

Telephone Main 7841

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

Market Adelaide 6100

SIMPSON'S CHRISTMAS SHOW



Fifth

Floor

A Veritable Fairyland

Thousands of toys which will make you thrill with visions of Christmas, everything your heart could desire. Just like Santa Claus' storehouse at the completion of his year's work and---

Santa Claus is Here, Too!

---a real live Santa Claus. He wants to meet every boy and girl in Toronto and he is waiting to hear what you wish for Christmas. He is big and jolly ---just the kind of a Santa Claus you dream about.

Here are a few of the many toys in the wonderful Christmas show.

Artillery Cars

Heavy steel tires:
Size 12 inches wide, 24 inches long 3.60
Size 14 inches wide, 28 inches long 4.40
Size 16 inches wide, 32 inches long 5.20
Painted service gray and stencilled, metal boxes with wooden bottoms, heavy steel gears and handle.

Rocking Horses \$5.00

Dappled gray horse of solid wood, on strongly made platform.

Every little kiddie wants one this Christmas.

Priced at, each 5.00



Mutt and Jeff Cartoons

By Bud Fisher
A hundred laughs bound up in a book volume, stiff picture board. A copy25
Simpson's—Fifth Floor.

Punch Will Entertain You Today

Performances
10, 11, 12, 2, 3, and 4 o'clock



Have you seen him yet? He has delighted thousands of boys and girls as he will delight you. He sings, he dances, he talks and laughs, in his own peculiar way, and he carries a big club, which he uses against the heads of all who come in his way. You will never see anything half as funny. Even Punch enjoys it.

He just lies down and laughs and laughs, even after he has thrown his own little baby downstairs because it cried.

And then there are

The Marionettes

Strange little creatures, whose antics cause boys and girls and grown people, too, to scream with laughter. All these you will see if you visit the Simpson Christmas Show, Fifth Floor. Performances at 10, 11, 12, 2, 3 and 4 o'clock.

The Robert SIMPSON Company Limited

Children's Attractive Bags at 35c and 75c



Children's Real Leather and Silk Bags, neatly lined in black, blue, green, brown, purple and red. Special value35



Handsome Velvet and Leather Bags in a wonderful variety of colors and styles, fitted with vanity mirror. Special value75
Simpson's—Fifth Floor.

Kideline Body Dolls \$1.39

Jointed limbs, moving eyes, hair about 14 inches long, \$2.00 value. Today, each ... 1.39

The Hummer Train on Track \$1.39

An all-steel train, spring wind engine, tender and passenger car, complete with track. Today ... 1.39

Steel Toy Auto for 25c



Brilliantly painted steel auto that will delight the very little tots. Today25

Ouija Board \$1.15



Provides amusement and surprises for everybody, \$1.50 value. Today 1.15
Simpson's—Fifth Floor.

Doll Carriages



Bleached steel body with semi-canopy, steel axles and four wire wheels.

Size 16 inches long, 8 inches wide. Price 1.75

Size 19 inches long, 9 1/2 inches wide. Price 2.20
Simpson's—Fifth Floor.

Set of Perfume Bottles \$1.79

A handsome set of 3 bottles, in grained ivory case. Cut glass stoppers on bottles. An ideal gift. Specially priced in the Christmas Show, today, set 1.79

Prince Velocipedes



Three sizes, with rubber tires:
16-inch front wheel. Today 8.75
20-inch front wheel. Today 9.45
24-inch front wheel. Today 10.15
Dark red enamelled steel frame, with wheels and pedals to match, adjustable fibre saddle and handlebars.