

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.

SIMPSON'S

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

Clothes of Acknowledged Superiority for the School Boy, Specially Priced Today

A remarkable assemblage of the newest and best in boys' suits for school wear. The Simpson Store takes pride in maintaining the reputation established for the high-grade quality of its men's and boys' wear, and as a result this collection of boys' clothing is out of the ordinary in every detail---exclusive styles, hardwearing fabrics and with an air of distinction about them which will appeal to every boy.

50 Men's Heavy Ulster Overcoats \$18.50

The result of a special purchase made 18 months ago and which has just arrived.

They were contracted for at a most favorable price at that time, so that when based on present-day costs these coats are marked really at almost wholesale price.

Double-breasted ulsters developed in heavy dark grey cheviot, with storm collar and half-belted back. Sizes 38 to 44. 8.30 a.m. special, today, \$18.50.

Simpson's—Main Floor.

New Fall-Type Suits

For Regular, Stout and Tall Men



For the Regular Type

Suits of medium grey imported English pick-and-pick worsted, single-breasted, 3-button, soft roll, semi-fitted sacque. Sizes 36 to 44, \$35.00.

For the Tall Man

Suits of dark grey worsted, with a darker grey over-check. Single-breasted, 3-button sacque model. Trousers can be finished up to 36-inch inside leg, cuff or plain bottom. Sizes 36 to 46, \$38.50.

For the Stout Man

Suits of rich dark navy blue worsted; very popular with big men. Single-breasted, 3-button, soft roll sacque. Sizes 39 to 46, \$48.00.

Popularly Priced Overcoats for Men and Young Men

At \$25.00

Plain dark grey cheviot overcoat. Standard fly front Chesterfield model, with close-fitting collar, slightly fitted back and centre vent. Sizes 36 to 44, \$25.00.

Simpson's—Main Floor.

At \$28.50

Rich brown tweed overcoat, with colored over-check pattern effect. Single-breasted box back model; natural shoulders, regular pockets with flaps. Sizes 34 to 42, \$28.50.

At \$32.00

A fawn covert cloth overcoat. Single-breasted, form-fitting Chesterfield. Natural shoulders, slash pockets, triple-stitched edges and pockets. Sizes 34 to 42, \$32.00.

700 Arrow Shirts at \$2.49

Regularly \$2.75, \$3.00 and \$3.50

Neckband Sizes, 13 1-2 to 18
Sleeve Lengths, 32 to 35



They're all Arrow de Luxe shirts in the most recent of the new Autumn fabrics, patterns and colorings. You can be certain of a correct fitting at the sleeves because of the different lengths available. All of the shirts have double soft cuffs. Today special \$2.49.

Men's Pen-Angle Fall Underwear

At \$1.75—Shirts and drawers, heavy elastic rib knit. Sizes 34 to 44. Garment, \$1.75.

At \$2.00—Shirts and drawers, heavy weight Scotch wool underwear. Sizes 34 to 44.

At \$4.00—Shirts and drawers, made from fine wool mixture yarns. Natural shade. Sizes 34 to 44.

At \$1.15—Fleece-lined shirts and drawers. Natural shade. Sizes 34 to 44.

At \$1.50—Lambsdown fleece-lined shirts and drawers. Sizes 34 to 44.

At \$2.75—Merino combinations, in fine wool and cotton mixtures. Tru-Knit brand. Sizes 34 to 46.

Simpson's—Main Floor.

At \$8.45

The smartest of this season's prevailing styles are demonstrated in this lot of boys' suits. Many shades to select from in wool and cotton mixtures and worsted finish materials.

Designed in single-breasted trencher models, full fashioned bloomers, having belt loops and expanding knee bands. Regularly \$10.50, \$11.50 and \$13.50. Sizes 7 to 14 years. Today, 8.30 Special, \$8.45.

At \$10.50

A swagger single-breasted waist-line model in green and brown, fancy mixed wool and cotton tweeds. Bloomer pants with belt loops and governor fasteners. Sizes 6 to 12 years. \$10.50.

At \$12.50

Original and pleasing designs in grey and black mixed tweeds. Single-breasted trencher models with full fitting bloomers, having belt loops and governor fasteners. Sizes 7 to 12 years. \$12.50.

At \$13.50

Attractive patterns that are rich and beautiful in design. Olives, browns, greys, in novelty mixed effects, in wool and cotton tweeds. Tailored in single-breasted, two and three-button models. Full fashioned bloomers, with belt loops and governor fasteners. Sizes 13 to 16 years, \$13.50.

At \$16.00

Dependable all-wool tweed, in a distinctive single-breasted waist-line model, developed in a medium grey with brown overcheck pattern. Full fashioned bloomers, with belt loops and governor fasteners. Sizes 13 to 16 years, \$16.00.

Simpson's—Main Floor.



Store Conveniences

The Palm Room—On the Sixth Floor.

Information Bureau—On Main Floor, Centre.

Telegraph Station and Free Parcel Check Room—In the Basement, Centre.

Postoffice—On the Street Floor, Centre.

Women's Rest Room—On the Third Floor, Richmond side.

Telephone Booths—Conveniently located throughout the Store.

Satisfying! Our New Self-Service Lunch Room

Why? Because of the quick, simplified service—the delicious flavor and wholesomeness of the food—the daintily-set tables with their snowy cloths—the sparkling cutlery—above all, the moderate prices. Try it once—you will want to come every day.

We Prepay Delivery Charges—On all purchases of \$10.00 or more to any station in Ontario.

Make Your Appointments at the Appointment Register—Queen Street Entrance, Main Floor.

A Special Rest Room—Near Palm Room, Sixth Floor.

Clearing Sale Men's Hats

\$1.45

Regular \$2.00, \$2.50 and \$3.00 Qualities.

An exceptional lot of men's soft felt hats of high-grade English manufacture. Plain and silk-finished felts, in fedora and telescope crown styles. Shades of steel grey, pearl grey, carbon, navy, fawn, brown, myrtle green, olive green and black. No phone or C.O.D. orders accepted. Today, \$1.45.

Lincoln Soft Hats, in many shades; also black stiff hats, \$3.00.

Leeds Soft Hats, \$4.00.

New Fall Caps—all the new shapes, 95c, \$1.25, \$1.50, \$2.00, \$2.50 and \$3.00.

Simpson's—Main Floor.



The Robert SIMPSON Limited