



# Simpson's Christmas Show

## Will Open Today

### Good Old Santa Claus Will Be Here in Person to Welcome You and to Start the Fun

On the 5th Floor--Take the Elevators

A new show this year with many new features. New amusements to entertain you and new toys to interest you. Quite the merriest Santa Claus you have ever seen will climb up on the housetop and come down through the chimney into the living room to meet his friends--and goodness! We almost forgot--a wonderful Punch and Judy show has been provided.

To the Boys and Girls of Toronto,--

I'll be at the Christmas Show on the opening day--I will come in through the chimney and show you how I fill stockings on Christmas Eve. Be sure to come to the Christmas Show to meet me.

Your old friend, SANTA CLAUS

### Gifts for Grown-up Folks will be shown on Special Tables, and on the Opening Day the following articles at special prices

#### Travelers' Samples of Hand Bags at \$1.09

Will Make a Great Special for Opening Day



About 400 of the newest styles in Hand Bags and Strap Purses, in solid leather, in the various finishes, such as pearl seal, crepe grain, long grain and panther. These bags are all lined with dainty poplin and silk moire and fitted with change purse and mirror. No phone orders. The values are \$1.50 to \$3.00 each. Priced for opening day, on the Fifth Floor, each..... 1.09

#### 200 Beautiful Ribbon Bags at 95c

To interest grown-up folks in the possibilities of the Christmas show as a place for gift purchases we place on sale 200 Ribbon Bags, made for this occasion, at 95c each. They are composed of rich moire, Dresden and faille ribbons--and every bag in the lot is a remarkable value at..... 95

#### Girls' Hair Bows

Charming Hair Bows of both plain ribbons and of fancy Dresdens. Worth 40c each. Special price today, on the Fifth Floor, each..... 29

#### Tomato Servers at 49c

Sliced Cucumber or Tomato Servers, in Rogers' silver plate, plain patterns. Value \$1.00 each. Christmas Show Opening, special..... 49

#### In the Jewelry Section

10k Gold Baby Rings, several signet and stone set designs. Regular \$1.00 rings. Today..... 59

Pair of Sterling Silver Maple Leaf Pins in gift box. Today..... 19

Cuff Links with lever ends, in box complete. Today..... 25



#### Chinaware Pieces

Sugar and Cream Sets with floral and conventional decorations, various shapes. Regular 59c. Today, in the Christmas show..... 49

200 only, 4-piece Condiment Sets, pretty decorations. Complete set for 25

#### Ivory Toilet Goods Engraved Free

On the opening day of the Christmas Show we will engrave free of charge one initial on every piece of Ivory Toilet-ware, price \$1.00 or more, sold on the Fifth Floor.

#### In the Book and Stationery Section of Christmas Show Special for the Opening Day

Children's Bedtime Stories at 15c  
250 only, of a special purchase of Children's Bedtime Stories, eight titles. Each book tells the story of an animal. Written in a very fascinating style for the kiddies. No phone orders. Regular 35c. Today..... 15

Santa Claus Cut-out, 19c  
Brightly illustrated picture story book. On the cover is a plaster of Paris cast of Santa Claus with real whiskers. A limited quantity offered on our opening day. No phone orders. Special price..... 19

Bibles and Stationery  
A beautiful edition of the Teacher's Bible, bound in leather. Size 8 1/2 x 3 inches. Silk sewn, references red under gold edges. 12 maps complete. In addition to text has 118 pages Bible dictionary, 243 pages of concordance, list of biblical names, list of incidents in the Old Testament referred to in the New Testament. Most complete teacher's book published. Regular \$1.50. Today..... 98

24 Sheets of Fine Linen Stationery, with envelopes, 10 cents. In beautiful china-covered box, with photos. Price..... 25

200 only, of special boxes to introduce our Stationery Section to you. No phone orders. Today, special..... 19

#### Completely Ready With Books

Boys' Own..... 2.25  
Girls' Own..... 2.25  
Chums..... 1.85  
These are three special favorites.

#### Mother Goose Rhymes

The children's favorites. Several editions, with illustrations, 15c to \$1.25.

#### Children's Rag Books

With stories of all the popular rhymes. The books when rolled can be put in the wash tub and washed. Colors are all guaranteed absolutely fast. 10c to \$3.00.

#### Christmas Cards and Calendars

Specialty displayed in our Christmas Show, where ample stock has been provided. The verses express appropriate sentiments in view of the world's greatest tragedy. Patriotic Cards, 5c to 25c. Calendars, 10c to \$5.00.

#### Also Lace Collars and Lace Sets

Collars and Cuff Sets for children's dresses or coats; round shapes. Regular 50c and 65c. Fifth Floor, Opening Special..... 33

Large Gimpure Lace Collars in ratine lace, handsome for coats or kimonos. \$1.25 value, for..... 48

#### Handkerchiefs 2 for 25c

Women's Swiss Sample Handkerchiefs, with dainty embroidered corners, in white and colors. Exquisite coloring. 2 for 25

300 Dozen Girls' White Lawn Handkerchiefs, 6 for..... 25

### Come to the Punch and Judy Show

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.



#### A Performance Every Hour

Beginning at 9 o'clock, and right through until 5, 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 St. corner.

Cut Out This Coupon and Come Today



This Coupon Will Admit Bearer and Party to the Punch and Judy Show

The Robert SIMPSON Company Limited

### All These Toys for Girls and Boys Specially Priced on Opening Day

Just to start the Christmas Toy business off with a "big bang" we are going to sell today from 3,000 to 5,000 toys--dolls, games, etc.--at a price much lower than they will be sold at any other day. Besides, the first day affords first choice of a full Christmas stock of all that is new in Canadian, American, English and Japanese toys. The money-saving opportunities of our opening day will well repay your visit. No phone orders.

#### New Wheel Toys for Boys and Girls

Fun and Exercise Both Indoors and Out  
Automobiles, Rowing Cars, Velocipedes, Goaster Wagons, Scooters, Doll Carriages, Kindergarten Sets, Doll Crockets, Animal Crockets, Tricycles, Kiddie Cars, Coasting Sleds, Snow Fly Rockers, Toy Barrows, Steering Sleighs.



#### Wizard Speed Car

Red enamel automobile, striped with yellow, has starting crank and special front gear. Size 18 inches wide, 28 inches long, 10-inch wheels, 3/4-inch rubber tires. 19 only. Special Opening offer..... 5.98



#### Shoo-Fly Rockers, \$1.38

Horses marked with saddles and harness in bright colors, seats upholstered with nursery cretonne.

#### Doll Carriages, \$5.60

English style, wooden bodies, in grey, black and brown finishes, folding leatherette hoods, spring gears and steel axles, rubber-tired wheels. Regular \$5.95. Opening Day Special 5.60



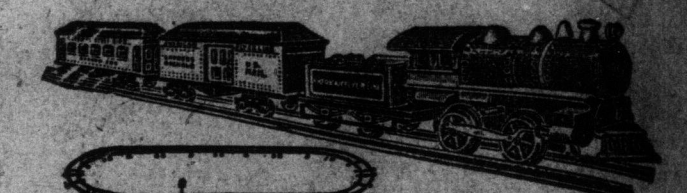
#### Kindergarten Sets, \$1.48

Table and two chairs, golden oak and red enamel finishes; table size 15 inches by 19 inches and 17 inches high. 100 sizes, only on sale Opening Day.. 1.48



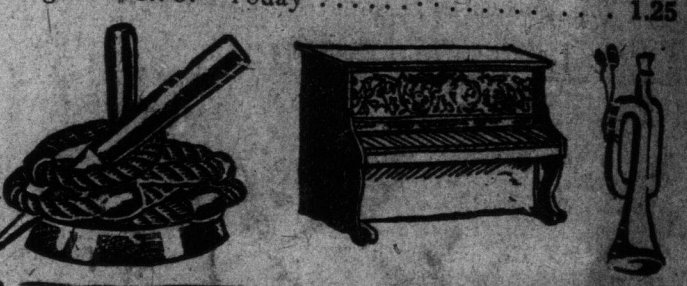
#### Velocipedes

Steel frames, black enameled, adjustable spring seats and handle bars, nickel-finished wheels, heavy rubber tires, two sizes. Extra special, \$4.35 and \$4.85.



#### The American Flyer for \$1.25

The "American Flyer" Train on tracks, good heavy engine with strong clock spring works; a coal tender and one passenger car, complete with track. Regular \$1.75. Today..... 1.25



#### Rope Toss

An interesting game for boys and girls. Selling today at..... 25

Pop Guns, that make a loud report when fired. Today 10



#### The Musical Toy Section

Tin Horns for little fellows. Regular 15c. Today..... 10

Pianos, such, from..... 50 to 12.50

Metaphones, from..... 39 to 1.25

Photographs, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

Phonograph Records, each 10, 25

TURN YOU INTO Buy Vi PROBS TA BR ROVIN LONG CIT People in F Respo OVER TH Of This S Contribu The perhaps features so far loon compari remainder of O wave of enthe emigrants no gunda, and to provincial the ag-ably busy of the organ smaller cities In order to quota allotted the day to co So far the c up its end, f ment on each campaign has to ately, how piling up a au minimum quai and to keep th on the right s Meanwhile t securing the everything p scriptions. Th high prices f farm product the heavy resp the loss. Ex ported everyw yars. School Porth Count two Stratford quence, who a of school chil towns. A scho home full of slum to their has been spler parents, and rolled up. While the fe line their fall the smaller c behind, and al centres are do located. Back again with \$2 ing a special 600, out of sev have come out A subscrip Steel Compan other evidence thiasm and industrial com five plants the in a Crokinole employing 11.5 ge! their emp them no inter (Concluded a POLITICAL A three-corn is assured. South Essex Geo. P. Graham Dr. A. C. Ha nomies in Br Lloyd Harris Parties fall to Prince and L Hon. N. W. R mota nomination to Durham Cou Union mass in E. L. Richard King Tribune. Man, as a unio ter man has en Detailed Poit and 14