

# Today, Come to the Grand Opening of



FIFTH FLOOR

# SIMPSON'S CHRISTMAS SHOW



FIFTH FLOOR

## Santa Claus is Here! He Wants To See You



Fifth Floor  
Take Elevator

Fifth Floor  
Take Elevator

Santa Claus will bring the biggest, fullest and richest pack he has had for a long, long time. He is going to make this Christmas a fitting celebration in honor of the Victorious Allies—it will be the brightest, merriest Yuletide in years, a real old-fashioned "Peace" Christmas. Come to the Christmas show—and see Santa Claus and the good things he has provided. Also see the real Punch and Judy show—a great treat at the Christmas event.

### Made Up Hair Bows 29c

500 Made-up Hair Bows, plain and more taffetas, Dresden, light and dark colors, larian plaids and checks; 5 and 6 inches wide. Every color represented. Regular prices 35c and 39c. Special, each . . . . . 29

### My Dear Boys and Girls

Do you want to see me come down the chimney with my big pack of toys? Then come to the Christmas show today. I shall be most happy to see you and speak to you. Will you come? Your Dear Old Friend,  
SANTA CLAUS.

## Dolls! Toys! Games! Thousands of Opening Day Specials

These Remarkable Values Will Bring Crowds to the Christmas Show Today

**Dolls, 98c**  
Regularly \$1.25, \$1.50 and \$1.75.  
1000 Dolls, dressed in a variety of dresses, including a Red Cross nurse, white dresses, undressed baby dolls, dolls with hair and eyes that open and close, day really fine selection. 10, 12, 14 to 18 inches high. All one price today, 98c.

**Bears, \$1.98**  
Plush Covered Bear, on wheels, a very lifelike reproduction of old brown, dark brown colored plush, and entertaining toy, about 10 inches high. \$3.90 value. Today \$1.98.  
Elephants, Dogs, Teddy Bears, Rabbits and Squirrels in a large variety of kinds and sizes. Priced for today from 50c to \$10.00 each.

**Teddy Bears, 95c**  
Teddy Bears, tan colored silk plush covered, 12 inches high, 130 to sell today, each, 95c.  
Baby Rattles, celluloid, each 10c.

**Mitche Manitou**  
The fortune telling game that provides so much amusement—better known, perhaps, as Oulig. No dull evenings with one of these boards. Today 75c.  
**Tinker Toy, 49c**  
Tinker Toy, a wood construction toy—interesting and instructive for little boys and girls. Today 49c.

**Doll and Bed, 69c the Set**  
Neatly dressed doll with stuffed body and unbreakable head. A nicely finished and well constructed steel bed with mattress; 1000 sets, doll and bed complete. Good dollar value. Today, set, 69c.

**Rope Toss 25c and 49c**  
An interesting game for girls and boys. 2 ring set, today, 25c; 4 ring set, today, 49c.

**The Hummer Train on Track, 85c**  
Just what every little boy wants. Spring wind engine with tender and car. Complete with track. 200 sets to sell today at, each, 85c.  
Larger sets at, each, \$2.50, \$2.95, \$3.95 and \$7.50.

**Embroidery Sets, 59c**  
That will delight the heart of any little girl, consisting of several skeins of different colored silk, with stamped cotton in several designs—hoops, needles, thimble, all complete in box. Today 59c.

**Toy Pianos, 69c**  
Mahogany finish, well made, 6 key size. 288 only to sell today, 69c.  
Other sizes of pianos, each, 95c, \$1.50, \$1.95 up to \$4.50.

**Peg at My Heart, 15c**  
Is a great game and provides hours of amusement. Consists of a target and three darts. Today, each, 15c.  
**Tops, 15c each**  
Humming Tops and Dancing Tops, spring wind, dandy big top, brilliantly painted. Today, each, 15c.

**Wood Auto, 25c**  
This Little Wooden Auto looks fine. It is so nicely made and gaily painted, 9 inches long. Today 25c.

**Christmas Tea Sets, 25c**  
China Tea Set, nicely decorated, in display box. Small size, set, 25c. A larger set, today, set, 49c.  
**Carpet Sweepers, 25c**  
A model of the Elssel Sweeper, just like mother uses. Today 25c.

**Safety Scooters—Opening Day, 95c**  
Provides Healthy Recreation. Wooden platform, 6 inches wide, painted red and has three solid wheels and steering handles.

**Horns, 15c each**  
Brass finish—nothing pleases a little fellow more. Today 15c.  
Harmonicas (mouth organs), a very good make. Today 49c.

**Speeder Automobiles, Special \$7.65**  
Not Exactly Like Illustration.  
25 Only on Sale Opening Day.  
Red enamel, steel construction throughout except wooden seat, frame strongly braced, steel gears and springs, black enameled, knuckle steering joint and front crank. Body 30 inches long, 13 inches wide, 10-inch wheels, with 5/8-inch rubber tires. Special value \$7.65.

**Coaster Cars**  
Made to stand the hard knocks of play. Three sizes. Seats 8 inches high, \$1.99; seats 9 1/2 inches high, \$1.57. Hardwood with clear varnish finish, easy running wheels and steering handles.

**Rex Velocipedes**  
The King of Wheel Toys—Four Sizes.  
14-inch front wheel, inside leg measurement 14 inches. Price \$3.25.  
16-inch front wheel, inside leg measurement 16 inches. Price \$4.90.  
20-inch front wheel, inside leg measurement 15 inches. Price \$4.50.  
24-inch front wheel, inside leg measurement 20 inches. Price \$5.35.  
Black enameled steel frames, with wheels in red. With rubber tires—handle bars curved outward, giving lots of leg room—reinforced fibre saddles, adjustable to height.

**Kindergarten Sets \$1.69**  
Set Has a Square Table, Not as Shown in Illustration.  
Red enamel and golden oak finishes.  
Table (square), 23 inches long, 16 inches wide and 18 inches high.  
Two chairs, seats 9 inches high, backs 12 inches high.  
Well constructed throughout. Tables delivered with legs off, but full instructions are given for setting up.  
Just 200 sets offered in the great opening sale today at, set, \$1.69. Come early.

**Doll Carriages \$2.95**  
Wooden bodies with folding leatherette hood, black and brown finishes, steel axles and springs, bodies 7 1/2 inches wide, 18 inches long, handle 25 inches high, rubber tire wheels.  
Opening Day Price, \$2.95.

**Rook and Pit 39c**  
Are good games for older children and grown-ups, too. No dull evenings with these games in the house. Today 39c.

**Children's 5-Pc. Table Set \$1.98**  
Including large silver-plated mug, table napkin ring, silver-plated child's knife, fork and spoon. Complete in fancy lined case. Special, set, \$1.98.  
Two-piece Table Cruet Set, including one pair salt and pepper shakers, in genuine cut glass, with silver-plated tops. Complete in pierced silver-plated stand, with handle. Special, 95c.  
Silver-plated Tea Strainer, with handles and drip holder. Bright finish. Special, each, 75c.  
Christmas Show—Fifth Floor.

**Pony Rockers \$3.75**  
A strongly constructed rocker, neatly finished in brown and red. Opening Day special, today \$3.75.

**Two Gold Fishes in Bowl, 35c**  
For 35c—Two dainty little goldfish in bowl. Instructive and interesting for the children. We have a very fine selection of aquariums for den and living-room decorations. On sale in \$1.99.  
**Brass Jardinieres, 95c**  
Regular \$1.50, Heavy Brass Jardinieres, in dull or bright finish—three-half footed, 6-inch size. Special, 95c.  
Christmas Show—Fifth Floor.

## Splendid Suggestions in This 95c Group

- Pictures, 95c**  
Sepia color prints, carbons, etc., landscape and figure subjects, handsomely framed in gilt, walnut, oak and black frames. Many only one of each. Regularly up to \$4.50. Today, 95c.
- 10k Gold Brooches, 95c**  
An extraordinary bargain is offered in these solid 10k gold brooches, set with real pearls, in designs as illustrated. Complete in gift box. At Christmas Show only, Fifth Floor, today, 95c.
- Kerchiefs, 95c**  
Women's Pure Irish Linen Handkerchiefs. Today, 7 for 95c.  
Women's 35c, 40c and 50c Sample One Corner Embroidered Handkerchiefs. Today, 4 for 95c.  
Women's One Corner Embroidered Kerchiefs. Today, 9 for 95c.
- Neckwear**  
1 dozen styles in Women's Georgette Plique and Satin Collars, representing all the newest shapes. Specially priced today at 95c.  
125 only, Made Vells, Paris samples. Today, each, 95c.
- Infants' Jackets**  
Hand crocheted, pure wool, trimmed with pink or blue mercurized silk thread. Sizes three months to one year. Regularly \$1.50. Today, 95c.
- Infants' Booties**  
Hand crocheted of heavy white pure wool in very pretty design. Draw cord with tassels at ankle. Tops are silk stitched in white, pink or blue. Regularly 50c. Today, 95c.

## See Punch and Judy Show

Special Attraction at Christmas Show—5th Floor  
The Whole Tribe Will Take Part in the Performance



Old Man Punch, the Ghost, the Policeman, the Clown, Judy and the others who usually belong to Punch's family of fun makers.  
**Performances at 10, 11 and 12, 2, 3 and 4 o'clock**  
Beginning at 10 o'clock and right through until 4, there will be a performance every hour, except at 1 o'clock when Punch goes to dinner. The Punch and Judy Show Room is on the Fifth Floor, Yonge and Queen street corner.



The Robert SIMPSON Company Limited

## \$5.50 to \$10 Hand Bags and Strap Purses Going at \$3.98. Samples

125 only rich chiffon velvet, smart moire silk and suede bags and purses, in black, taupe, navy, brown, green and purple, lined throughout with silk, fitted vanity mirror and change purse. Regular values \$5.50 to \$10. Special, \$3.98. No mail or phone orders, exchanges or refunds.

## The Boy Allies

The Boy Allies With the Army and Navy.  
The Boy Allies on the North Sea Patrol; Under Two Flags; With the Flying Squadron; At Jutland; With the Terror of the Seas; Under the Sea; With Uncle Sam's Cruisers; With the Submarine D32; At Liege; On the Firing Line; With the Cosacks; In the Trenches. Cloth bound, 35c.  
**Burgess' Bedtime Books For the Kiddies.**  
Adventures of Reddy Fox; Johnny Chuck; Peter Cottontail; Unc' Billy Possum; Mr. Mocker; Jerry Muskrat; Danny Meadow Mouse; Grandfather Frog; Chatterer, the Red Squirrel; Sammy Jay; Buster Bear; Old Mr. Toad; Picky Porky; Old Man Coyote; Bobby Coon. Cloth bound, illustrated, 50c.  
**The Boys' Favorite Author—Horatio Alger, Jr.**  
The Cash Boy; Andy Gordon; Brave and Bold; Eric Train Boy; Facing the World; Frank's Campaign; Hector's Inheritance; The Box; Tom, the Bootblack; Walt and Hope; Helping Himself; Joe's Luck; Luke Walton; Only an Irish Boy; Risen From the Banks. Cloth bound, 35c.  
Christmas Show—Fifth Floor.

## Simpson's Show—Fifth Floor

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