

Telephone Main 7841

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

Market Adelaide 6100

USE A TRANSFER CARD AND SAVE TIME

# The Robert SIMPSON Company Limited

UTILIZE OUR CHRISTMAS SERVICE BUREAU

STORE OPEN TONIGHT Until 10 o'clock

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## Make His Visit Sure

It is the Children who make Christmas time. They renew the youth of the Santa Claus legend. When the clock strikes Twelve of the most magic night of all the year, a thousand thousand little hearts will beat fast at thoughts of morning treasures he will bring.

To provide contents for innumerable stockings, and toys, games and gifts for innumerable homes, Simpson's presents a huge assorted display. Visit the Store today.

### A Little Boys' Corner

Stir his mechanical genius. He longs to build an aeroplane, a bridge, a battle tank. Erector Wireless, \$1.00 to \$7.50; Erector Telephone, \$7.50; Structormode, 75c to \$5.00; Mechano, \$1.50 to \$15.00.

THE LITTLEST BOY WANTS MOCASSINS, and sturdy oil pucks are indispensable when sleigh riding is the fun. Sizes 5 to 10, \$2.25; sizes 11 to 2, \$2.50.

"LITTLE CAVALIER" HOUSE SLIPPERS. Come in cherry shades of red and blue. Snug high collar gayly decorated with amusing "Mother Goose" pictures. Simpson's—Second Floor.

GLOVES FOR LITTLE HANDS. Brown suede gloves with warm wool linings are exactly like the ones daddy wears. Sizes 1 to 7. Price \$1.50 Simpson's—Main Floor.

BOYS CUFF LINKS in pearl enamel and gold plate, complete in gift box. Today, pair \$2.99 Simpson's—Fifth Floor.

A signet ring is a gift one might give a grown-up, therefore, how acceptable to the little fellow. 10-k. or 14-k. plain or fancy signet rings. Price \$2.00 to \$5.00.

A WOOL TOQUE FOR SKATING he'll like if it's one of the short style, honeycomb knit toques so favored at school. A variety of plain colors and color combinations. \$1.75 Simpson's—Main Floor.

POCKET KNIVES. Dozens of styles and sizes. High-grade make. Regularly \$1.50 to \$2.00. 7:30 p.m. today, each \$1.00

### A Little Girls' Corner

FLUFFY WHITE FURS always give the tiny maiden a lovely grown-up feeling. Icel and Fox (electrified Thibel) stole and cuff sets are priced at \$8.00 Simpson's—Second Floor.

PICTURE NOTEPAPER will make the first attempt at letter writing a joy. Envelopes and picture notepaper enclosed in a cunning Christmas massy box. Price \$1.50 Simpson's—Main Floor.

GUNMETALCHAIN PURSES have a novel note which appeals to the little miss. A long chain enables her to wear them around the neck. Price \$2.00 to \$2.50. Simpson's—Main Floor.

A SEWING BASKET FOR GIRLS. Think what interest it will add to the first sewing lesson. Lined with bright blue silk and fitted with all the sewing needfuls. \$2.75 Christmas Show—Fifth Floor.

WHAT ABOUT A PARTY FROCK? Can't you just picture how adorable she would be in a crisp little white voile dress with blue or pink sash? Fine lace and tucks. Sizes 3 to 14 years. \$5.50 Simpson's—Third Floor.

ROMPERS—READY FOR HAND EMBROIDERY. What a delightful gift these dear little Dutch rompers would be, when worked by loving fingers. Green, rose or blue. Sizes 3 to 4 years. Priced \$1.85 Art Needlework Dept.—Fourth Floor.

10-k. gold Birthstone Rings for girls 8 to 14 years. Regularly \$1.35. Today \$1.00

PERFUMED CALIFORNIA-ROSE BEADS in variety of dainty colors. Today \$1.35

### Every Baby's Corner

A WEE HOT WATER BAG is just right size for baby's crib. White rubber with pretty hand-painted designs. Price \$1.85

A WARM SILK CARRIAGE COVER would make a splendid "first Christmas" gift. Delicate floral patterns on background of white. Reverse side may be of white, blue or pink. Warmly padded and quilted. Price \$3.75

A DRESS FOR THE TINY TOT. These "first shortening" dresses are of fine white mull with the daintiest of lace and embroidery trimming. Sizes 6 months to 2 years. Price \$2.75

BOOTEES OF QUILTED SILK, so adorable for baby's "dress up" occasions. Made of delicate color dresden silk with bands of soft rabbit fur. Price \$2.25; wool, \$1.00. Simpson's—Third Floor.

CREEPERS AND ROMPERS, 49c. White plique and gingham creepers in pink, blue, navy or brown and white; print creepers and chambray rompers, in pink or blue. Creepers, sizes 6 months to 2 years. Rompers, 2 to 5 years. 8:30 a.m. special today \$1.49 Simpson's—Third Floor.

SWANDOWN POWDER PUFFS. Soft, fluffy things, just made for tiny babies. Excellent gift for a modest expenditure. Priced 35c, 50c, 75c and \$2.00.

BABY SETS, HAND DECORATED, exquisite for Christmas giving, and so practical, too, for they come in just everything for the "youngest members" toilet. Price \$1.00 to \$7.00.

CELLULOID BATH-TIME FLOATS. What baby would just love to get into the tub if it had two celluloid ducks and a fish for amusement, and a net to catch them. Price \$1.25 Christmas Show—Fifth Floor.

### The Christmas Show

Phone Main 7841

#### Fifth Floor

Baby Dolls, 49c

Bisque head, composition body, jointed limbs, 3 1/2 inches high. 69c value. 79c to sell this morning 49c

"Sandy Andy" and "Dumping Sandy," 79c

These popular toys amuse boys and girls by the hour. They operate like big sand cranes. Complete outfit this morning \$1.79

Hankies With Pictures

Always please boys and girls. The girl guide and boy scout scenes on the "Little Briton" handkerchiefs are sure to be interesting; 6 in Christmas box .88 Simpson's—Main Floor.

\$1.50 Short Dresses, 98c

Soft, white Voile Dresses of excellent quality for baby yokes, trimmed with fine embroidery and silk ribbon rosettes. Fine lace on neck and sleeves. Sizes 6 months to 2 years.

Strap Purses, \$1.95

Top or back straps, morocco finish in black, blue, brown and gray. Neatly lined, with space for car tickets. Special value today. \$1.95

\$2.00 Duckdoo Rockers, \$1.65

For little tots, affords great fun with perfect safety.

Baby's Rail Sleighs \$1.39

Hardwood seats and rails, nicely varnished, round steel runners.

Toy Carts at Reduced Prices

Metal boxes painted red, steel axles, wire wheels and long wooden handles. Three sizes 79c, 85c and 98c.

Army Service Wagons

Three Sizes With Rubber Tires. Painted khaki, and have name stencilled on side. Well constructed throughout. Specials at \$3.65, \$3.80, \$3.95.

For Luncheons Nicely Cooked Nicely Served Visit The Palm Room 6th Floor

Christmas Cake Special After 10:30 a.m. Plain 50c Almond Iced 65c No Delivery, No Phone or Mail Orders

Christmas Service Bureau Would you like your purchases neatly wrapped and tied with fancy ribbon, with greeting card and seals attached? The Service Bureau on Main Floor, Richmond Street entrance, will gladly do this for you.

STORE OPEN TONIGHT Until 10 o'clock The Robert SIMPSON Company Limited

Use a Transfer Card Have your first sale put on a transfer card. This means you give your name and address only once and pay for all your purchases at the one time.

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