

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

STORE OPEN ALL DAY TODAY, 8.30 a.m. to 5.30 p.m.

At SIMPSON'S—Every Wanted Style in Men's Fall Hats Today

Ready For Your Selection Men's Negligee Shirts \$1.39

Regular \$1.75 and \$2.00 Values

These are dressy shirts, for which you would expect to pay a much higher price. This lot is a clearing line from a large maker; also broken ranges from our own regular stock.

The newest and most fashionable designs are here—plain hair-line and cluster stripes in various colorings. All made coat style with soft French cuffs. Sizes 14 to 18. Regularly \$1.75 and \$2.00. Today, \$1.39.



Men! Sweater Coats Are Selling at \$6.95 Today

Regular \$10.00 Values

Your opportunity of securing an all-wool sweater coat at an unusual reduction in price—a clearing of high-grade garments—fancy knit, shawl collar, two pockets—colors are brown and maroon. All sizes. Regularly \$10.00. On sale today, \$6.95.

Simpson's—Main Floor.

Admirably Expressing the Fashion for Fall

Anticipating your needs and desires, we have assembled a most complete assortment of fall hats which combine every new feature decreed by fashion for the fall and winter seasons.

The ever popular tweeds and velours are represented in a large range of styles and shades, as are the well-known American makes of John B. Stetson and Knox.

While the soft hat predominates this season the stiff hat promises to occupy a more conspicuous place in public favor than for some years past.

SEE THESE HATS TODAY

New English Velours, \$7.50

The narrow brim fedora shape, which is so much in demand, makes an ideal velour shape. Light and dark shades of green. Today, \$7.50.

Soft Felt Hats at \$4.00 and \$5.00

At these popular prices we offer an excellent showing of all the new fall shapes, in shades of greys, greens, brown, black and navy. Today, \$4.00 and \$5.00.

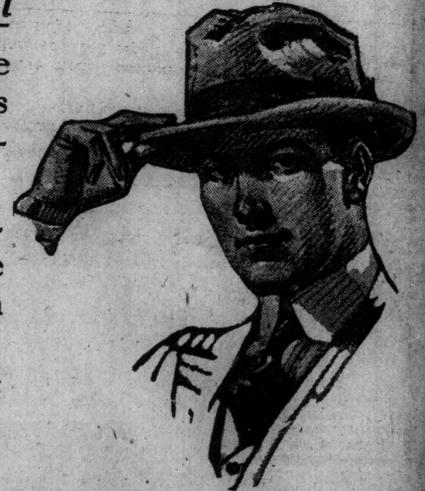
Lincoln Black Stiff Hats, \$5.00

Five new fall shapes, from which a hat to suit any face can be chosen. This quality offers splendid service. Today, \$5.00.

We also stock John B. Stetson and Knox, the well-known American makes, in soft and stiff hats.

This Morning Special \$2.50, \$3.00 and \$4.00 Soft Felt Hats, \$1.95

Fedora shaped soft felt hats of English, American and Canadian makes—shades of pearl grey, steel green, navy, fawn, brown and black. Today, 8.30, \$1.95.



55 New Overcoats Specially Priced Today \$25.00

Models for Men and Young Men

Dependable qualities and authentic styles in new fall overcoats—dressy models, tailored from smart tweeds and fine finished chevits, in shades of grey and green.



The newest styles for fall are the trencher models, with all-around belt and slash pockets; waist seams, with natural shoulders and vertical pockets; slip-ons, with close-fitting collar and patch pockets with flaps, and Chesterfields, with fly-front and regular pockets with flaps. Sizes 34 to 44. Today specially priced, \$25.00.

Men's Medium Weight Overcoats at \$28.50

Made up in the standard fly front Chesterfield, model, with velvet collar, from a plain dark grey melton cloth—wool body linings. Sizes 36 to 44. \$28.50.

High-Grade Suits at \$35.00

Correct in every detail of style, fabric and workmanship. Made up in the season's most popular model—the double-breasted sacque—form-fitting and all the very newest ideas in lapels and pockets.

All-wool fabrics, in real autumn shades of brown, heather mixtures and greys. Sizes 34 to 44. On sale at \$35.00.

Navy Blue Mill Finished Serge Suits for Men and Young Men \$35.00.

An unusually select assortment of blue suits. These suits may be worn on any informal occasion—neat, dressy models, which will yield lasting service.

They are the conservative models desired by the fashionably dressed man—single-breasted, 3-button, soft roll lapels, semi-fitted sacques—centre vent and regular pockets with flaps. Sizes 35 to 44. \$35.00.

Navy Blue Mill Finished Serge Suits for the Youth of 15 to 19, \$30.00. Combining the newest and most exclusive features desired by the carefully dressed youth. There are double-breasted, waist seam sacques with slash pockets. Sizes 33 to 36. \$30.00.

The SIMPSON Company Limited

Pictures

ARTIST'S PROOF MEZZO-TINTS, 4 in. set. Signed, printed edition. Landscape subjects. Regularly \$15.00 each. Today, set, \$20.00.

500 UNFRAMED ENGLISH COLOR PRINTS—All interesting subjects. Size about 22 x 23 inches, plate 14 x 18 inches. Regularly \$1.50. Today, each, 29c.

600 SMALL PICTURES, 49c—In antique gilt and toned frames—color prints of interesting subjects, old master and modern. Size 6 x 8 inches, etc. Today, 49c.

1,000 SNAPSHOT FRAMES—Walnut, gilt, mahogany and rose-wood finish, with and without rings in top. Sizes 2 1/4 x 4 1/4 inches to 8 x 10 inches, ranging from 15c each to \$1.49.

Simpson's—Sixth Floor.

Galli-Curci

Victor Records

We have a complete stock of this noted artist's records. The following is a list of some of the best:

74536—Last Rose of Summer, \$2.00.

74511—Home, Sweet Home, \$2.00.

74510—Lakme (Bell Song), \$2.00.

74509—Lucia (Mad Scene), flute obbligato, \$2.00.

74592—Dinorah (Shadow Song), \$2.00.

64792—La Capinera (The Wren), \$1.25.

74500—La Partida (The Departure), \$2.00.

64749—Little Dorry, \$1.25.

64722—Caro mio ben, \$1.25.

64743—Marriage of Figaro, \$1.25.

89133—Traviata (Now Command Me) with De Luca, \$2.00.

74552—Pearl of Brazil, \$2.00.

64724—Little Birdies, \$1.25.

Hear these and others. Phone M. 7841.

Victoria Dept.—Sixth Floor.

Dependable School Suits for Boys \$12.35



Attractive, dignified patterns in reliable materials, for the boy that takes pride in his appearance. Swagger double and single-breasted models, in waist line and better styles. Neat grey and brown effects in wool and cotton mixed tweeds, that are beautifully tailored and well styled. Full-fitting bloomers, with belt of self material and governor fasteners. Sizes 25 to 32, 7 to 14 years. Today, 8.30 special, \$12.35.

Boys' Tweed Overcoats, \$11.75

Practical overcoats for boys, that are full of style and well made. In grey and brown mixed tweed effects. Designed in double-breasted better model, with convertible collar. Lined throughout with durable body linings. Sizes 26 to 30, 8 to 12 years. Today, 8.30 special, \$11.75.

Simpson's—Main Floor.

Rousing Specials for the Little Fellow

\$6.50 to \$9.00 Junior Norfolk Suits, \$4.95 This most popular model for the smaller boys—made with one pair straight knickers—and in a variety of colorings and materials: Shepherd's plaid, corduroy velvets, tweeds and unfinished worsteds, in blue, grey and black, browns and fancy mixtures. Sizes 3 to 8 years. Today, 8.30 special, \$4.95.

Boys' Junior Fall Reefers, \$6.95 Regularly \$8.50 and \$9.00

Comfortable, durable fall reefers that will give all-around satisfaction. Designed in dressy grey whipcord and brown with black check tweed. Tailored in double-breasted style, some with velvet collars, others with collar of self material. Sizes 4 to 8 years. Regularly \$8.50 and \$9.00. Today, 8.30 special, \$6.95.

SIMPSON'S SATURDAY MARKET

Square Shoulder Roast, Choice Beef, per lb., 18c. Blade Roast, Choice Beef, per lb., 21c. Thick Rib Roasts, per lb., 27c. Prime Rib Roasts, per lb., 32c. Round Roasts, very tender, per lb., 30c. Brisket Boiling Cuts, lean, lb., 19c. Spring Lamb, front-quarters, lb., 17c. Spring Lamb, loins, flank on, lb., 25c. Spring Lamb, loins, flank off, lb., 28c. Spring Lamb, legs, flank off, lb., 25c. Sweet Pickled Pork Shoulders, 5 to 9 lbs., per lb., 25c. Cottage Hams, boneless, peamealed, 2 1/2 to 4 lbs. each, for boiling or frying, per lb., 42c. Domestic Shortening, 3-lb. pails, gross weight, per pail, 99c. Fresh Smoked Haddies, mild, lb., 15c. Fresh Smoked Kipper Herring, per pair, 15c. Fresh Salmon Trout Steaks, lb., 25c.

GROCERIES. Choice Creamery Butter, lb., 28c. 2,000 pails Pure Raspberry Jam, No. 4 size pail, \$1.05. Quaker Flour, 24-lb. bag, \$1.69. Stuart's Strawberry Jam, 2-lb. tins, per tin, 70c. Kingnut Butter, lb., 37c. Finest Canned Corn, tin, 20c. Leaf Sugar, 2 lbs., 26c. Comfort Soap, 12 bars \$1.05. Finest Canned Pineapple, sliced, per tin, 42c. Fresh Roasted Coffee, lb., 52c. Choice Asparagus Tips, Sunkist brand, tin, 30c. Campbell's Soups, assorted, 3 tins, 35c. Pure Orange Marmalade, 1-lb. jar, 25c. Reindeer Coffee or Cocoa, tin, 20c. Fray Bentos Corn Beef, 1-lb. tin, 45c. Mild Cheese, lb., 27c.

H. F. Sauce, bottle, 30c. Rich Red Salmon, Snow King Brand, 1/2-lb. tin, 25c. Snowflake Ammonia Powder, three packets, 25c. Baker's Cocoa, 1/4-lb. tin, 25c. MacLaren's Jelly Powders, assorted, 3 packets 29c. Fremont Pork and Beans, tin, 20c. Fruit Cake, lb., 55c. Mixed Biscuits, lb., 25c. Brand, dozen, 55c. California Valencia Oranges, Sunkist brand, dozen, 55c. Choice Citrons, each, 15c. Cranberries, quart, 20c. Hubbard Squash, each, 25c. CANDY SECTION. Honeycomb Cut Rock, lb., 40c. Fruit and Nut Fudge, lb., 25c. Assorted Chocolate Specials, lb., 35c. FLOWER SECTION. Cosmos, 25 in bunch, per bunch, 20c. Roses, dozen \$1.50, \$1.75 and \$2.00. Carnations, dozen, 50c.