

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

SIMPSON'S

Store Opens 8.30 a.m., Closes 5.30 p.m.
OPEN ALL DAY SATURDAY

SIMPSON'S

Distinctive Models in Fall and Winter Weight Overcoats for Men and Young Men

Newest versions of the autumn fashions are featured in these fall and winter type overcoats. They are replete in distinctive style touches---expertly tailored and developed in all the approved fall fabrics---and so attractively priced as to make the much talked of problem of costly living appear as a myth.



At \$28.50
A plain dark grey cheviot, made up in the Chesterfield model, close-fitting collar, fly front, slightly fitted back. Sizes 36 to 44.

At \$22.50
A fall overcoat for young men---finished in a rich dark heather brown tweed mixture. Made up in the Trencher model, with all-around belt, natural shoulders and slash pockets. Sizes 35 to 42.

At \$28.50
Men's and young men's winter overcoats, in a plain dark grey melton, fashioned in the Chesterfield model, with velvet collar, fly front and regular pockets with flaps. Sizes 36 to 44.

At \$22.50
Young men's winter overcoats. A novelty grey and black tweed coating, made up in the double-breasted ulsterette model, with all-around belt, convertible storm collar, slash pockets and triple-stitched edges. Sizes 33 to 37.

Two-Purpose Heavy Weight Tweed Raincoats at \$26.50
A rubber-lined coat, especially suitable for wear either as a raincoat or later as a winter coat, being wind-proof and very warm.
Made up from heavy weight tweed coatings, in rich shades of brown and green, in the Trencher model, with all-around belt, convertible collar and slash pockets. Sizes 36 to 44. \$26.50.

Two-Purpose Tweed Raincoats at \$16.50
An excellent coat for such a moderate price---developed from rich brown and grey tweeds in the Trencher model, with all-around belt, slash pockets and convertible collar---fancy plaid linings---edges and seams both sewn and cemented. Sizes 35 to 44. \$16.50.
Simpson's---Main Floor.

Men's New Fall Type Hats Are Going Today at Reductions of 20 to 50% \$2.45

For Hats Which Sell Regularly at \$3.00, \$3.50, \$4.00 and \$5.00

There is a Hat in the Assortment to Suit Every Face

You prudent and economical men have no further excuse for wearing that last year's out-of-date fedora when fall hats are going at today's sale price.

A fortunate purchase of manufacturer's samples and wholesale floor stock enables us to offer our patrons this opportunity of saving 20 to 50% in the cost of their new fall hat.

All the newest shapes and shades in the lot. English, Italian, American and Canadian makes---flat set and slightly curved brim shapes, twilled and silk bound and raw edge brims.

These hats will go with a rush today, so be here early for yours. No phone or C.O.D. orders accepted. On sale 8.30 today, \$2.45.

Simpson's---Main Floor.



Men! Select Your Fall Shirts From This List

The newest and most exclusive shirting fabrics, in an array of patterns and prices to suit every taste.



At \$5.00
Men's Tailor-made Arrow Brand Shirts, in a large range of neat, conservative striped patterns---pin designs, in various spacings. Shades of blue, tan, gold, green. They are coat style, double soft cuffs.

At \$4.50
Arrow Brand DeLuxe Shirts. Exclusive imported corded and crepe materials. Several neat cluster designs, in two and three-tone effects. Sizes 14 to 17.

At \$9.00
Forsyth Brand Silk Shirts, made from fine Jap Habutai, neat single and cluster stripes, in two and three-tone effects. Exclusive designs. Sizes 14 to 17.

Men's Silk Shirts, \$7.50
All imported materials---neglige, with double soft French cuffs---coat style, perfect fitting, best workmanship---newest patterns and colors. Sizes 14 to 17. Today, \$7.50.

Housekeepers Will Find These Specials in Homefurnishings of Unusual Interest

Mercerized Tapestry Portieres \$9.85 Pair

New arrivals in portieres of fine quality mercerized tapestry, showing several handsome reversible designs in solid colorings of blue, brown or old rose. In the new style, without fringe. Today, pair, \$9.85.

Two Great Values in Chintzes

At 69c---A big collection of beautiful chintzes in lighter color combinations, appropriate for bedrooms. 36 inches wide.

At 79c---A fine range of more sombre hued chintzes, particularly desirable for dining-rooms, libraries and dens, etc.---verdure and all-over floral designs. 36 inches wide.

New Bungalow Nets at 69c and 79c Yard

A score of attractive styles in durable nets for curtains, in both filet and Nottingham weaves, some having neat lace edging. White, ivory and ecru in the lot. 40 to 43 inches wide. Today, yard, 69c and 79c.

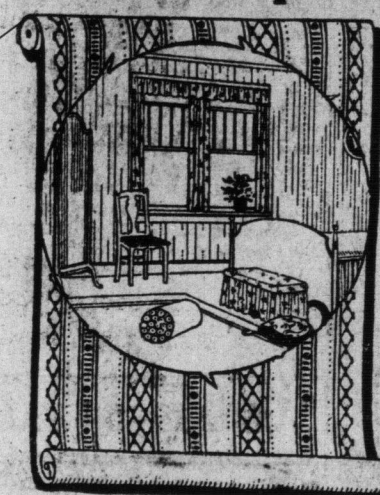
The Popular Combination Window Shades, Each, \$1.45

250 to sell today. Handmade window shades of heavy oil-finished cloth, mounted on genuine Hartshorn spring rollers. White or cream showing to the street and dark green inside. Standard size, 37 inches wide, 70 inches long. Today, each, \$1.45.
Simpson's---Fourth Floor.

School Text Books, in Stock Again

Ontario High School History of England, 65c.
Ontario High School Algebra, 45c.
Ontario High School Latin, 70c.
Ontario School Geography, 65c.
Ontario Public School Hygiene, 20c.
Book Dept.---Main Floor.

New Tapestry and Chintz Wall Papers



Verdure tapestry treatments, oil-finished designs of exceptional beauty, carefully colored through special processes to obtain new subdued tones and give a remarkably cloth-like appearance. 24 inches. Single roll, \$1.00.

Dainty Chintz Wall Papers

Floral patterns in pretty soft tones of pink, blue, yellow and mixed shades. Special selection. Single roll, 50c.

Printed Oatmeal Wall Papers

With cut-out and decorative borders to match. Brown, grey and tan grounds, with fine stripes and neat designs printed in rich colors. Single roll, 25c.

White Enamel Room Moulding

1 1/2 inches wide. Flat top pattern. Standard white finish. Foot, 3c.

Oil-Coated Burlap, Special, 48c Square Yard

Heavy drab filled burlap, 36 inches wide. Already prepared for painting.

Chair Rail

Two inches wide. Polished imitation oak finish. Foot, 45c.

Majestic White Enamel, 75c Pint

High-class white enamel for inside or outside use.

Durable Floor Varnish, 88c Quart

Clear gloss varnish for hardwood floors---gives a wear-resisting finish.

A Carload of Perfection Oil Heaters on Sale Today More Than 700 Heaters at 2 Special Prices

Black Japanned Finish \$6.69

On Sale in the Basement

Nickel Trimmed Finish \$7.95

These prices mean real savings, and when you buy now you get the full season's service. With the weather getting colder every day from now on, the Perfection is just what you need for warmth and genuine comfort.

The Perfection burns kerosene oil, the cheapest of fuels. This oil is smokeless and virtually odorless.

The Perfection can be easily moved from room to room and is extremely simple and easy to operate. Get yours today at \$6.69 and \$7.95.
Simpson's---Basement.



Extra! 80-Inch Bleached Sheetting 79c Yard

1000 yards plain weave fully bleached sheetting, soft finish. 80 inches wide, for the large double beds. Extra special, today, yard, 79c.

Striped Flannelette, 24c Yard

2000 yards, 29 inches wide, soft nap flannelette, mostly pink, blue or fawn stripes. Not more than 20 yards to each customer. Reduced today, special, yard, 24c.

60c Crewdson's Madapolam, 45c Yard

600 yards extra fine quality Crewdson's well-known English madapolam---just the kind for dainty underwear. 42 inches wide, which cuts to good advantage. Regularly 60c yard. Today, special, yard, 45c.

Plaid Blankets, Special, \$3.95 Pair

100 pairs only, plaid cotton blankets, in blue, grey, pink and tan colorings---whipped ends. Size 64 x 80 inches. Today, special, pair, \$3.95.
Simpson's---Fourth Floor.

Attractive New Brussels Rugs

Brussels rugs in new designs and colorings of out-of-the-ordinary attractiveness. Their small, neat designs are worked out in combination of blue, terra cotta and greens on tan grounds, and others on blue grounds. Sizes:

4 ft. 6 in. x 7 ft. 6 in., at \$15.75. 6 ft. 9 in. x 10 ft. 6 in., at \$28.50. 6 ft. 9 in. x 7 ft. 6 in., at \$23.50. 9 ft. x 10 ft. 6 in., at \$42.00.

Cork Linoleum at \$1.19 Square Yard

A substantial quality linoleum in good tile and floral effects, at square yard, \$1.19.

Plain Japanese Matting at 40c Yard

We are clearing a large quantity of rice matting of very fine quality, suitable for bedrooms, also for surrounds. At, yard, 40c.
Simpson's---Fourth Floor.

The **SIMPSON** Company Limited