

Telephone Main 7841

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

Market Adelaide 6100

STORE HOURS
STORE OPENS 8.30 a.m. CLOSES 5.30 p.m.
OPEN ALL DAY SATURDAY

SIMPSON'S

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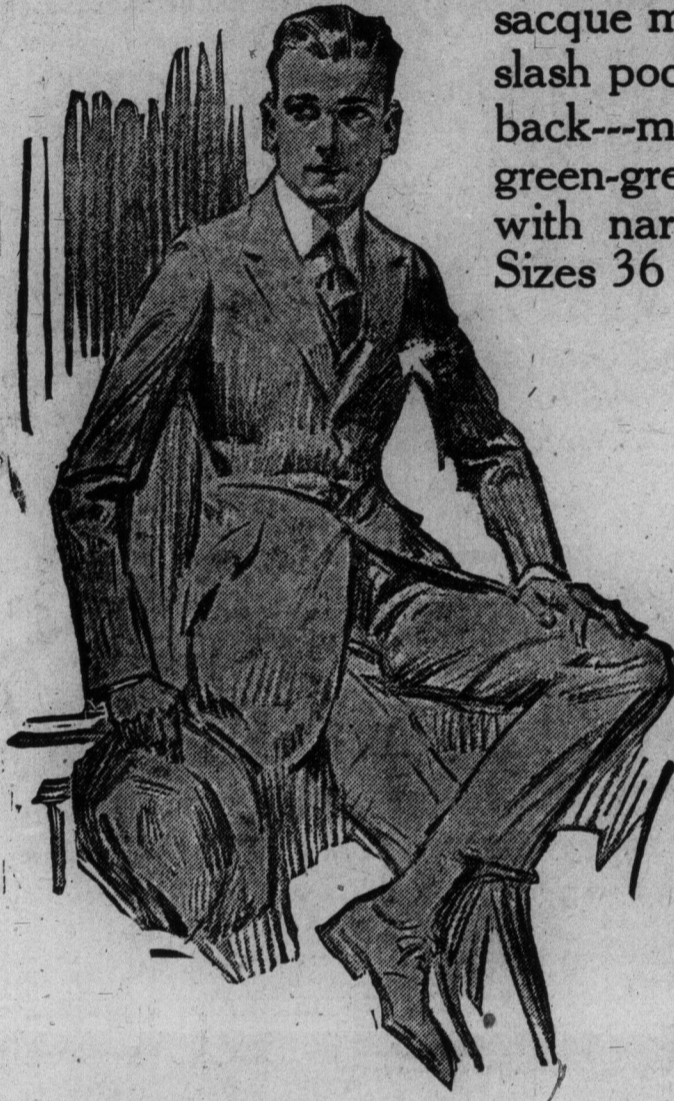
Extraordinary Sale of Silver-Plated Ware Today

Correct New Styles in Fall Suits for Men

Various shades of green are among the most popular and fashionable colors in men's suits for fall wear. We are showing today some very dressy models in the most authentic styles featuring the favored shades of green.

"The Grove" at \$40.00

A single-breasted, 2-button soft roll, form-fitting sacque model, with notch lapels, slash pockets and centre vent at back—made up from a novelty green-grey, fine finished tweed, with narrow light stripe effect. Sizes 36 to 42. \$40.00.



"The Golfer" \$40.00

Single-breasted 2-button soft roll sacque model, with all-around belt, yoke shoulder effect, inverted pleat at back and sides, patch pockets with flaps. The materials are a rich novelty green tweed—made by Michaels, Stern & Co., the well-known American tailors. Sizes 35 to 42. \$40.00.

"Model No. 715." \$55.00

Two-button, soft roll, form fitting sacque model, single breasted, all around belt and waist seam effect combined—peak lapels, slash pockets, square front coat and deep centre vent at back. Made up from a dark heather green tweed mixture. Made by Hart Schaffner & Marx. Sizes 35 to 42, \$55.00.

Fall Overcoats \$45.00

Models and materials that appeal to both men and young men. Two of the season's most popular models are shown, made up from an all-wool Jersey-knit cloth in rich shades of grey, brown, blue and green. Slip-on and raglan models. Material that drapes perfectly, does not crease, gives perfect freedom of movement as well as being very light and warm. Finished with silk yoke and sleeves. Sizes 34 to 44. \$45.00.

Simpson's—Main Floor.

Men's "Victor" Boots \$9.50

No Phone, Mail, or C. O. D. Orders on Sale Footwear

Made of top grade black calfskin, in straight lace English recede toe last. Gunmetal calf uppers, with blind eyelets. Flat heels. Sizes 5½ to 10, pair, \$9.50.



Men's "Simpson's Special" Brown Boots, \$8.25.
Made of finest brown kid leather—straight lace style, on London last. Widths C, D and E. Sizes 5½ to 10, today \$8.25.

Men's Heavy Fall Boots, \$8.50.
Made of best black storm calf skin, with brown kid leather lining, full round toe last and viscolized full double weight Goodyear welt sole to heel. Sizes 6 to 11, today \$8.50.

Women's Burgundy Boots, \$12.50.
Of soft glove kid, in rich burgundy shade, extra high top, perforated tip and vamp, Spanish leather heel, with vanity plate. Widths AA to D. Pair, today, \$12.50.

Men's Brown Calf Boots, \$9.50.

Havana brown calf blucher boots on extra wide swing toe last—broad tread, double weight oak tanned leather sole and flat heel. Sizes 6 to 10, widths E and EE. Pair, \$9.50.

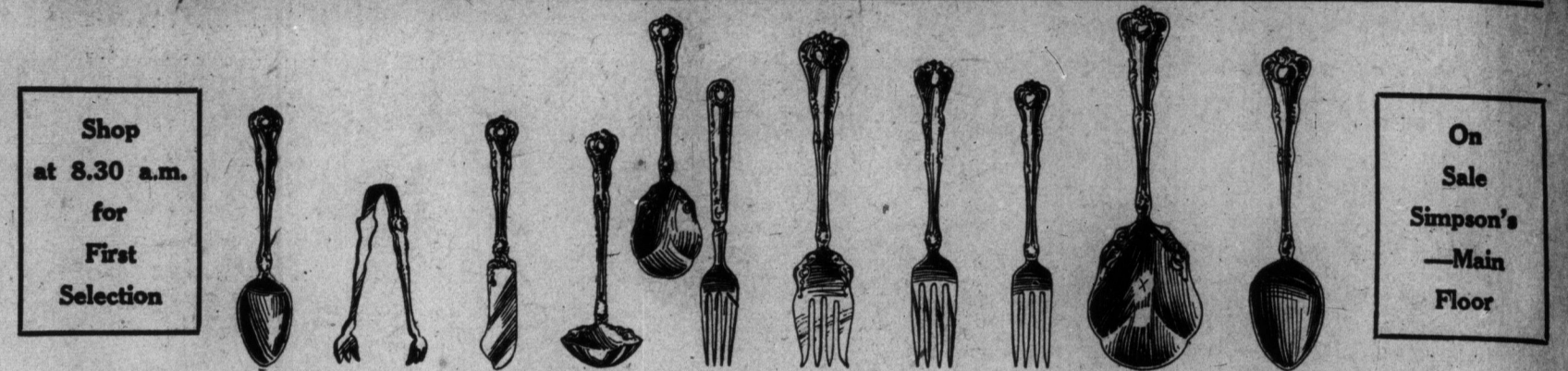
Small Sizes in Women's Boots, \$2.49.

400 pairs women's gunmetal, patent leather and black glazed kid boots, button and lace styles, with Goodyear welt soles, patent and kid toecaps, Cuban and low heels. Sizes 2½, 3, 3½, 4, 4½. Regular up to \$6.00, today, \$2.49.

Women's Glazed Kid Boots, \$8.00.

This smart glazed kid boot is one of the most popular dress boots of today. It has a 9-inch top of soft leather and Goodyear welt sole, long plain vamp, and high perfect fitting arch adds greatly to its appearance. Widths AA to D, sizes 2½ to 7, pair, \$8.00. Simpson's—Second Floor.

We bought the entire stock of the discontinued "Argyle" pattern made by the Wm. Rogers Co.



The purchase price agreed upon was a remarkably fortunate figure, both for the Simpson Store and its customers, as an examination of the quality and values will reveal.

All of the pieces in the sale are the famous Rogers' sectional silver-plated ware, with extra thickness of silver deposit at points where most wear comes.

When you are buying for personal needs, it would be wise to anticipate your Christmas gift requirements, too. The sale starts at 8.30 this morning, with the following specials:—

- Coffee Spoons. Regularly \$4.25 dozen. Set of six, \$1.38.
- Tea Spoons, small size. Regularly \$4.25 dozen. Set of six, \$1.38.
- Tea Spoons, large size. Regularly \$4.25 dozen. Set of six, \$1.38.
- Dessert Forks. Regularly \$7.50 dozen. Set of six, \$2.08.
- Medium Forks. Regularly \$8.50 dozen. Set of six, \$2.65.
- Table Spoons. Regularly \$8.50 dozen. Set of six, \$2.65.
- Solid Handle Dessert Forks. Regularly \$6.50 dozen. Set of six, \$2.15.
- Solid Handle Medium Forks. Regularly \$6.75 dozen. Set of six, \$2.25.
- Dessert Knives, hollow handle. Regularly \$14.00 dozen. Set of six, \$4.00.
- Medium Knives, hollow handle. Regularly \$16.00 dozen. Set of six, \$4.75.
- Soup Spoons. Regularly \$5.50 dozen. Set of six, \$2.65.
- Bouillon Spoons. Regularly \$7.50 dozen. Set of six, \$2.45.
- Sugar Shells. Regularly 65c each, for, each, 38c.
- Fruit or Berry Spoons. Regularly \$1.75 each, for, each, \$1.09.
- Gravy Ladles. Regularly \$1.35, for, each, 85c.
- Mayonnaise Ladles. Regularly \$1.00, for, each, 45c.

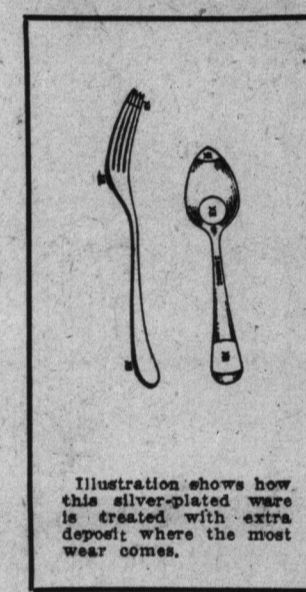


Illustration shows how this silver-plated ware is treated with extra deposit where the most wear comes.

- Oyster Ladies. Regularly \$2.85, for, each, \$1.65.
- Tomato Servers. Regularly \$1.75, for, each, \$1.02.
- Orange Spoons. Regularly \$5.25 dozen. Set of six, \$1.50.
- Oyster Forks. Regularly \$5.50 dozen. Set of six, \$1.70.
- Pickle Forks. Regularly \$1.00 each, for, 85c.
- Fish Servers. Regularly \$5.85 pair, for, pair, \$3.50.
- Jelly Spoons. Regularly 85c, for, each, 48c.
- Pie Knives. Regularly \$2.25, for, each, \$1.35.
- Cold Meat Serving Forks. Regularly \$1.25, for, 85c.
- Sugar Tongs. Regularly \$1.85, for, each, 75c.
- Butter Knives. Regularly 75c, for, each, 45c.
- Pie Servers, hollow handle. Regularly \$3.00, for, each, \$1.59.
- Salad Serving Spoon. Regularly \$1.85, for, \$1.15.
- Salad Serving Fork. Regularly \$1.85, for, \$1.15.
- 3-piece Carving Set, knife, fork and steel, hollow handles. Regularly \$11.00, for, set, \$6.75.
- 2-piece Game or Steak Carving Set, knife and fork. Regularly \$5.00, for, set, \$3.45.
- Fruit Knives. Regularly \$5.40 dozen. Set of six, \$1.89.
- Butter Spreaders. Regularly \$7.50 dozen. Set of six, \$2.85.

Dependable School Suits for Boys

The rough usage of school days will prove the supremacy of these clothes. Of fully tested fabrics and superior workmanship, they will afford lasting satisfaction both in appearance and wear.

At \$11.50.

Finished from dark grey domestic tweed with neat, medium grey and blue hair-line stripe pattern. Tailored in trencher model, having belt with buckle fasteners—full fitting bloomers, equipped with belt loops and governor fasteners. Sizes 7 to 12 years, \$11.50.

At \$12.50.

Practical dark brown with black hairline stripe pattern in worsted finish tweeds. Neatly tailored in single-breasted, waist line model—bloomer pants with belt loops and governor fasteners. Sizes 7 to 12 years. \$12.50.

At \$13.00.

Sturdy grey and black mixed effect in a Canadian tweed, designed in the trencher model—having all-around belt with buckle fasteners, vertical pockets. Bloomer pants have belt loops and governor fasteners. Sizes 13 to 16 years. \$13.00.

At \$13.50.

Distinctive brown mixed tweed with olive over-check pattern, designed in all-around waist seam with detachable belt model, full fitting bloomers, with belt loops and governor fasteners. Sizes 7 to 12 years. \$13.50.

At \$15.00.

Dressy black and grey mixed domestic tweed—styled in the new waist line model with detachable belt. Perfect fitting bloomer pants with belt loops and governor fasteners. Sizes 13 to 16 years. \$15.00.



Simpson's—Main Floor.

The SIMPSON Company Limited

SIMPSON'S Market Today

ORDER FISH TODAY FOR EARLY DELIVERY FRIDAY MORNING.

- FRESH SEA HERRING, special, per lb. 10c.
- FRESH - CAUGHT WHITEFISH, per lb. 15c.
- HALIBUT STEAK, per lb. 30c.
- COD STEAK, per lb. 18c.
- MACARELL, per lb. 12½c.
- SMOKED HADDIES, per lb. 45c.
- FILLETTS, per lb. 20c.
- SMOKED KIPPERS, large, per pair, 18c.
- 500 LBS. CHOICE LEAN CORNED BEEF, for boiling, special, per lb. 20c.
- MINCED SHOULDER STEAK, per lb. 27c.
- CHOICE ROUND STEAK, Simpson quality, per lb. 30c.
- SIRLOIN STEAK, Simpson quality, per lb. 40c.
- BLADE ROAST BEEF, Simpson quality, per lb. 25c.
- BRISKET OF BEEF, for boiling, per lb. 20c.
- BONELESS BEEF, for stewing, lean, per lb. 20c.
- BREAKFAST BACON, in the piece, per lb. 52c.
- MAPLE LEAF SMOKED HAMS, whole or half, lb. 58c.
- EASTFIRST SHORTENING, 5-lb. pails, gross weight, per pail, \$1.00.

GROCERIES.

- Finest Creamery Butter, lb. 61c.
- 1,000 pails St. Williams' Raspberry Jam, No. 4 size pail, \$1.05.
- Clark's Pork and Beans, No. 1 tin, per tin 10c.
- Park's Catsup Flavor, bottle 25c.
- Sea Crest Sardines, in Tomato Sauce, tin 25c.
- H. O. Ammonia Powder, 3 pkts. 25c.
- P. & G. White Naptha Soap, 12 bars \$1.08.
- Kingnut Butter, lb. 37c.
- Ogilvie's or Purify Flour, 24-lb. bag \$1.69.
- Assam Tea, regular 65c, lb. 59c.
- Clark's Tomato Soup, 2 tins 25c.
- Seedless Raisins, lb. 24c.
- Magic Baking Powder, 1-lb. tin 36c.
- Choice Currants, lb. 30c.
- Flaked Wheat, 7 lbs. 55c.
- Peanut Butter, in bulk, lb. 27c.
- Orange Marmalade, 1-lb. jar 25c.
- Salt, 2 packets 15c.
- Molasses Snaps, 2 lbs. 36c.
- Japan Rice, 2 lbs. 30c.
- Featherstrip Coconut, lb. 40c.
- Edwardsburg or Beehive Table Syrup, 5-lb. pail 55c.
- Mazola Oil, for cooking, tin 50c.
- Red Salmon, tall tin 24c.
- Choice Olives, bottle 40c.

FRUIT SECTION.

- California Valencia Oranges, Sun-kist Brand, doz. 48c.
- Choice Cooking Onions, 4 lbs. 25c.
- Hubbard Squash, each 25c.
- Choice Potatoes, peck 52c.