

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—Stylish Hats That Men Will Need For Winter

Service, Comfort and Style



Victory Loan 1919

On the success of the Victory Loan, 1919, depends the future success of thousands of Canada's returned soldiers and the comfort and happiness of their wives and families. When in multitudes they gave up comfort and ease to play the game in Europe, we, verbally, if not officially, pledged ourselves to see that their losses, financial and otherwise, resulting from their enlistment, were reduced to the minimum.

Help to Re-establish the Soldier

Today, their work well done, they have returned. Many have not as yet found their place in civilian life. It is in order to give these a fair opportunity of learning and taking up a useful occupation that money is so urgently needed. Here is the opportunity to redeem your pledge. Subscribe today!

The government is asking for \$300,000,000, bearing interest at 5½% from November 1. Every facility has been provided to assist you in investing, with the least amount of trouble to yourself.

Canada's Resources Your Security

You will earn a higher rate of interest than if the money were left in the bank. The safety of your investment is absolutely assured—backed as it is by Canada's guarantee that she will repay the full amount stated on the face of the bond. Her vast resources are pledged as security.

The bonds are readily saleable, thus removing the fear of a shortage of ready money at an inopportune time. Again, there is every probability that in a short time these bonds will sell above par. If for no other reason than as a safe and profitable investment, you should not miss this opportunity.

Buy Victory Bonds Today

Velour Hats, \$7.50 and \$9.00

These hats have attained a remarkable degree of popularity because of their neat stylish appearance and qualities of endurance. They come in the newest English shapes, with the smaller crown and narrow curling brim. These are high-grade English and American makes and are moderately priced at \$7.50 and \$9.00.

Lincoln Hats, \$5.00

Soft felt and black stiff hats—the latter in seven of the smartest fall shapes. The soft hats are finished in the newest models, offering exceptional opportunity of securing a dressy hat at a low price. All the most desired shades. Today, \$5.00.

Moore & Sons English Hard Hats

An excellent assortment of these well-known hats, \$6.50.

Men Can Buy a Soft Felt Hat Today at \$1.00 And They Are Good Ones, Too.

Selling at half-price and less, enabling you to purchase your new Fall hat at substantial savings. Fedora and telescope crown shapes, in English, Italian and Canadian makes. Shades of Oxford gray, Oxford brown, navy, seal, green, fawn and black. No phone or C.O.D. orders on this item. Today, \$1.00.



Men's Fine Shirts Are Selling Today at

Sizes 13½ to 18.

\$2.49

600 Shirts in the Lot.



The fact that they are "Arrow" brand is a criterion of their quality, style and finish. Ordinarily they would sell at a much higher price, but a favorable purchase from a large manufacturer at an important concession accounts for the remarkably low figure.

Men will be quick to take advantage of this opportunity today, and as the numbers are limited we would advise 8.30 shopping.

All the newest fabrics and designs in two and three-tone effects. Double French cuffs. Coat style. Sizes 13½ to 18. Today, \$2.49.

Tiger Brand Combinations, \$4.95

Men's Wool Combinations, Tiger brand. Heavy winter weight—made from a fine wool and cotton mixture; close-fitting cuffs and ankles. Sizes 34 to 44. Today, \$4.95.

\$10.00 Sweater Coats, \$6.95

Men's Pure Wool Sweater Coats, plain and fancy stitch, in maroon or brown shades. High storm collar, two pockets. Regularly \$10.00. Today, \$6.95. Simpson's—Second Floor.

Men's \$9 to \$11 Boots Are \$7.95

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

Several hundred pairs of custom grade boots, in black, gunmetal and mahogany calf-skin, black and brown kid and storm calf leathers. Blucher and straight lace styles, with heavy fleece leather and guaranteed wear-proof duck lining. Wide, medium and English recede toe lasts. Heavy viscolized, waterproof double and single weight leather, and guaranteed rubber fibre soles. Leather and rubber heels. All sizes 5½ to 11. Today, \$7.95.

Boys' Active Service Boots (Guaranteed), \$4.50

Made of heavy tan kip leather, in blucher cut. Heavy solid leather standard screw down soles, full leather backstay, on fine-fitting lasts. Sizes 1 to 5½. \$4.50. Also same style in black, \$4.50. Simpson's—Second Floor.

Fiction Low Priced Today

3 Novels for 99c 35c Each Regular \$1.25 and \$1.50 Edition

Sally Salt, by Mrs. Wilson Woodrow.
The Clean Heart, by A. S. M. Hutchinson.
The Golden Silence, by C. N. and A. M. Williamson.
Drifting with Browne, by Byers Fletcher.
Once Aboard the Lugger, by A. S. M. Hutchinson.

General John Regan, by G. A. Birmingham.
The Debt Account, by Oliver Onions.
Betty Marchand, by Beatrice Barmby.
Leda's Lover, by G. A. Birmingham.
Gudrid the Fair, by Maurice Hewlett.

5 Rider Haggard's Novels for \$1.89

King Solomon's Mines. Cleopatra. She. Dawn. Alien Quatermain. Cloth bound, good type, illustrated. Bound in three volumes. Regularly \$5.00. Special, \$1.89.

Phone Your Order—Main 7841. Simpson's—Main Floor.

Big Value in Boys' Suits at \$9.35

Regularly \$13.50 to \$15.00

Boys! Here are values in suits for you that will make it worth your while to be here on the stroke of the gong.

Neat and attractive stripes and mixtures, in gray and brown English and domestic tweeds. Designed in the popular belter model. Bloomers are full-fashioned, have belt loops and expanding knee bands. Sizes 8 to 14 years. Regularly \$13.50 to \$15.00. Today, 8.30 special, \$9.35.

Boys' Overcoats, \$11.75

Warm, comfortable and serviceable overcoats, that are most necessary at this time of the year.

English and Canadian tweeds, in gray and brown fancy mixtures. Ulster and belter models, with convertible collar. Sizes 6 to 12 years. Today, quick clearing, special, \$11.75.

Simpson's—Main Floor.

Suits for Stout Men and Every Other Type of Figure, \$35.00

An opportunity for the man who is hard to fit—suits that are carefully designed for each type of figure. Fine-finished worsteds and smart tweeds, in attractive shades of brown, gray and green; neat stripe, check and mixture pattern effects; also a few blue mill-finished serges. Single-breasted, 3-button, soft roll, conservative, semi and form-fitting sacques and double and single-breasted waist-seam models. Sizes 34 to 48. 8.30 this morning, at \$35.00.

Winter Overcoats

Exclusive in Style, Attractive in Price At \$23.50

A double-breasted ulsterette, made up from a rich dark brown coating, in a neat small check pattern effect.

Convertible collar, natural shoulders, inverted pleat and 1-piece belt at back, novelty flap pockets and split sleeve, finished with small cuff; wool body lining. Sizes 35 to 40.

At \$35.00

A rich heather brown heavy weight coating, made up in the double-breasted ulster model, with storm collar, ½-belted back and regular pockets with flaps. Wool body linings. Sizes 36 to 44.

At \$35.00

A heavy weight melton, in a medium plain gray shade, made up in the fly-front Chesterfield model; semi-fitted, self collar, regular pockets with flaps. Sizes 36 to 44.

At \$38.50

A rich novelty brown heavy weight coating, made up in the double-breasted waist-seam model, with convertible collar, natural shoulders and slash pockets. Sizes 35 to 40.

At \$55.00

A dark brown cheviot made up in the very newest double-breasted Trench form-fitting model, all-around belt, natural shoulders, convertible collar, fancy yoke and pleat at back, half satin lined, piped seams. Sizes 34 to 38.

Simpson's—Main Floor.

The **SIMPSON** Company Limited