

Telephone Main 7841

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

Market Adelaide 6100

Simpson's—Handsome New Overcoats for Small Boys Today \$14.50

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

The New Fall N-E-C-K-WEAR

is here in the largest and most varied assortment displayed in Canada—English, Swiss, Italian and American silks, in prices ranging from 50c to \$3.75.



At 75c
Leaf and scroll patterns, in shades of blue, green, wine, cerise, gold, grey or navy—on a two-tone ground effect. All have slide-easy neckbands.

At \$1.00
Striped and all-over effects, in floral or neat figured designs, in the prevailing shades—royal, navy, brown, purple, maroon and grey.

At \$1.50
Swiss Silk Ties, in artistic patterns, in shadow and two-tone effects, on grounds of purple, grey, green, royal, black, navy.

At \$2.00
Pure Italian silks, in fine woven patterns and floral effects, on grounds of grey, helio, brown, blue, black.

At \$2.50
Pure silk knit ties in a variety of colors and designs—panel shape; do not crease and will endure prolonged wear.

At \$3.75
Knit ties, pure silk, handsome in appearance. These are particularly attractive ties in a variety of colorings and designs. They do not crease and will outlast the ordinary tie.

Simpson's—Main Floor

Socks

Men's Silk Socks, \$1.75
Plain and fancy blacks and colors. Pair, \$1.75.

Silk Socks, \$1.25
Plain weave—colors are grey, navy, black and tan. Sizes 9½ to 11. \$1.25.

Plain Lisle Thread Socks, 50c
Extra fine black, white, navy, grey, brown, tan and green, particularly neat and hard-wearing socks. All sizes. Today, only 50c.

Plain Black Cashmere Socks, \$1.25

For fall and winter wear, soft all-wool, good weight—white, tan, black and brown. Pair, \$1.25.

English All-Wool Worsted Socks, \$1.25

In qualities that will yield the maximum of service. The colors are heather and grey—ribbed leg. All sizes. \$1.25.

Simpson's—Main Floor

Men! The Fall Shirts Are Now Ready for Your Inspection

Demonstrating the newest in style, pattern and fabric, in unlimited variety to suit every individual taste. The time is now opportune to supply your needs when the stock is complete.

At \$2.50
Shirts of colored, striped, corded cambric materials, with blue, green, grey or purple stripes, soft cuffs—finished in the popular coat style. Sizes 14 to 18.

At \$3.50
Finest quality soisette shirts, in shades of helio, pink and blue, each with separate collar to match. This is the very latest shirt for fall wear. Sizes 14 to 17.

At \$5.00
Mercerized silk shirts, in shades of blue, tan, gold, pink and green stripes on light grounds. Double soft cuffs. Sizes 14 to 16½.

Simpson's—Main Floor

The "Munro"

The Newest Arrow Collar for Men and Boys

The most popular style we have shown this season—a most comfortable and dressy collar. Also in stock a wide range of styles by the famous Arrow firm. Each, 30c.

Simpson's—Main Floor

High School Suits for the Young Man Adopting His First Suit of "Longs"

\$20.00

Especially designed and tailored for this particular age, along mannish lines—retaining the youthful appearance.



Made up from serviceable Canadian tweeds, in a rich brown and grey mixture effect, double-breasted waist seam, trencher and form-fitting sacque models, with 5-button vests and trousers finished with 5 pockets, belt loops and cuff bottoms. Sizes 32 to 36. \$20.00.

Young Men's Fall Overcoats at \$22.50

Snappy models, which will appeal to young men who desire style about their clothes—made from a rich heather brown genuine Harris tweed, in the trencher model, with all-around belt—close-fitting collar, natural shoulders and slash pockets. The coat is quarter-lined. Sizes 35 to 42. Exceptional value at \$22.50.

Worsted Suits for Men and Young Men \$25.00

A dark grey pin-check pattern, made up in the single-breasted, 2-button, soft roll, semi-fitted sacque model; well-tailored vest and trousers, the latter finished cuff or plain bottom—wool body linings. Sizes 36 to 44. \$25.00.

Simpson's—Main Floor

Men's Fine Boots, Today \$5.50

Blucher cut, medium toe last, broad instep, medium weight Goodyear welt soles. Guaranteed rubber fibre soles. Sizes 6 to 11. \$5.50.

Men's Heavy Working Boots, \$5.25

Brown American elk boots—EE fitting. Made with extra heavy standard screw outer soles and solid insoles. Sizes 9, 10 and 11 only. \$5.25.

School Boots for Boys

Box calf, Active Service brand lace boots, blucher cut, full round toe. Sizes 1 to 5½, \$3.50; 11 to 13, \$3.00.

Simpson's—Second Floor

Women! High Cut Novelty Boots \$5.95

Including brown, grey and black kid, gunmetal, brown calf and patent leathers. Lace boots in wide and narrow toe lasts, with plain vamps. Imitation straight and fancy wing toecaps. Goodyear welt and medium McKay sewn soles. Cuban, Spanish and low heels. Widths A to D. Sizes 2½ to 7. Today, \$5.95.

Girls' Brown High Cut Boots, \$4.45

300 pairs Havana Brown Lace Boots, with high-cut uppers, good fitting college girl's wide toe last. Sizes 11 to 2. Today, \$4.45.

Newest Styles and Hardest Wearing Materials

These overcoats will make an irresistible appeal to both the small boy and parents alike. They demonstrate the care that we take in selecting clothes for boys and are evidence of the superiority in style, quality and workmanship of Simpson's clothes.

They are carefully finished in a brown or grey all-wool nap, double-breasted style—all-around loose belt, slash pockets and convertible collar. Lined throughout with good quality flannel which will ensure warmth and comfort. Sizes 5 to 8 years. \$14.50.

Boys' Reefers Are Going Today at \$7.35

Regularly \$9.00 and \$10.00

With prices soaring as they are, these reefers will not last long at this price. Intending purchasers will do well to be here at 8.30 a.m. sharp.

They come in a wool and cotton mixture—made double-breasted with brass buttons—some in full box style—others with half-belt at back, while many have all-around belt with buckle fasteners. Sizes 6 to 10 years. Regularly \$9.00 and \$10.00. Today, 8.30 special, \$7.35.

Simpson's—Main Floor



Little Boys' Velvet Cord Suits \$10.00

A charming suit for the small boy, made in a good quality velvet cord, in a fashionable shade of grey or brown. The style is a Buster Brown effect, with all-around loose belt—extra white sailor collar, straight knickers. In sizes to fit boys from 4 to 8 years. \$10.00.

Boys' Suits at \$11.50

Durable brown with black stripe worsted finish tweed. Designed in the popular belted model, with vertical pockets. Full fashioned bloomers, with belt loops and governor fasteners. Sizes 7 to 12 years.

Suits at \$12.50

Stylish grey and black check tweed of a wool and cotton mixture, that will look well and wear well. Single-breasted model, with all-around belt—full-fitting bloomers. Sizes 7 to 12 years.

Simpson's—Main Floor

Boys' Bath Robes \$5.00 to \$9.00

A new and splendid showing of boys' bath robes, in a variety of colors, made up from a good quality eiderdown—to fit boys from 8 to 18 years. Prices range from \$5.00 to \$9.00.

Men's Sweater Coats

In an extensive array, featuring all the newest styles and shades. If you are planning an outing this fall a sweater coat will naturally form a part of your equipment—also convenient for wear about the home. They are carefully tailored and knitted, and will be found particularly comfortable in cool weather.

Warren Made-Sweater Coats \$13.50

They are made from finest all-wool English yarn—close-fitting storm collar. The colors are navy, grey, also cardinal with black, block pattern—maroon with black, brown with seal brown—all sizes. \$13.50.



Sweater Coats at \$13.50.

Close knit, fancy stitch—storm collar, two pockets—fine imported yarn—colors pearl, Oxford, navy, grey, seal brown—all sizes. \$13.50.

Men's All-Wool English Yarn Sweater Coats, \$12.00

A dressy, comfortable sweater coat for fall and winter. Fancy stitch—storm collar. Two pockets. Colors are seal, fawn, navy, maroon and grey. All sizes. Today, \$12.00.

Men's Sweater Coats, \$10.50

Made from English imported fine all-wool yarn, fancy stitch storm collar—two pockets. Colors are maroon and brown. Today, \$10.50.

Men's Sweater Coats, \$8.00

Made from good quality wool yarn—splendid wearing quality. Storm collar, two pockets, fancy knit. Colors maroon and brown. Today, \$8.00.

Men's Fine All-Wool Sweater Coats, \$8.00

Made in the V-neck style. Plain ribbed knit—two pockets, perfect fitting, warm and comfortable. Today, \$8.00.

Simpson's—Main Floor

To the Motorist!

Every car owner wants to derive the maximum enjoyment from his car, so seeks the good roads. Where to find them is shown clearly, with best route or choice of routes from point to point, in the

A. B. C. AUTOMOBILE ROAD GUIDE

This is divided up into one-page sectional plates, with pilot map, showing relative position of sections, each of which is numbered. Corrected to July, 1919.

Phone your order for a copy today. Price, \$1.00. Book Dept.—Main Floor.



SIMPSON'S Market Today

FRESH LEAN BEEF, boneless for stewing, per lb. 20c.
SHOULDER POT ROAST, lean beef, per lb. 19c.
BRISKET, best boiling cuts, per lb. 20c.
CHUCK ROASTS, young tender beef, per lb. 20c.
ROUND STEAK, Simpson quality, per lb. 30c.
SWEET PICKLED OX TONGUES, per lb. 40c.
FAMILY SAUSAGE, our own make, per lb. 23c.
DOMESTIC SHORTENING, 5-lb. pails, gross weight, per pail 92c.
BREAKFAST BACON, mild, boneless, by the piece, per lb. 52c.

FISH.
FRESH HALIBUT STEAKS, per lb. 30c.
FRESH SEA SALMON STEAKS, per lb. 40c.
FRESH FROZEN WHITE-FISH, choice, per lb. 14c.
FRESH FROZEN MACKEREL, per lb. 12½c.
FRESH FROZEN FLOUNDER, per lb. 14c.
FRESH FROZEN BRILL, per lb. 15c.
FRESH SMOKED HADDIES, mild, per lb. 15c.

GROCERIES.
Finest Creamery Butter, lb. 61c.
1,000 pails St. Williams Rasp-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 28c.
H. G. Ammonia Powder, 3 pkts. 25c.
P. & G. Napha Soap, 12 bars \$1.08.
Kingsnut Butter, lb. 37c.
Ogilvie's or Purity Flour, 24-lb. bag \$1.69. 14c.
Assam Tea, regular 65c. lb. 59c.
Clark's Tomato Soup, 2 tins 25c.
Seedless Raisins, lb. 24c.
Magic Baking Powder, 1-lb. tin 35c.
Choice Currants, lb. 30c.
Flaked Wheat, 7 lbs. 55c.
Peanut Butter, in bulk, lb. 40c.
Orange Marmalade, 1-lb. jar 25c.
Salt, 2 packets 19c.
Molasses Snaps, 2 lbs. 25c.
Japan Rice, 2 lbs. 30c.
Featherstrip Coconut, lb. 40c.
Edwardsburg or Beehive Table Syrup, 5-lb. pail 67c.
Mazola Oil, for cooking, tin 13c.
Red Salmon, tall tin 34c.
Choice Olives, bottle 40c.

FRUIT SECTION.
California Valencia Oranges, Sunkist Brand, doz. 65c.
The Prize-Taker Onions, just like Spanish, 4 lbs. 25c.
Jersey Sweet Potatoes, 3 lbs. 29c.

The **SIMPSON** Company Limited