

# O! Say!

Have you seen Mother Goose's Village at the Simpson Christmas Show?



There's a whole village of quaint Mother Goose houses, right out of the pages of the nursery books. Come and visit it.



And the little people in the village who do the very things you've heard that they do, but have never seen!



And then the loads of beautiful toys---everything you could think of and many more---all clean, brand new, just the time to buy them and put them away for a few weeks---thousands are coming to the show every day --- selection is now at its best.



There is a new family of dolls made in Canada, the United States and Japan. From the sturdy kiltie doll to chubby babies, there's no lack of attractive styles and a big range of sizes.



Can you build a bridge, boys? If you can't, just come down and learn how at the "Erector" circle. No chance of accidents if you study construction with an "Erector" outfit.

---Fifth Floor.

# CHRISTMAS SHOW



The Robert **SIMPSON** Company Limited

SEE PAGE 5 FOR OUR 95 CENT SALE

When You're Here visit the sixth floor --the beautiful new salons devoted to Art and MUSIC Pathephones--wonderful repertoire--demonstrated by experts. All your favorite music.



Hear the "NEW Edison" music's recreation, the "Electric Wizard's" latest triumph.



Then visit the electric fixture and lamp salon and see the last word in artistic illumination.



The possibilities of electric lighting have never been so well emphasized in the store as they are now.



What electric'y can do in o r kitchen, laundry and dining-room will surprise you. All sorts of improvements are now on view.



After that the picture salon---thousands of fine reproductions that will interest you.



Don't forget that Yonge Street front of the sixth floor is the new home of the Wall Paper Department.



A cup of cheer in the Lunch Room if you are down in the afternoon. Tea served 3.00 to 5.30.

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