

Telephone Main 7841

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

Market Adelaide 6100



SIMPSON'S Christmas Show

Opens Today, Fifth Floor

The annual event long watched-for by thousands of Toronto boys and girls is here. Santa Claus has arrived in a hurry and flurry, and with him literally millions of toys, books and games, transforming the Fifth Floor into a regular fairyland for the Opening Day of the wonderful Christmas Show. Grown-ups too will appreciate the array of lovely gifts spread out for their choosing. Also the many splendid values made possible by months of preparation.

Santa Claus is the Centre of The "Punch and Judy" Show

Hours, 10, 11, 12, 2, 3 and 4 o'Clock—5th Floor



—just bubbling over with joy and watching eagerly for visits from all his little friends. You who come today will see him at his best—and oh, what fun to watch him popping down the chimney and filling the stockings that hang by their pretty, cosy fireplace in the Christmas Show. Be sure you get close to him to tell him what you want for Christmas. For, you know, that's the reason he's on hand so early.

—with Punch more amusing than ever, and all the other funny characters in splendid shape for their comical performances, will surely create a sensation. Besides, there are Marionettes this year, wonderful little performers, specially secured to add even more nonsense and excitement to the show. Come the first day—then you'll want to see every performance. No admittance charge.



These Opening-Day Specials Will Crowd the Christmas Show at 8.30 a.m. Today



98c

The Hummer Train on Track 98c Each

This little flyer is a great favorite with all little boys. A spring-wind engine with tender and car, complete with tracks. Special today, set .98. Other sizes at 1.95, 2.50, 3.25 to 10.00

Pacing Bob, 39c



Horse and Cart, Painted, Today 39

Toy Ironing Boards, 39c



Folds up. Just the thing to iron dolly's clothes. Today 39

Kindergarten Chairs, Opening Day Special, 60c



Red enamel finish, well constructed throughout, with three-rung backs, as illustrated. Today 60

China Tea Sets, 69c

Nicely decorated china. 2 cups and saucers, 2 plates, teapot and bowl—8 pieces in all. Today, set 69



Sandy Dick, 39c

A sand toy. Dumps the sand like a big sand crane. Today 39



Handkerchiefs, 50c Box

2000 boxes, containing three handkerchiefs, with embroidered corners in white and colors. Basket, bow-knot, butterfly designs. Artistically folded and tied in a dainty Christmas box. Regularly 75c per box. Today 58

Salt and Pepper Shakers on Stand, 59c

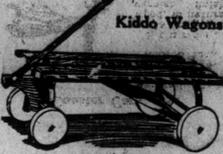
One pair Crystal Salt and Pepper Shakers, with silver-plated tops. Complete in a silver-plated cruet stand 59

Vanity Boxes With Chain, 85c

Gold-plated and Enamelled Vanity Boxes, with finger chain attached. Complete with mirror and powder puff 85

Stationery 19c

500 boxes linen finish stationery, containing 24 sheets and 24 envelopes, in an attractive holiday box. Regularly 25c. Special 19



Kiddo Wagons

Two Sizes.

Hardwood slat tops, varnished and stencilled, solid wooden wheels on steel axles. 7 inches wide, 30 inches long, today, \$1.50; 9 inches wide, 24 inches long, today, \$1.75.

200 Only Coaster Cars, 49c

Regularly \$1.38. No Phone or Mail Orders.

Sturdily made of hardwood, in natural varnish finish, three easy running wheels and steering handle 49

Speeder Scooters, 78c

Wooden platform, six inches wide, with three steel wheels and steering handle 78

Sugar and Cream Sets, 39c



300 pairs only hand painted "Royal Nippon" china sugar and cream sets. Telephone orders filled. Special today, set 39

Brass-Finished Ash Trays, 49c

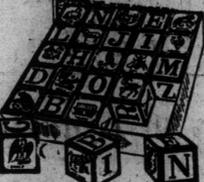
200 only brass finished ash trays, removable glass linings. Special today, each 49. Telephone Orders Filled.

16-inch Dolls 69c Each

432 hand-made, big-headed Dolls in variety of dresses—mostly blue and white and pink and white colors. Unbreakable heads, stuffed bodies. Dolls that would ordinarily sell at \$1.25 and \$1.50 each, today, each . 69c (Not more than two dolls to each customer.)



Children's Blocks, 25c



Nicely embossed with alphabet and pictures. 12 blocks in a box. Complete, today 25. Larger size sets at .75 and 1.00

Celluloid Kewpies

In nine sizes. Priced at 25c, 35c, 75c to \$5.00 each.



Rope Toss



A great game for boys and girls.

2-ring set, today 25
4-ring set, today 49

Toy Laundry Sets

Consisting of blue enamelled steel tub, glass washboard, clothes reel with line, and bag of clothes pins. Complete outfit, today, set 38

Doll Carriages, \$2.69



60 only on sale. Wooden body style with folding leatherette hood, spring gears and wire wheels with rubber tires. Today 2.69

Glide-Plane Cars, \$3.25



Aeroplane style, as illustrated, extra well finished in natural and red enamel, with British colors on the wings. Today 3.25

Gem Rowing Cars, \$5.50



Approved style of rowing car for healthy recreation, heavy steel gears and axles, rubber tire wheels 5.50

My Red Painting and Drawing Book

With complete outfit for coloring (6 water colors and brushes), in attractive box. Regularly 75c. Special today 59

Christmas Card Special



Box containing 8 extra fine, engraved Christmas cards, including envelopes. Regularly 50c. Special box 39

Tan Calf Writing Cases, Special \$1.95

Regularly \$4.00 and \$5.00

50 only, as illustrated, less than half price—tan calfskin, fitted with pockets for stationery, with writing pad. Regularly \$4.00 and \$5.00. Today 1.95

Children's Sewing Companion, 65c

Fancy decorated box, fitted with needles, pins, mending wool, tape, darning cotton and buttons. Today 65

50 Only, Velocipedes, \$5.90



Steel frames enamelled black and striped with red, equipped with adjustable seat, wooden grip handles and rubber tires. Size of front wheel 16 inches. Special 5.90

Funny Gun, 10c



Amuses children by the hour. It shoots a spring ring, which comes back to you if you shoot straight. Today 10

Toy Wheelbarrows, 95c



Metal boxes, painted red, long wooden handles and wire wheels 95

75c Chatterbox 59c



Chatterbox Volume crammed full of interesting reading and stories. Volumes, 1912, 1915. Attractive picture board cover. Regularly 75c. Special 59

586 Pieces Grained Ivory Half Price



Tooth Brush Holders
Glove Box
Handkerchief Box
Photo Frames
Combs
Jewel Boxes
Trays

Puff Boxes
Hair Receivers
Perfumé Bottles
Trinket Boxes
Talcum Holders
Hand Mirrors
Vases
Napkin Rings
Card Cases

Soap Boxes, etc.
Ring Stands
Pin Boxes
Talcum Shakers

Kiddies Must See The Punch and Judy Show

Fifth Floor

Punch and Judy and all the rest of the quaint little people in the Punch and Judy Show are going to begin their wonderful performances for you today.

Punch has been very quiet this summer, so you may find him noisier than ever now that he has a chance to talk—and Judy, we fear, has grown very fat during her long rest. But they're funnier than ever, and we know you will just scream with laughter when you see the funny, funny things they can do.

And Be Sure to See The Marionettes

The Marionettes are the funniest people—they have funny voices and say funny things. They are lots of fun for the children. Every little kiddie should see them.



The Robert SIMPSON Company Limited