

Store Opens 8.30 a. m.

Inaugurating Simpson's Christmas Show

Store Closes 5.30 p. m.



Opening a New Toy Department on the Sixth Floor

The pressure of Christmas Shopping has so crowded our Toy Department in basement that we have had to provide larger space. We have set apart the Top Floor, Richmond Street side, and will make the big move after closing to-day.

ON AND AFTER MONDAY, DECEMBER 8th THE CHRISTMAS SHOW WILL BE ON THE SIXTH FLOOR

NINE ELEVATORS RUN INTO THIS NEW FAIRYLAND AND SEVEN MORE WILL TAKE YOU TO OTHER PARTS OF THE FLOOR. A vast programme of selling of Dolls, Games and Toys will be inaugurated Monday. This "Christmas Show" of ours is the last word in convenient holiday shopping. We have secured some tremendous bargains for re-opening or inauguration and have picked

THE FOLLOWING FOR MONDAY AT 8.30

FUR FAMILY OF WINTER PET TOYS.

Teddy Bears, Cats, Dogs, Rabbits, Squirrels, and life-like animals. A real menagerie and zoo. Bears to growl, and with winter fur suits. Dogs on wheels, with leader chains. A big show and a real circus.

GREAT SHOW OF LANTERN TOYS and Moving Picture Machines.

A real, toy town show. Reel of pictures, with special machine, 50c. 85c; larger size picture machines, \$1.00 to \$15.00.

THE SIMPSON \$1.00 KID DOLL—"OUR PRINCESS."

"My Darling," with beautiful head of curls; eyes to open and sleep, action wig, blue head; with the use of jointed legs and arms; doll

will stand, 22 inches in height, has lace stockings, patent slippers and buckle. Equal to any doll offered at \$1.50. Special price, each, Monday, \$1.00.

ALMOST A REAL HUMAN KINDERGARTEN OF DOLLS.

A Doll for the Christmas stocking; thousands of Baby Dolls, with muslin long dress, real expression face; for early morning buying, so long as quantity lasts, price, each, 19c.

REAL BABY DOLLS.

Baby Dolls, jointed legs and arms, muslin dress, ribbon trimmed, moveable head, stands 12 inches high; real pretty face. On Sixth Floor, each, 39c.

Baby Dolls, with the use of jointed arms and legs, head to move; eyes open and close; "Buster Cut" hair; stands 8 1/2 inches high; real expression. Price, each, 35c.

Baby Dolls, thousand of Baby Dolls, with jointed legs and arms, and moveable head, muslin dress, ribbon trimmed, beautiful expression; stands 11 inches high; doll has just cut its two front teeth. Special, each, for, 98c.

Baby Dolls, with laughing expression, jointed legs and arms, and with head moveable, muslin dress, ribbon trimmed; a large baby doll. Special, each, for, 1.75.

Baby Dolls, standing 14 inches high, and showing his two first teeth just cut; legs and arms are jointed, and doll can be made to sit; head can be turned as wanted; natural-looking expression and natural-looking limbs. Special, each, for, 1.25.

Dressed Dolls, with eyes to open and close, full head curly hair, new style dress trimmed with lace, muslin and ribbon, and new style hat made of same material, and trimmed with

feather; doll has jointed legs and arms; a most handsome doll, standing 20 inches high. Special price, each, 75c.

The Popular Racketty Packetty Kiddie Doll, some with Scotch tartan and plaid dress, with white pinafore and Tam o'Shanter cap; some with quaint Dutch dress and bonnet; dolls have a pretty expression, and have lace stockings and fancy slippers, and stand 17 inches high. Special price, each, 2.30.

THE LITTLE LADIES' TOY DISHES.

Thousands of sets of Toy Dishes, for giving afternoon tea; real tea party outfits, in china sets, porcelain sets, for the little mistress; dishes decorated with floral, fine pattern and decoration, copies of real expensive dinner sets and tea sets. Prices run at 10c, 15c, 25c to \$2.50. A real show of china.

MECHANICAL TOYS.

Railroad Trains, the great world carrying traffic miniature railroads, Automobiles, Buses, Carriage Delivery Trucks, Wagons, Fighting Fire Appliances, Hill Climbing Toys, Massive Engines; all toys useful and instructive, as well as an education for the young minds and new world builders, in the great Christmas show. See special assortments at 10c, 25c, 30c, 50c and \$1.00 to \$5.00. Enormous values.

THE GREAT PLAY AMUSEMENTS—GAMES.

Thousands of games, toy, playing and instructive amusement. Baseball, Marble Tumbler, Box Ball, King Ring, Fortune's Wheel, Skoopit, Toy Town Telegraph, Toy Town Railroad, and thousands of games, including battle games, at each, 50c.

Great assortment of games, Peter Coddies, Young People's Bible Games, Crown Cards, Sharpshooters, Toy Soldiers, Battle Games, Tiddly Toys, Toy Town Target, Corner Grocery, and numerous other games, at each, 25c.

Special games at 10c, 15c up to \$2.00.

FIVE BARGAIN ITEMS.

No Phone or Mail Orders.

500 only 35c and 50c Rubber Balls, for each, 25c.
100 Rubber Balls, special for, 40c.
25c Kid Dolls, special for, 1.10.
1,000 Baby Dolls, with open eyes and Sleeping Eyes, Regularly 35c, for, 25c.

THE CHRISTMAS SHOW

Sixth Floor
Richmond Street Side

Sleighs, Toboggans, Doll Carriages, Autos

Full line on Fifth Floor.

Boys' Sleds, 25c, 35c, 50c, 75c, \$1.00, \$1.50.
Girls' Sleds, 25c, 35c, 50c, \$1.00, \$1.50, \$2.00.
Flex Flyers, \$1.25, \$1.50, \$2.00, \$2.50, \$3.50, \$4.25, \$5.25.

Baby Sleighs, 90c, 95c, \$1.10, \$1.20, \$1.45, \$2.25, \$3.00, \$3.25.
Toboggans, \$2.00, \$2.50, \$3.75, \$4.70, \$5.00, \$6.25.
Doll Carriages, 50c, \$1.00, \$1.20, \$1.50, \$2.00, \$2.50, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00.

Autos, \$4.20, \$4.50, \$4.85, \$7.25, \$7.50.
Baby Walkers, on casters, \$2.00, \$2.50, \$3.45, \$4.15.
Baby Wagons, \$1.00, \$1.50, \$1.00, \$1.50, \$2.50, \$3.50.
Baby Polders, \$3.75, \$4.50, \$5.00, \$5.50, \$6.50.
Baby Carriages, \$14.35, \$17.75, \$20.25, \$22.50, \$30.00, and up.

Full line on Fifth Floor.

Silverplated Tableware Values

Tea Spoons, Forks, etc., made by the celebrated "Wm. A. Rogers" and silver-plated on a nickel-silver base. Your choice of patterns. Tea Spoons, full size, Regularly \$2.50 dozen. Set of six, 50c.

Desert Spoons, same quality, Regularly \$4.00 dozen. Set of six, 50c.
Dessert Forks to match, Regularly \$4.50 dozen. Set of six, 50c.
Butter Knife or Sugar Shell, Regularly 40c each. Special, 25c.
Cold Meat Serving Forks, each in a lined box, Regularly 85c. Special, 50c.

Berry or Fruit Spoons, each in a lined box, Regularly \$1.25. Special, 85c.
Pie Knife, in lined box, Regularly \$1.50. Special, 85c.
Large Size Soup Ladles, in lined box, Regularly \$2.50 each. Special, 1.60.
(Main Floor.)

The Groceries

Finest Gold Dust Cornmeal, per stone, 25c.
Choice Picnic Hams, 6 to 8 lbs. each, per lb., 16c.
Upson's Marmalade, 5-lb. pail, 45c.
Post Toasties, 3 packages, 25c.
Canned Hadda, Brunswick brand, per tin, 25c.
English Marrowfat Peas, 3 packages, 35c.
Peanut Butter, in bulk, per lb., 20c.

Wax Candles, per doz., 12c.
Finest Pot, Barley, 5 lb., 25c.
Choice White Beans, 5 lb., 25c.
Finest Valencia Raisins, 5 lb., 25c.
Tilson's Oats, large package, 25c.
Finest Pink Salmon, per tin, 25c.
Pearline, 1 lb. package, 25c.
Powdered Ammonia, 4 packages, 25c.
Old Dutch Cleanser, 3 tins, 25c.
Ivory or Silver Gloss Starch, 5-lb. tin, 25c.
Sunlight and Surprise Soap, 6 cakes, 25c.
Comfort and Borax Soap, 6 cakes, 25c.
500 Boxes Christmas Crackers, containing hams and caps, 1 doz. in each box, Special, per box, 25c.

5 LBS. PURE CELONA TEA, \$1.15.
1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday, 5 lbs., 1.15.
(Basement.)

FOR GIFTS TO YOURSELF OR OTHERS

While the pleasure of others is the key note of Christmas giving, still there are many times when one's own needs are most pressing for consideration. For either the Store provides the greatest of storehouses.

Jewelry at 28 Cents

Sterling Silver Thumbies, engraved designs, Regularly 25c and 50c.
Sterling Silver Heart-shaped Bar Pins and Beauty Pins, Regularly 35c.
Long Set Square Chain, round cut jet beads, Regularly 75c.
Pearl, Brilliant and Amethyst Brooches, Regularly 50c and 60c.
Gold-filled Rings, birthday and fancy stones set, Regularly 50c.
Filled Pearl and Real Coral Neckties, Regularly 50c and 60c.
Cuff Links, Beauty Pins, Hat Pins, Belt Pins and other articles, 28c.
Monday, 28c.

OTHER VALUES.

Women's 18k Gold-Plated Tiffany style Rings, with genuine white diamonds, Monday, 4.95.
Women's 18k Gold-Plated Rings, carved patterns, Regularly \$1.50.
Men's 10k Gold-Plated Pearl-set Scarf Pins, many designs, Regularly \$1.50.
Men's Gold-Plated Bar Brooches, real pearls and colored stones, Regularly \$1.50 and \$1.75.
Women's Gold-filled Expansion Bracelets, Regularly \$1.50.
Women's 10k Gold Birthday Rings, oval and round stones, Regularly \$1.25 and \$1.50.
Men's Gold-filled Vest Chains, curb pattern, Regularly \$2.00 and \$2.50.
Children's 5k Gold Pendants and Crosses, Regularly \$1.00 and \$1.50.
Cuff Links, Chains, Lockets and many other articles, Monday, 98c.
(Main Floor.)

TOILET GOODS

Real Ebony Ring-handle Mirrors, with heavy beveled plate glass, Regularly \$1.50. Special, 98c.
Ladies' Dressing Combs, extra strong teeth, Reg. 50c. Special, 35c.
Genuine Ebony Hair Brushes, with pure bristles, Regularly \$2.50. Special, 1.50.
Real Ebony Cloth and Hat Brushes, solid backs, with pure bristles, Regularly \$1.50. Special, 1.35.
Solid Ebony Military Brushes, with 12 rows of stiff bristles, in black, sand or walnut cases, Special, 2.75.
Grained Ivory Hair Mirrors, with long handle, Regularly \$1.00. Special, 69c.
Grained Ivory Photo Frames, all sizes, Prices from \$1.50 to \$2.25. Special, 25c per cent. off regular prices.
Toilet Goods Dept., Main Floor.

White Enamelled Bath Fixtures

Soap Dishes, Sponge Holders, Soap Racks, Dishful Soap Dishes, worth up to \$1.00. Special for Monday, each, 20c.
Regular 15c House-size Coal Stoves, Monday morning, each, 22c.
Store Cakes Thin, round or square shape, Regular 25c. Special, 20c.
Regular \$1.25 and \$1.50 Wash Boilers, with flat copper bottom, size 8 or 9, 58c.
Regular \$1.00 guaranteed Wash Boilers, size 8 or 9, Monday, 48c.
Regular \$1.00 guaranteed Wash Boilers, Monday, 48c to 70c.
Regular \$1.50 and 50c Galvanized Garbage Cans for sale at 57c, 67c and 87c.
Regular \$1.10 Polished Nickel-plated Irons, three in set, with handles and stand, Monday, 75c.
Regular \$1.00 Polished Irons, three in set, with handles and stand, Monday, 75c.
Wingers and Washing Mops (made in Canada goods), with enclosed logs for protection of hands, give best wear and satisfaction, 49c only of these bargains, fully guaranteed, Each, 3.00.
Regular 45c Smooth Barwood Ironing Boards, 33c.
Regular 75c Ironing Board, as above, 49c.
Hardwood Chopping Boards for slicing meat, 11-inch, 10c; 15-inch, 15c; 18-inch, 35c; 17-inch, 50c.
WILLOW CLOTHES BASKETS, Regularly 75c and 85c, superior quality Willow Clothes Baskets, strong in the make, Each, 50c.
Regular 85c House-size Coal Stoves, Monday Basement Sale, 48c.
Regular 25c Toilet Paper, 25c.
1,200 Brooms, made of best corn stalk, five strings sewn, full weight, Regularly 50c and 60c. Monday, our choice Monday morning, each, 36c.
Will fill phone and small orders as long as they last. (Basement.)

Men's Overcoats and Ulsters Made-to-Order

For Monday and Tuesday we selected 40 coat lengths of imported English and Scotch Coatings; exclusive materials which we imported specially for custom tailoring trade, and sold in the regular way, made to order, at \$30.00, \$32.00, \$35.00 and \$38.00; they include chinchillas, Tibets, Llamas, chevrons and meltons. Your choice, made to your order from measurements taken Monday or Tuesday, with best linings and workmanship for \$25.00. Satisfaction guaranteed.

MEN'S \$8.00 BATH ROBES TO CLEAR \$5.00.

Made from beautiful all-wool imported cloths, in two good colors and good patterns, in grey and a brown; the edges are satin bound to match; buttoned to the chin; long and loose. Monday, 5.00.

MEN'S HOUSE COATS AT \$5.50.

Plain grey, plain brown and plain wine color. Monday price, 5.50.

MEN'S DRESSING GOWNS AT \$10.50.

Made in two good colors, red and black and grey and black, scroll pattern. Price, 10.50.

MEN'S \$1.75 WORSTED AND TWEED TROUSERS.

English tweeds and worsteds, greys predominate, in striped patterns. Price, 1.75.

BOYS' BATH ROBES AT \$4.50.

A bath robe, a lounging robe or a dressing gown, as required; made from Austrian blanket cloth, in red and brown; adjusting collar. Price, 4.50.

BOYS' GREY NAP REEFERS.

Of English grey nap cloth; cut double-breasted style, with convertible collar. Sizes 23 to 28, \$6.50; 29 and 30, \$7.00.

JUNIOR WINTER COAT.

Made from a heavy English coating; double-breasted button to the chin; sizes 23 to 28. Monday, 5.00.
(Main Floor.)

Gifts for Men

Men's Mufflers, individually boxed, all styles and makes, at \$3.50, \$5.00, \$4.00, \$5.00, \$2.50, \$2.00, \$1.50 and \$1.00.
Men's Sets of Braces, Armbands and Garters, neatly fitted in gift box, \$1.00, 75c, 50c and 25c.
Men's Silk Neckties, in boxes at \$1.00, 75c, 50c and 25c.
Men's Braces, with tie to match, in a box, 75c.
Men's President Braces, with a pair of Paris Garters to match, fitted in a pretty box. The set, a splendid gift, 75c.
Men's White Fitted Shirts, in a box, a splendid gift, 1.25.
All sizes, Regularly \$1.50 for the box, splendid quality, each, \$5.00, \$6.00 and \$7.00.
Men's Japanese Silk Shirts, in shantung or pure white, by collar, or separate collar, sizes, Regularly \$4.50. Each in a box, for, 2.00.

EXTRA SPECIAL.

Men's Wood Fibre Mufflers, with fringe ends, a beautiful silk finish in white or plain grey, each one in a very pretty box. Regularly \$1.50 for, 50c.
(Main Floor.)

In the Chinese Bazaar

Long grain leather; colors green, navy and red, Special, 49c and 69c.
Real Ebony Four-piece Brush Set, hair and military brushes, cloth and hat brushes to match. Special, 2.19.
Rogers' Silver-plated Baby Spoon, loop handle, fancy pattern, in lined box, Regularly 50c. Monday, 29c.

White Chamoisette Gloves, two dome snaps; seams neat stitched, heavy backs; wash and look well; sizes 5 1/2 to 8. Special, 29c.
(Third Floor.)

54-Inch Battenberg Table Cloths

AT LESS THAN HALF-PRICE.
200 Cloths, in seven different designs, lovely goods; made to sell for \$2.50 and \$2.95 each. Monday, 8.30 a.m., at, 1.29.

See Other Simpson Announcements Elsewhere in This Paper

Sample Dresses Monday \$5.95

VALUES \$9.50 TO \$17.50.
From a well-known manufacturer. These dresses are being sold at a price less than the materials and making cost the maker. There are dozens of styles in silks, serges and charming satins. They are new styles, made in a most careful way. Tremendous savings Monday. \$5.95.
No phone orders accepted. 5.95

MISSIES AND WOMEN'S COATS, REGULARLY \$18.50 TO \$20.00, MONDAY, \$9.55.

Only 40 coats in the collection, mostly manufacturer's samples and odd sizes from broken lines. Warm fabrics for winter wear, imported tweeds in fancy patterns, soft blanket and reversible cloths, zibelines and curl cloths. Styles are all new and the very latest shown by the best houses. Suitable models for misses or women. A splendid offering at, 9.55.

SKIRTS DESIGNED FOR MATERNITY WEAR.

Extra attention has been given to the making of these special skirts. The size is adjusted on the side scores by means of dome fasteners and an elastic band across back pore. Another style has hoods and eyes, and tapes, with chains or ribbons at the foot. In black or navy serge. Prices, \$5.00 and \$5.50.
(Third Floor.)

Chiffon Plushes

On nylon grounds, embroidered silk ninos, plain Duchesse satins and many weaves in black.

The "Chiffon Plushes" are in purple, ivory, pink, sky, American Beauty, myrtle, navy, royal and black. 32 inches wide, yard, 2.50.
In broadcloth effects the variety is immense. Silks, satins and velvets are represented in designs and colorings to suit every buyer.

Embroidered silk ninos are now on display. Dainty spray, spot and flower effects with single and double borders combine to make most effective overdrapes. Widths from 42 inches and prices from, per yard, \$2.50 to \$7.50.

New Black Silks, Satins and Silk Gowns, with moiré, velours, brocades and crepe effects, a good selection for presentation.
An Extra Special for 8.99 Monday.

OUR REGULAR \$2.50 SATIN CHARMERSE, IN 42 AND 44-INCH WIDTHS, ON SALE, PER YD., \$2.44.

All colors, including brown, Copenhagen, amethyst, cerise, light and dark navy, French grey, slate, taupe, russet, etc., with plenty of black. Regularly \$2.50, for, per yard, 2.44.
(Second Floor.)

Dress Fabrics for House or Party Dresses

BORDERED DELAINES IN NEW FRENCH DESIGNS AND COLORINGS, PER YARD, 46c.
Printed French Crepe de Chine, pure wool qualities and fast colors, per yard, 46c.
Silk and Satin Striped Voiles, in new designs in street, west colors and partial shades, per yard, 46c.
All Wool French Crepe de Chine in a good color range. Per yard, 46c.

BLACK DRESS FABRICS.

In all wool and silk-wool mixtures, in plain and fancy weaves. Enough length boxed in dainty presentation box ready for Christmas.
(Dress Goods Dept., Second Floor.)

Buy the New Novels!

THEY WILL MAKE MOST APPRECIATED GIFTS.

- "The Honorable Mr. Tawlish," by Jeffrey Parrott, 1.25
- "Behind the Beyond," by Winston Churchill, 1.25
- "Laddie," by G. Stratton-Porter, 1.10
- "The Boy in the Bush," by Stephen Crane, 1.25
- "Chief of the Rangers," by H. A. Cody, 1.25
- "Peg of My Heart," by Manners, 1.29
- "The Boy in the Bush," by Stephen Crane, 1.25
- "Years of Discretion," by Hutton, 1.29
- "Within the Law," by Bayard Rustin, 1.10
- "Crabbing Over Martha," by Lippman, 1.10

GIFT BOOKS IN THE BAZAAR.

"Days with the Poets" Series, beautifully illustrated in color. "Burns," "Scott," "Shelley," "Longfellow," "Browning." Each, 20c.
"Domestic Book," Astor-Lane Christmas, 1.10.
Box contains six high-class sheets, deftly illuminated, with sketches. Each, 20c.
(Second Floor.)

The Robert Simpson Company, Limited