

The Christmas Show Opens To-day at Simpson's

With Its Thousands of Wonders to Delight Little Folks and Their Elders

It's going to be a great show. You've never before seen one like it—and every Toronto boy and girl who sees it will be a happier boy and girl. Ages and ages ago, when you were a little child, don't you think you would have thought it the greatest joy in the world to visit the home of Mother Goose? Well, that delight is here for your children. On our Fifth Floor there is a complete Mother Goose village. Old Mother Goose will be there herself to entertain the youngsters. She'll recite the rhymes that every child knows and loves.



But—She will not only recite "Jack and Jill," "Old King Cole's" and "Tom, Tom, the Piper's Son," etc., but many of these verses will be acted on the village green of the Mother Goose village.

So You See

that this will be a real live show—with moving actors making realistic the wonderful verses that every child has seen only in pictures and in imagination. It's a treat no child should miss.



And besides the continuous entertainment there will be loads and loads of wonderful things—dolls and wagons and fire engines and aeroplanes and games and trains and autos and dishes and animals, and just about everything else that any child will want to see.

Bring your children to-day, the opening day, if it is at all possible. You know that the holiday crowds make Simpson's a pretty busy place. The children will enjoy the show better if not crowded, so we say again, "Come as soon as possible."

Some Other Things You Will See Here To-day

Special Features of the Big Toy Show

Dolls—The pick of Canadian, American and Japanese Markets, Celluloid Dolls, Rag Dolls, Baby Dolls, Character Dolls, Dolls with Moving Eyes and Real Hair, Dolls with Handsome Dresses, Dolls at prices ranging from 10c to \$70.00.
Teddy Bears—Big ones in a large variety of styles in different colors.
Erector—See the big bridge that is made with this Steel Construction Toy.
Microscopes—Interesting and instructive for boys from six to fifteen years of age.
Stabilit Block—Something new. They are for the smaller little fellow from four to seven years.
Games—of endless variety for old as well as young.
Lead Soldiers—So popular with the children these days. Hundreds of kinds at prices from 10c to \$1.75.
Electric Trains—On tracks, each \$7.50 to \$15.00. Are interesting for private house or small entertainments. Priced upwards from \$2.50.
Stuffed Animals—Horses, Donkeys, Elephants, Rabbits, Etc.

Sandy Andy—This popular toy is a great favorite with the little fellows. Thursday's price \$4.90
The Queen Elizabeth Battleship—A substantially built wooden toy, with a spring gun. Thursday \$1.95
Dolls—A choice of half a dozen styles; dressed and undressed dolls that are worth 75c and 85c. On Thursday the price will be 49c
A Good Big Drum, nicely lithographed; complete with drum sticks. Thursday \$1.39
Celluloid Dolls, small size. Thursday \$1.00
Red Cross Nurse Dolls. Thursday \$1.50
Barking Dogs. Thursday \$1.00
Cats That Meow. Thursday \$1.50
Metal Train, large size, nicely lithographed, in suitable colors. Has an engine, tender and two cars. Thursday at \$3.95
This Little London Omnibus has a spring wind; is made of nicely colored steel. On Thursday, the opening day, you can buy it for \$2.50
A Set of A B C Blocks is forever popular with the children. This set contains 12 blocks, with embossed letters and pictures of animals. Thursday \$2.50

Toy Grocery Stores and Kitchen Cabinets—With real groceries and kitchen utensils. This is the little girl's favorite toy. On the Opening Day, Thursday \$3.00
Stuffed Rag Dolls, good size, with squeak in tummy; will stand lots of knocks. Thursday \$2.50
Kiddo Cars, medium size, natural finish, steering handles and easy running wheels. The most popular toy that you can buy a boy. 1.00 only. Regular \$2.00. Opening special \$1.38
Artillery Cars, metal bodies, painted grey and lettered, heavy steel gears and tires, bent handles for steering or pulling. Three sizes. Special at \$2.58, \$2.30, \$2.00
Folding Swings, miniature lawn swings, for verandah or house use, strongly constructed of selected elm. Folds into small space. Regular \$3.00. Opening special \$2.25
Teddy Bear Picture Book—Specially big value with the rhymes about the Teddy Bear and his trials. Special \$1.25
Mother Goose—And all her rhymes with special illustrations, cloth bound, published at \$1.00. Price \$1.50
Patriotic Xmas Cards—10 beautiful Xmas Cards with flag designs, and specially appropriate sentiments. Special \$1.25
Annals—Including Boys' Own, Girls' Own, Chums, Chummy Book, Little Folks, all the popular series.

Christmas Cards and Calendars

In splendid variety with special designs suitable for overseas. Ask to see our flag designs, also our personal greeting cards with your own name and address printed on each card.

Leather Goods to be Seen at Christmas Show

Gentleman's Collar Bag, fitted inside with collar button box. These bags are made in calf and suede leathers. Phenomenal value at \$8.00
There are also Hand Bags, Strap Purses, Vanity Cases, Dornie Boxes, Sewing Cases, Fitted Traveling Cases, Manicure Cases, Jewel Cases, Music Cases, Writing Folios, Wallets, Letter Cases, Photo Frames and Fans.

Cushions for Gifts on 5th Floor

Roman Stripe Cushions, in assorted combinations; colors of blues, reds, green and browns, filled with Russian down. Complete set \$4.00

Princess Mary Gift Book and King Albert Gift Book

Two beautiful gift volumes, each comes boxed, handsomely illustrated in colors, and all the articles written for these volumes were specially contributed. Regular \$1.00 and \$1.25 each. Special Thursday, the two for \$1.50

Latest Fiction for Christmas Giving

"Mary Gustaf," by Joseph Lincoln \$1.25
"Mr. Brilling Sees It Thro'," by H. G. Wells \$1.25
"Men, Women and Guns," by Snapper \$1.10
"The Lion's Share," by Arnold Bennett \$1.10
"Mike," by E. F. Benson \$1.10
"Somewhere in Red Gap," by Harry Leon Williams \$1.25
"The Matchmaker," by Buckrose \$1.10
"Penrod and Sam," by Booth Tarkington \$1.25

The SIMPSON Company Limited

Chintz and Your Needle

In combination can produce some mighty attractive things for Christmas giving. We show an exceptionally wide variety of beautiful, artistic Chintzes for the making of useful gifts, such as Cushions, Laundry Bags, etc.

A Special in Printed Linens

2,000 yards of French Linens, designed by some of the best artists in France. They are 20 inches wide, in exquisite colorings and unusual combinations. Regularly \$1.50 to \$1.85. Thursday \$1.00 to \$1.25

Scrim and Marquisette Curtains

Dainty Curtains, well made and extremely pleasing. Trimmed with lace edges or with lace and insertions of different widths in ivory or ecru, 2 1/2 to 3 yards long, at \$1.39, \$2.98, \$4.25, \$5.50, \$6.50 and \$7.50.

Utility Boxes

A huge display, including chintz covered boxes at \$3.50; matting covered, 30, 40 and 48 inch sizes, at \$4.95, \$6.95 and \$8.45. Cedar mothproof boxes at \$13.25 and upwards.

Upholstered Chairs

You can select your own covering and have the chairs made to suit you. First-class workmanship guaranteed. These chairs are made in our own factory.

Bedroom Boxes, Curtains and Screens

All afford gift suggestions if you are practically inclined. See the big range now offered and select while you get the advantage of variety.

Your Rugs Should Be Bought Carefully

Don't neglect to see our beautiful display when you plan for the new floor coverings in your home.

LOVELY NEW SEAMLESS WILTON RUGS

Manufactured specially for the Robert Simpson Company with designs and colorings among the finest we have ever shown. Striking copies of Orientals in their beautiful soft colorings, plain centers, in blue, green, brown and grey shades with narrow Chinese borders; also well covered, serviceable conventional designs.

Size 8 1/2 x 10 1/2 \$25.00 and \$50.00
Size 9 1/2 x 12 1/2 \$35.00 and \$75.00
An extra quality in two-tone Oriental and floral effects, also plain centre with foliage borders.
Size 6 1/2 x 9 1/2 \$25.50
Size 7 1/2 x 9 1/2 \$31.50
Size 8 1/2 x 10 1/2 \$37.75
Size 9 1/2 x 12 1/2 \$48.75
Size 10 1/2 x 14 1/2 \$51.50

NEW SEAMLESS VELVET RUGS

Medallion or well-covered grounds in brown, green, blue, fawn and rose.
Size 6 1/2 x 9 1/2 \$25.50
Size 7 1/2 x 9 1/2 \$31.50
Size 8 1/2 x 10 1/2 \$37.75
Size 9 1/2 x 12 1/2 \$48.75

NEW LINOLEUM SQUARE YARD, 65c

A splendid range of patterns for kitchens, dining-room, hall, bedrooms or bathroom. All perfect goods; two and four yards wide. Square yard \$1.00

HARDWOOD FLOORING

We will send and give estimates without charge, and guarantee the best materials and workmanship if your order is placed. Get our prices.

New Porcelli Pictures \$1.98

Beautiful Hand-colored Pictures—"The Age of Innocence," "Christ and the Doctors," "Hoffman at the Piano," and others, handsomely framed, in 2-in. antique gilt, with hand laid corners. Medium sizes. Thursday \$1.98

Elsewhere in the Store

The Men's Bathrobes and House Coats Are Now Here for Your Own Use and for Gifts

We've got our stock of English Bath Robes and House Coats now ready for you to make your selection from. Come and see the following attractive garments:

A Bathrobe of a good quality English blanket cloth, in red and grey in figured pattern; cut long and roomy and has girdle at waist. Sizes 36 to 44. Price \$5.00

A Two-purpose Robe—serves the purpose of bath robe and dressing gown; made from a splendid English blanket cloth, in blue and red, in figured pattern. It is long and roomy and has a two-way collar; girdle at waist. Sizes 36 to 44. Price \$6.00

Men's Dressing Gowns at \$13.50. Made from a camel's hair cloth, in red and black, in figured design. Cut long and roomy, with corded edges, sleeves and pockets. A handsome garment. Sizes 36 to 44. Price \$13.50

An exceptionally fine House Coat, made from a plain grey English cheviot cloth, with fancy plaid cuffs and collar. The edges are finished with mohair braid. A beautifully finished coat. Sizes 36 to 44. Price \$10.00

Tuxedo style House Coat, made in one of the popular styles, with long, silk faced lapels, silk cuffs and pocket trimmings. The material is an English tweed, in red and black and grey and black. In the size 36 to 44. Price \$10.50

Imported Linens and Staples at Moderate Prices

Pure Linen Damask Cloths, size 68 x 36, pretty assorted designs, will give splendid wear. Thursday \$1.98
New Violette Flannels in stripes, cream and khaki; 41 inches wide; for day or night wear. Per yard \$1.08
Horrockses Flannelette, pink or blue stripes, suitable for nightgowns and pyjamas; 36 inches wide. Per yard 25c
Huesette Longcloth, nice fine quality; 36 inches wide. Per yard \$1.18
Hemstitched Damask Tray Cloths, all linen, good designs; size 18 x 27. Each \$1.49
Lace Trimmed Scarfs, size 18 x 30. Each \$1.75
White Union Wool Blankets, size 64 x 82; soft, warm and durable. Per pair \$3.95
Plain Bleached Sheets, good heavy quality; size 2 x 2 1/2 yards, neatly hemmed. Per pair \$1.65
Heavy Wool Eiderdowns, in cream, grey, pink, rose and blue; 64 inches wide. Per yard \$1.00

Men's Flannelette Pyjamas at \$1.98

They come in pink and white, blue and white and brown and white stripes. Coats are with military collar, silk frogs and pearl buttons. Sizes 34 to 44. They are regular \$2.50 quality. On sale Thursday 1.98

Men's Nightgowns

Men's White Flannelette Nightgowns; large, roomy bodies. Sizes 14 to 20. A very 1.00 satisfactory garment for

Men's Work Shirts

Men's Heavy Flannel Work Shirts, in grey, blue and khaki; collar attached style; large, roomy bodies and double sewn seams. Sizes 14 to 18. 1.25 Price \$1.00

Boys' Pyjamas, 79c

Flannelette Pyjamas, in pink, blue, tan and grey stripes; military collar and silk frogs. Sizes 22 to 28. Regular price \$1.00. Thursday \$0.79

The Market 'Phone Adelaide 6100

MEATS.
Brisket Boiling Beef, per lb. \$1.14
Shoulder Pot Roast Beef, per lb. \$1.15
Blade Roast Prime Beef, per lb. \$1.17
Forequarter Spring Lamb, lb. \$1.18
Pickled Shoulder of Pork, 5 to 7 lbs. each, per lb. \$1.18
Basic Bacon Rib, in milk curing, by the piece, 3 lbs. and up, per lb. \$1.22
Easiest Shortening, 3-lb. pails, gross weight, per pail \$1.50
GROCERIES.
4,000 lbs. Fresh Creamery Butter, per lb. \$1.45
One of Standard Granulated Sugar, in 20-lb. cotton bags, per bag \$1.64
Finest Manitoba Flour, Quaker Brand, 24-lb. bag \$1.39
Edwards' or Beehive Table Syrup, 6-lb. pail \$1.35
Cocoanut, per lb. \$1.23
Salt, in bags, 3 bags \$1.14
Fresh Flaked Wheat, 7 lbs. \$1.39
Fancy Patna Rice, 3 lbs. \$1.25
Oro Cubes, 3 lbs. \$1.25
Lily Brand Marmalade, tumbler \$1.10
Choice Red Salmon, per tin \$1.23
Finest Lima Beans, 2 lbs. \$1.22
Peanut Butter, in bulk, per lb. \$1.18
Ingersoll Cream Cheese, large pack \$1.25
Imported English Malt Vinegar, quart bottle \$1.30
Pure Raspberry and Strawberry Jam, St. Williams Brand, 4-lb. pail \$1.75
Peas, in packages, 3 packages \$1.28
Tetter's Fruit Slices, per lb. \$1.24
Pure Cocoa, in bulk, per lb. \$1.23
Fresh Butter, per gallon \$1.15
Shredded Wheat or Grape-nuts, two packages \$1.25
Finest Rice, Farmhouse Brand, per package \$1.31
Canned Raspberries, per tin \$1.18
Bleached Sultana Raisins, per lb. \$1.20

Here is a Blue Serge Suit that is Good Enough for Any Boy

The prices are \$9.50 for sizes 25 to 30, and \$10.50 for sizes 31 to 35. It's the kind of suit that a boy looks his best in. The material is an all-wool navy cheviot serge, the style is a three-button yoke Norfolk, and the workmanship is superior in every respect. A handsome dressy suit for boys 7 to 17 years of age.

Other High-Grade Suits for Boys from \$11.00 to \$15.00

Boys' Winter Overcoats

Tailored from a dark navy blue chinchilla coating and warmly lined throughout. We are featuring a boys' double-breasted winter overcoat, with convertible collar, well formed shoulders, 2-piece belt and vent in back. A dandy winter overcoat value. For boys 8 to 17 years. Sizes 26 to 28, price \$8.50; sizes 30 to 33, price \$9.50; sizes 34 and 35, price \$10.50.

FOR SMALLER BOYS
Smart greatcoat models for the younger boys are shown in grey and brown fancy check tweeds and plain brown Whittney coatings. Double-breasted with wide lay-down collars, three-piece belt and loose-fitting back; durable wool linings. Dressy and serviceable coats for boys 3 to 10 years of age. Price \$8.75
Another smart little coat is tailored from a winter weight medium grey chinchilla coating, with warm, fancy check linings. Double-breasted, with convertible collar, belt in back and full-fitting skirt. Sizes 21 to 23, ages 3 to 8 years. Price \$5.00

You Can Save Money on Furniture

Living-room Recker and Chair to match, in solid oak, fumed finish, automobile seat, padded cushion on back, upholstered in genuine leather. A \$12.00 value. Thursday \$8.75
20 only, Soiled Mattresses, 36 and 48 inch, sizes 4 ft. and 4 ft. 6 in. only. They were \$7.75. Thursday, each \$4.65

Chiffonier, of birch, in Empire and mahogany finish, Colonial design, four large and two small drawers, top fitted with large bevelled plate mirror. A \$27.50 value. Thursday \$19.75
Dining-room Table, top of solid quarter-cut oak, 45-inch

very heavy, massive pedestal, when extended. Fumed finish only. Value \$19.75. On sale Thursday, priced \$15.00 at \$12.00

A Rare Opportunity to Buy Jewelry for Christmas Gifts at Reduced Prices

3k, 10k, and 14k Gold Brooches, round, oval and bar pin styles, set with pearls, amethysts, sapphires, peridot and topaz; also a few fine cameo in plain and engraved settings. Special prices, \$2.00 to \$10.00.
Scarf Pins, of 10k and 14k gold, set with cameo, opals and scarabs, some enamelled with lodge emblems. Special prices, 75c to \$3.75.
French Antique Brooches, Scarf Pins and Rings, in fine grey oxidized finish, set with amethyst, topaz, lapis lazuli, etc. Special at \$1.00 to \$5.00.
Gold-filled Lockets, round, oval and heart shaped, plain and stone set, complete with 16-inch chain. Reduced to 49c.
Men's Gold-filled Chains, single and double styles, in many different designs. Reduced to 49c, \$1.00 and \$2.00.

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