

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, 50c; larger size picture machines, \$1.00 to \$15.00.

THE SIMPSON \$1.00 KID BODY DOLL—
"OUR PRINCESS."
"My Darling," with beautiful head of curls; eyes to open and sleep, action wig, blonde hair; 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 value 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, 19

BABy DOLLS.
Baby Dolls, jointed legs and arms, muslin dress, ribbon trimmed, moveable head; stands 9 1/2 inches high; real pretty face. On Sixth Floor 39
Baby Dolls, with the use of jointed arms and legs, head to move; eyes open and close; "Buster" hair; stands 8 1/2 inches high; real expression. Price 35

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 . . . 98
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 Doll, standing 14 inches high, and showing his two front 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 75
The Popular Racketty Packetty Kiddle 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 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 Tunnels, Box Ball, King Ring, Fortune's Wheel, Skopit, Telegraph, Toy Town Railroad, and thousands of games, including battle games, at each 50
Great assortment of games, Peter Coddies, Young People's Bible Games, Crown Cards, Sharpshooters, Toy Soldiers, Battle Games, Tiddley Winks, Toy Town Target, Corner Grocery, and numerous other games, at each 25
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 . . . 25
15c Rubber Balls, special for 10
25c Kid Dolls, special for 14
1,000 Baby Dolls, with open eyes and sleeping eyes, Regularly 35c, for 25

The Christmas Show

Sleighs, Toboggans, Doll Carriages, Autos

FULL LINE ON FIFTH FLOOR.
Boys' Sleds, 25c, 35c, 50c, 65c, 75c, \$1.00, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50, \$8.00, \$8.50, \$9.00, \$9.50, \$10.00, \$10.50, \$11.00, \$11.50, \$12.00, \$12.50, \$13.00, \$13.50, \$14.00, \$14.50, \$15.00, \$15.50, \$16.00, \$16.50, \$17.00, \$17.50, \$18.00, \$18.50, \$19.00, \$19.50, \$20.00, \$20.50, \$21.00, \$21.50, \$22.00, \$22.50, \$23.00, \$23.50, \$24.00, \$24.50, \$25.00, \$25.50, \$26.00, \$26.50, \$27.00, \$27.50, \$28.00, \$28.50, \$29.00, \$29.50, \$30.00, \$30.50, \$31.00, \$31.50, \$32.00, \$32.50, \$33.00, \$33.50, \$34.00, \$34.50, \$35.00, \$35.50, \$36.00, \$36.50, \$37.00, \$37.50, \$38.00, \$38.50, \$39.00, \$39.50, \$40.00, \$40.50, \$41.00, \$41.50, \$42.00, \$42.50, \$43.00, \$43.50, \$44.00, \$44.50, \$45.00, \$45.50, \$46.00, \$46.50, \$47.00, \$47.50, \$48.00, \$48.50, \$49.00, \$49.50, \$50.00, \$50.50, \$51.00, \$51.50, \$52.00, \$52.50, \$53.00, \$53.50, \$54.00, \$54.50, \$55.00, 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