

Telephone Main 7841 1898... TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR... 1919 Market Adelaide 6100

# Wise Fathers and Mothers Visit SIMPSON'S Boys' Store Today

Store Opens 8:30 a.m.  
Closes 5:30 p.m.

To Choose at Leisure

## The Best Gift For the Boy

Store Remains Open All Day  
Saturday 8:30 to 5.30

### As a Gift or Not You'd Like a Shirt

Somebody may be buying a shirt for you—or maybe not. It matters little, for here is a shirt opportunity that you should not miss. Variety, texture and style of high standard.

**At \$2.50**  
**Arrow Brand Shirts**, in plain or fancy hairline and cluster stripes of black, blue, helio. Double French cuff styles. Sizes 14 to 18.

**At \$3.00**  
Fine quality percale and soisette materials. Two-tone stripes. Double soft cuffs. Sizes 14 to 18.

**At \$3.50**  
Finest quality American materials, in fine corded cloths—single and cluster stripes of black and blue, green and gold, pink and corn. Double French cuffs.

**At \$4.50**  
English and American woven and printed materials, in neat but conservative stripes of black, blue and helio.

**At \$7.50**  
Forsyth Brand English Wool Taffeta. Separate collar to match. Fine hairline stripes, coat style. Double soft cuffs. Sizes 14 to 16½.

**At \$9.00**  
Forsyth Brand, pure Jap Silk Shirts, in three and four-tone colorings—neat and conservative stripes. Sizes 14 to 17.  
Simpson's—Main Floor.

### Books That a Man Will Enjoy at Night

The thoughtful man, in the solitude of his den, will delight in these:

- The Gay Dombey, by Sir Harry Johnson 1.75
- Treasury of War Poetry, by Prof. G. H. Clarke 1.50
- Secret of the Tower, by Anthony Hope 1.50
- Sir Harry, by Archibald Marshall 4.00
- Mr. Punch's History of the War 4.00
- "1914," by Sir John French 6.00

A brand new winter suit, dressy, well-cut and yet with lots of stuff in it. Sturdy and dependable. And with an extra pair of bloomers.

These suits are up to the standard of quality and style and are fashioned from gray and olive novelty mixed check in wool and cotton tweed—designed in belter model with vertical pockets. Bloomers are full-lined, have belt loops and governor fasteners. Sizes 7 to 12 years ..... 21.50

### Perhaps He'd Like a Corduroy Suit

Sturdy and suitable Corduroy Suits for active boys. They are developed in blue, green and brown shades, in novelty Norfolk models. Buttoned up close to neck—knicker pants. Sizes 3 to 8 years, at ..... 7.50

### Or a Bathrobe Just Like Dad's

Eiderdown Bathrobes that are warm and comfortable. They come in many delightful patterns, in grays, greens, browns, fawns and red shades, with Oriental design pattern.

Sizes 8 to 12 years, at \$5.00 and \$7.00.  
Sizes 13 to 18 years, at \$7.00 and \$9.00.



### Your Warmest Friend on a Cold Morning

Leaving the breakfast table and plunging into the cold early morning air, the frost bites hard. B-r-r-r! That is the time you want a generous, big English ulster on your back. You will find the one you need at Simpson's Men's Store.

**English Ulster Models, \$85.00 and \$90.00**

The celebrated Grombie Overcoats. The finest all-wool clothes made, in rich shades of brown and gray, with fancy plaid back.

Made up in the Double-Breasted Ulster Model with convertible collar. Regular pockets, perfect draping back, satin yoke and sleeves, piped seams. Sizes 36 to 44. **\$85.00 and \$90.00.**

**Young Men's Overcoats, \$25.00**

Up-to-the-minute models, which make a distinct appeal to young men who desire the very newest thing in clothes.

Well-tailored heavy weight tweed coatings in browns and grays. Ulster, Waist-Seam and Trencher Models. Sizes 34 to 40. Today ..... 25.00

### Boyish Adventures in the Great War

Boys! How would you like to have gone through the Great War? To have fought in the air, in the trenches, or on the sea? Read these stirring adventures of other boys in uniform:

- When Beatty Kept the Seas, by Capt. Frank Shaw.
  - With Haig On the Somme, by D. H. Parry.
  - Winning His Wings, by P. J. Westerman.
  - With Allenby to Palestine, by Col. Brereton.
  - With the Allies to the Rhine, by Col. Brereton.
  - From Nile to Tigris, by Col. Brereton.
- Prices, \$1.50 to \$2.00.

### A Clock Opportunity

An 8-day American-made clock in black enameled case, with imitation marble pillars, bronze side handles and feet. This is an opportunity for shoppers to put a clock in somebody's stocking.

50 of these, in four different designs, reduced in price for today. Every clock fully guaranteed, striking the hour and half-hour on a cathedral gong. Plain enameled dial, with black Arabic numerals. Clock length, 15½ inches; height, 11 inches. Reduced for today, only ..... 9.75  
Simpson's—Main Floor.

### A Christmas Victrola



**\$85, \$120, \$185, \$225, \$330, \$400**  
In no more fitting way can you express the Christmas sentiment than by the gift of a Victrola.

One of these superior musical entertainers in the home is a source of never-failing pleasure. The world's greatest musical artists are yours to command at any time.

The supremacy of the Victrola is so generally recognized as to make any comment on our part unnecessary.

Our stock is complete, and we would suggest that you make your selection now.

You may purchase a Victrola through the Home-Lovers' Club. No extra charge for this convenience.

Photograph Dept.—Sixth Floor.

### Bring the Family to the Christmas Show FIFTH FLOOR

Kiddies! Have you seen Santa's big green Christmas Tree, all sparkling with pretty things from his workshop? Think of being able to whisper to the dear old fellow just what you'd like off it for Christmas.

**20-inch Full Jointed Dolls, \$3.98**  
No Phone or Mail Orders  
60 only of these handsome big dolls, 20 inches long. An almost indestructible doll—the joints, arms and legs are made of wood—composition body—blaque head, with hair and glass eyes. \$6.50 value. Today at 8.30 a.m., for ..... 3.98

**Toy Kitchen Cabinets, \$1.39**  
Phone Orders Taken for These—Main 7481  
Made of oak finished hardwood, with cupboard and shelves, well stocked with miniature packages of groceries. Size 12½ x 11 inches. Today ..... 1.39

**Rock-a-Bye Baby Swings, Special, \$1.95**  
Safety device for baby, as well as providing exercise and amusement. Made of heavy duck on steel frame, complete with ring and screw for putting up.



**"The American Flyer" Train on Track, \$1.69**  
This is the toy every little boy wants. It has a cast engine with strong spring, a tender and passenger car. Complete with track. Today ..... 1.69  
Larger sizes at \$2.95, \$3.50 and \$4.75.

**Doll Carriages, \$3.89**  
50 Only at This Sale Price  
Black and Brown Finishes  
English style, wooden bodies, with folding leatherette hoods. These carriages have steel springs and axles, 7-inch wheels with rubber tires. Body is 18 inches long, 8 inches wide and handles are 25 inches high.

**Picture Puzzles**  
Heavy cardboard colored pictures cut out so as to make a puzzle to form the pictures. Interesting for children. Today, set, ..... .49

**Flyer Bob Sleighs**  
Hardwood runners, with heavy spring steel shoes—red enamel seat boards with special supports.  
67 inches long ..... 4.85  
93 inches long ..... 6.75

**Kindergarten Chairs, 49c**  
200 Only—Extra Special  
Well made of hardwood and finished in red. Three rung backs, and leg braces.

**Kiddie Cars and Trailers**  
Three sizes in Kiddie Cars, \$2.00, \$2.50 and \$3.00.  
Trailers, \$1.25.

**Books for Youngsters**  
Sleepy Hour.  
Once Upon a Time.  
My Dollies and I.  
When I'm Grown.  
Children's Hour.  
Playland.  
When Mother Tells Stories.  
Happy Playtime.  
Picture cover. Illustrated, Regularly 25c. Special ..... .15

**Safety Steering Sleighs**  
All Sizes at Special Prices



### Warm Hands for Good Work

Those who work in the fresh air must have warm mittens and gloves to wear. Here is an opportunity in warm, durable styles:

**Men's \$1.25 Woolen  
Gloves 75c**  
Heavy all-wool yarn. Fancy knitted finish. Shaped, close-fitting wrist. Black only. All sizes. Regularly \$1.25. Today ..... .75

**Men's Horsehide Mittens  
79c**  
Seconds, with slight imperfections. Cream horsehide palm, with a good quality muleskin back. Fleeced-lined and ribbed wool cuff. Small and large sizes. Today ..... .79

**Boys' Tan Suede Gloves  
\$1.25**  
Soft, pliable leather. Uniform weight. Fleeced lining. Exceptional value. Today 1.25  
Simpson's—Main Floor.

The **SIMPSON** Company Limited