing Tables, walnut finish, sliding tray, two lids. Regularly \$8.00. Today 5.35

Oak Hall Trees, fumed finish, brass hooks. Regularly \$4.00. Today 2.95

Mattress of blown cotton, roll edge, deeply tufted. Regularly \$13.75. Today 10.65

Mattress, all cotton felt, in layers, has deep border with roll edge. Regularly \$19.75. Today 15.95

Simpson's—Fifth Floor.

Boy Specials Today

Boys' Blue Nap Reefers \$11.95

\$5 blue nap reefers, at less than manufacturers' cost. Reliable fabrics, neatly tailored and perfect fitting. Velvet collar, brass buttons, lined throughout with red flannel. Sizes 3 to 10. Regularly \$17.50 and \$19.00. Friday bargain, 8:30 a.m. 11.95



EXTRA! Boys' Suits \$8.85

100 sturdy suits for boys, which, for style, durability and serviceability are unsurpassed at this price. They come in better models in wool and cotton mixed tweeds and worsted finish materials. Popular shades in brown and gray mixed and stripe effects. Bloomer pants with belt loops and governor fasteners. Sizes 8 to 15 years. Regularly \$10.50, \$11.50, \$13.50. Friday bargain 8.85

Little Boys' Suits \$4.35

150 "swagger" brown corduroy suits. Buttoned up close to neck. Buckle at waist. Knicker pants. Sizes 3 to 8 years. Regularly \$7.00. 7:30 p.m. special. Simpson's—Second Floor.

Boots and Stockings

BOYS' GUNMETAL BUTTON BOOTS, \$1.75. 100 pairs only. Broken sizes. Round toe, heavy sole, military heel. 7:30 p.m. special.
BOYS' \$1.00 WORSTED WOOL STOCKINGS, 89c. Closely knitted and seamless. Heavy ribbed leg, plain foot. Sizes 7 to 9½. Regularly \$1.00. Friday bargain89
CHILDREN'S JERSEY LEGGINGS, \$1.19. 600 pairs. Knee height, button style. Brown, gray, black, navy blue. Sizes 8, 10, 11, 2.

Delicious French Pastry

—and most refreshing tea served in Simpson's Palm Room, 6th Floor—3 to 5:30 p.m., at popular prices.
Simpson's—Sixth Floor.

Christmas Wrapping Desk

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.

Haberdashery Specials

Men's Velour Hats. Finished with high-grade satin linings. Shades of green, brown and black. Regularly \$7.50 and \$9.00. Friday bargain 4.45

Men's Lawn Initial Handkerchiefs, each 2.10

Men's Plain Linen Handkerchiefs, 3 for 1.25

Men's English Lawn Handkerchiefs, 3 for55

Men's \$2.00 Gloves, \$1.75
Tan leather, suede finish, with fleece lining. Sizes 8 to 10. Regularly \$2.00. Friday bargain 1.75

Men's Gray Wool Gloves, 59c
Brushed wool finish, ribbed wrist. All sizes. Friday bargain59

Men's Garters and Arm Bands, in fancy box. Friday bargain59

Men's Braces and Arm Bands, in gift box. Made from good quality elastic web. Friday bargain75

Men's Texend Suspenders, in fancy gift box. Regularly \$1.00. Friday bargain79

Simpson's—Main Floor

Christmas Show

Main 7841

Fifth Floor

Phone Your Order for These Toys This Morning, Main 7841
25c Each

- | | |
|---|--|
| Gyroscope Tops.
Folding Ironing Tables.
Toy Clothes Horses.
Steel Aeroplanes.
Rope Toss Game.
Futulong Engines (steel).
Automobiles (wood).
Toy Banks.
Automatic Pistols.
Dressed Dolls. | Humming Tops.
Alphabet Blocks.
Horse on Platform.
Toy Stove.
Dining-room Furniture Set.
Game of Snap, Nations, Authors, Old Maid and Hiddlewinks.
Toy Rabbits and Cats.
Spring-wind Automobiles.
25c each. |
| Morning Special
Pacing Joe, a big wooden horse. He's a pacer, and pulls a two-wheeled cart. All nicely painted and finished. 20 inches long. 88c value. This morning 59
No Phone, C.O.D. or Mail Orders. | Dandy Wheelbarrows, Extra Special, \$2.25
Heavily constructed throughout. Solid cast iron wheel. Strong wooden box and handles. |
| Sewing Companion, \$1.69
With accessories and scissors. Wicker, sewing companions fitted with steel embroidery scissors, needles, crochet hook, bodkin, stiletto and thimble. Friday bargain 1.69 | Flashlights
Cigarette Case style (like cut). Small, medium and large, 70c, 93c, \$1.13.
Fountain Pen style 81
Nickle Cases, end opening 80
Tubular Cases, back with nickel trimmings. 8½-inch, 86c; 9¼-inch, \$1.00. |
| Rox Velocipedes
Regularly \$7.50, Friday Bargain, \$5.95.
50 only on sale. Black enamel steel frames, adjustable fibre saddles, 24-inch front wheels with rubber tires. | Extra—10k Brooches, \$1.39
Regularly \$2.00 and \$2.50, scroll bar designs set with real pearls. 10k. gold. Today 1.39
Gold-filled Expansion Bracelets, Regularly \$1.50. Today95
Regularly \$1.50 Cut Links. On sale today, at65
Regularly \$1.00 Cut Links. Today .60 |
| Doll Cradles
Size 8 in. x 16 in. Special 1.00
Size 9½ in. x 19 in. Special 1.25
Size 10 in. x 22 in. Special 1.40
Bleached reed body with wooden rockers. | Three-Wheel Scooters, \$1.48
Hardwood platform, with three easy running wheels and handle to steer. |

The **SIMPSON** Company Limited