

See Simpson's Christmas Show, 5th Floor—Santa Claus Invites You

Bring the Children to See Santa Claus and the Real Punch and Judy Show

Christmas Show on 5th Floor Take Elevators



Extra Special
1,000 Dressed Dolls at 49c Each
 Every one of these dolls is nicely dressed in a big variety of pretty frocks to suit every small girl's taste. The dolls themselves are beauties—with unbreakable heads and stuffed bodies. Similar dolls usually sell at about double the price these are offered at today. Xmas Show, each 49c.
 Christmas Show—Fifth Floor.

Castle Builders, 49c
 A structural steel toy for boys. 100 sets to sell today, each 49c.
 Christmas Show—Fifth Floor.

Sandy Andy, 69c
 Sandy Andy, the toy that every little boy loves to play with. It will haul up a load of sand and dump it, just like the big sand cranes. Christmas Show, today, 69c.

Erector for Boys
 Erector is the well-known steel builder toy. It offers boys the opportunity to actually build things. It educates and amuses. Sets are priced according to size. \$1.25, \$2.50, \$3.75 and \$6.25.
 Christmas Show—Fifth Floor.

'Little Darling' Doll Carriages, \$5.45
 As illustrated—50 reed fibre doll carriages, brown and natural finishes, 18-inch bodies, steel springs and axles, 7-inch wheels, with rubber tires.
 Christmas Show—Fifth Floor.

Coasting Auto Wagons, Four Sizes.
 No. 01 size, 12" wide, 30" long. Price, \$4.20.
 No. 1 size, 14" wide, 32" long. Price, \$4.95.
 No. 2 size, 14" wide, 34" long. Price, \$5.60.
 No. 3 size, 16" wide, 38" long. Price, \$6.10.
 Hardwood boxes oiled and varnished, auto style wheels, with roller bearings, steel tires.
 Christmas Show—Fifth Floor.

They're All 25c Each---Come Early!
 Choose from a heaped-up counter of assorted toys—the kind that kiddies want. You'll find **Celluloid Dolls, Games, Iron Toys, Blocks, Horns, and dozens of others.** Shop early for best choice. These toys are regularly 35c, 50c and 75c. Today, 25c.
 Christmas Show—Fifth Floor.

Handkerchiefs, 2 for 29c
 Very fine sheer white mull handkerchiefs, with narrow colored borders and "Amriswyte" embroidered corners in colors, blue, pink, green, tan and mauve. Xmas Show, Today, 2 for 29c.

Statuettes, 49c
 Florentine statues of "The Reading Girl" in three different poses. Xmas Show, today, each 49c.
 Christmas Show—Fifth Floor.

Youngsters' Books and Stationery
Books
 Buster Brown's Latest Frolics, Buster Brown on His Travels, Buster Brown in Foreign Land, Buster Brown and His Dog Tige. Regularly 35c. Christmas Show today 29c.
 Best Wilson Series of Books for Boys, Comrade Series of Books for Boys. Regularly 35c. Christmas Show today 29c.
 Christmas Show—Fifth Floor.
Stationery
 Juvenile boxed picture stationery, containing 24 sheets printed in color, including envelopes. Regularly 25c. Christmas Show today 19c.
 200 boxes linen finish, containing 24 sheets and 24 envelopes. Regularly 25c. Christmas Show today, 19c.
 Christmas Show—Fifth Floor.

Locket and Chain, 95c
 Rolled gold plate lockets and chains in small oval style, with engraved pattern. Regularly \$1.75. Xmas Show today, 95c.
 Christmas Show—Fifth Floor.

Real Leather Cigarette Cases
 In morocco finish. Will hold 10 cigarettes. Regular price \$1.00. At Xmas Show today, 75c.
 Christmas Show—Fifth Floor.

The American Flyer
 Train on track, iron engine, spring wind, tender and passenger car complete with track. 100 sets to sell today at, each, \$1.69.
 Christmas Show—Fifth Floor.

Children's Moccasins, 50c Pair
 Children's fancy leather moccasins in brown shade, with fancy toes. Sizes 3 and 5. Xmas Show, today, pair, 50c.
 Japanese Dollies in felt blue and white. Past colors. Size 6 inches, each, 5c; size 9 inches, each, 12 1/2c.
 Christmas Show—Fifth Floor.

Shoes for Baby's Christmas, 75c Pair
 Infants' Silk Shoes, warmly and strongly interlined, and lined with silk. Colors white and pink, white and blue, all blue and all pink. Ornamented with dainty embroidery and rosettes. Boxed in individual Xmas boxes. Regularly \$1.25. Xmas Show 75c.

Condiment Sets, 69c
 Royal Nippon hand-painted China Condiment Set of four pieces. Novel design and pretty floral decorations. Xmas Show, today, set, 69c.
 Christmas Show—Fifth Floor.

Friday Bargains for the Home

Living Room and Parlor Suites, Also Other Furniture Reduced

The Home-Lovers' Club
 is a most helpful service in the furnishing of homes. Ask about it. No extra charge at all.
 Club Office, 4th Floor.

Three-piece Living-room Suite, consisting of settee, arm chair and arm rocker, quarter-cut oak, upholstered backs, automobile spring seats, covered in floral tapestry. Regularly \$58.50. Today \$47.00.
 Hall Racks, golden surface oak, umbrella holder, large panel back, with beveled plate mirror, \$13.00.
 Three-piece Parlor Suite, mahogany finished, full spring seats, upholstered in mixed silk tapestries. Regularly \$51.50. Today \$40.00.
 Three-piece Parlor Suite, top rail and arms solid mahogany, upholstered back and spring seats, covered in silks and tapestries. Regularly \$68.00. Today \$52.00.
 Odd Living-room Chairs, fumed finish, mission design, spring seats, covered in tapestry. Regularly \$9.00. Today \$5.95.
 Hall Racks, golden surface oak, carved top, with large oval mirror, \$23.25.
 Dressing Table, colonial design, base of solid mahogany, bevelled plate mirror. Regularly \$21.75. Today \$13.95.
 Washstand, genuine quarter-cut oak, fumed finish. Regularly \$12.75. Today \$6.95.

\$42.00 Axminster Rugs
 Now \$35.95
 Impolished seamless rugs, thick and heavy pile quality. Handsome Oriental designs and colors. Size 8 1/2 x 10 1/2. Regularly \$42.00. Special today \$35.95.
 \$12.50 Rug Rugs Now \$8.50—Pretty and dainty rugs, grey and soft green with fancy chintz borders. Size 5 1/2 x 9 1/2. Regularly \$13.50. Special today \$8.50.
 \$14.75 Tapestry Rugs Now \$10.50—Splendid bargains. Heavy quality Scotch rugs, good designs and colors. Size 7 1/2 x 9 1/2. Regularly \$14.75. Special today, each, \$10.50.
 Consistent Rugs, Special \$1.00—Small sized rugs. Pretty carpet and rug designs in heavy quality. Size 3 1/2 x 6 1/2. Special today, each, \$1.89.
 Simpson's—Fourth Floor.

DRAPERIES
 Imported Bungalow Nets, some slightly soiled on the edge, also short lengths up to 10 yards, in white, ivory and ecru. Regularly 39c to \$2.00. Friday bargain, yard, 26c to \$1.33.
 Lace Curtains, 88c Pair—300 pairs of strong wearing white lace curtains, made in Nottingham. Several styles with durable lock-stitched edges, 2 1/2 yards long. Friday bargain, pair, 88c.
 Remnants, Reduced One-third to One-half—A big clearance today of all short ends of Chintzes, Scrims, Madras Muslins, Bungalow Nets, etc. Marked at bargain prices for today—come early for best selection. One-third to one-half off regular prices.
 Simpson's—Fourth Floor.

Japanese Bamboo Table Lamps \$3.95
 With silk lined shades, exactly like our all wired ready for use. Height 22 in., width 12 in. The silk lining comes in purple or gold or brown. Friday bargain \$3.95.
 40-watt Tungsten Bulbs, 55c.
 60-watt Tungsten Bulbs, 65c.
 100-watt Tungsten Bulbs, 85c.
 288 Picked Shades that fit snugly over bulb—do not require shadeholders—coming in yellow, green and blue colors—suitable for bedrooms, etc., each 25c.
 200 Electric Light Shades—all kinds included in the lot, at Half Price.
 175 Shades, Balls and Shades, small and large. Today 25c to \$1.75.
 Simpson's—Sixth Floor.

Men's Suits Custom Tailored to Order, \$45

You Save \$15, Because They're the \$60 Quality Suits

Some men prefer their clothes made to order, and for them we've prepared this event especially.
 The suits will be made up in high-class Bannockburn Scotch tweeds, 18 ounce pure wool fabrics. Choose from eight splendid patterns in brown, grey and heather mixtures. Today and Saturday, two day special value at \$45.00.

Men's and Young Men's Classy Warm Winter Overcoats \$15.95
 Just 55 coats in this Friday sale. Smart heavy coatings in numerous shades and pattern effects. Made up in both ulster and slip-on models, as well as a few black Melton Chesterfields. Sizes 33 to 46. Today \$15.95.

Men's Seal Brown Corduroy Trousers, with fancy mackinaw lining. Sizes 32 to 44. This morning, special at \$4.95.
 By a special purchase a year ago we are enabled to offer these soft, warm, comfortable Blanket Cloth Robes in brown, blue and grey, with novelty figured patterns, well finished and roomy in make. Sizes 36 to 46. Today, \$6.45.

Men's Combination Bath and Lounging Robes, \$6.45
 By a special purchase a year ago we are enabled to offer these soft, warm, comfortable Blanket Cloth Robes in brown, blue and grey, with novelty figured patterns, well finished and roomy in make. Sizes 36 to 46. Today, \$6.45.

Youths' First Long Suits, \$8.95
 Odd sizes and broken stock, but choice as a whole. Serviceable tweeds in numerous shades made up in models most popular with the young man. Sizes 32 to 35. Only 35 suits. Today, \$8.95.

Boys' Suits, Now \$6.95
 Sizes 6 to 11 years. Regularly up to \$10.50
 60 Suits, broken lines and odd sizes, in distinctive patterns and popular styles; grey and black pin-head checks, dark brown herringbone stripes, and fawn and black worsted finish tweeds; greens, grey and black, brown and black mixed tweed effects. All-around belted models, Norfolks, semi-Norfolks and pinch-back models. Sizes 24 to 29; 6 to 11 years. Regularly up to \$10.50. Friday bargain, \$6.95.

Simpson's Friday Market
 Telephone Adelaide 6100.
FISH AND MEATS.
 Canada Food Board License No. 9-029.
 Whitefish! Whitefish! Whitefish!—Special sale of fresh Whitefish today, per lb. 14c.
 Fresh Lake Herring, per lb. 14c.
 Fresh Frozen Mackerel, per lb. 10c.
 Fresh Frozen Plaice, per lb. 12c.
 Fresh Frozen Sole, per lb. 14c.
 Front Quarters Spring Lamb, per lb. 23c.
 Loins Spring Lamb, per lb. 20c.
 Shoulder Roasts Prime Beef, per lb. 24c.
 Hirkett Boiling Beef, per lb. 24c.
 Cotsout Shortening, 3-lb. pails, gross weight, per pail 90c.

GROCERIES.
 Canada Food Board License No. 4-121.
 Lenox Soap, 7 bars 50c.
 Choice Family Flour, 24-lb. bag, \$1.65.
 Finest Creamery Butter, per lb., 56c.
 Canned Peas, per tin 15c.
 Choice California Currants, 15 oz. packages 21c.
 Seeded Raisins, 3 packages 35c.
 Molasses, per tin 15c.
 Perfection Baking Powder, 2 tins 27c.
 Cornstarch, per package 12c.
 Choice Rice, 3 lbs. 25c.
 Crisco, 1 lb. tin 35c.
 Pastry Spice, per tin 8c.
 Dalton's Extracts, assorted, 3 bottles 21c.
 Orange Marmalade, 4-lb. pail 85c.
 Kilm, per tin 35c.
 Choice Sultana Raisins, 3 lbs. 25c.
 Pink Salmon, tall tin 24c.

FRUITS.
 Finest Cooking Onions, 10 lbs. 27c.
 Choice Cabbage, good size, each 19c.
 Large Rubber Plants, each 1.50
 Fancy MacIntosh Red Apples, 6-quart basket 70c.

FLOWERS.
 Large Boston Ferns, each 1.25
 Boston Ferns, each 1.10
 Palms, each 1.00
 Large Rubber Plants, each 1.50
 Holly Ferns, each 1.10
 Pot Mums, in bloom, each 1.10
 Asparagus Ferns, each 1.10

Yours for Victory Loan 1918—Simpson's

For Sale, \$125
 detached residence
 of this desirable
 bathroom; hard
 heating; garage
 corner of
 H. H. V.
 55 King St. East

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