

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

At Simpson's—A Noteworthy Display of Winter Overcoats for Boys

Buy Victory Bonds

The best for your Country—5½% for you—and the guarantee of the Dominion of Canada behind the loan.

To buy Victory Bonds means that we give more credit to Great Britain and the Allies.

Which means **Increased Exports from Canada.**

Which means **Greater Production in Canada.**

Which means **Steady Employment for Canadians.**

Which means **a Better, Richer Country for You.**

At the same time you are receiving 5½% on your money—an investment safe and profitable.

With a Thought of Approaching Winter

and its chilling blasts and ice and snow. It's time to consider the purchase of Winter underwear, and today is a particularly opportune time, when we are offering exceptional values in heavy weight garments.



Men's Fleece-Lined Combinations, \$2.25

Warm, comfortable garments for Winter—natural shade (Penangle brand). Soft, fleecy wool lining. Sizes 34 to 44. Each, \$2.25.

Penman's 95 Brand Natural Wool Underwear

Winter weight, natural shade. Made from fine quality wool, with a percentage of cotton. Guaranteed unshrinkable.

- Sizes 34 and 36, each...\$5.50
- Sizes 38 and 40, each...\$6.00
- Sizes 42 and 44, each...\$6.50
- Size 46, each...\$7.00
- Sizes 48 and 50, each...\$7.50

Men's Merino Underwear, \$1.00

Natural shade. Made from fine wool and cotton mixture. Shirts and drawers to match. Close-fitting cuffs and ankles. Sizes 34 to 44. Each, \$1.00.

Men's Natural Wool Underwear, \$2.25

(Admiral brand). Winter weight—shirts have double breast, drawers have reinforced seat. Sizes 34 to 44. Each, \$2.25.

Men's Scotch Wool Underwear, \$1.50

Winter weight. Guaranteed to stand hard wear—shirts and drawers to match. Sizes 34 to 44. Each, \$1.50.

Simpson's—Main Floor.



Shop For Christmas Now!

STORE HOURS:

Opens 8.30 a.m.
Closes 5.30 p.m.

Open All Day Saturday

Models of Distinctive Grace and Individuality

Just in time for the blustery winter season that is at hand. Warm, heavy, comfortable overcoats for boys in a comprehensive assortment, presenting the newest in style and fabric. The materials are the best obtainable---that's what mothers want, so do the boys. The tailoring is as fine as they put into men's clothes. In a purchase made here you are assured of the greatest possible value for your money, and workmanship that cannot be excelled.



At \$22.50

A very smart double-breasted overcoat, in a waist-line effect, made up from a rich fancy brown tweed, lined full length, slash pockets and convertible storm-proof collar. In sizes to fit boys from 13 to 16 years.

At \$19.00

A double-breasted, all-around belted model, made up from a fancy gray tweed with a blue overlaid check. Has convertible collar, good quality twill lining, and is finished with smart turned-back cuffs. In sizes to fit boys from 12 to 16 years.

Junior Overcoats \$14.00

A comfortable and smart-looking overcoat, made up from a good quality brown or blue Chinchilla cloth. The style is a single-breasted, all-around belted model, close-fitting collar, and is lined throughout with a heavy twill lining. Comes in sizes to fit boys from 4 to 10 years.

At \$16.00

Double-breasted waist-line model, made up from an all-wool gray tweed, with a brown overlaid check. Has convertible storm collar, fancy cuffs on sleeves, imitation vents at back, and is well lined with a good overlaid check lining. In sizes to fit boys from 4 to 8 years.

Simpson's—Main Floor.

Boys' Reefers \$14.50

Splendid warm and dressy reefers, made up from a heavy Chinchilla cloth in brown or gray. Double row of G.R. buttons, close-fitting velvet collar, heavily lined with a red flannel lining and finished with CANADA emblem on sleeves. In sizes to fit boys from 3 to 8 years.

Clothes for the Young Man Adopting His "First Longs"

A few suggestions outlining the newest in suits for the youth who is about to purchase his first long trousers suit. These clothes have been specially modelled for this particular age along mannish lines, yet retaining a suggestion of youth. Young men should see these clothes in order to appreciate their superiority in style, fabric and workmanship.



At \$18.50

A rich dark brown and black tweed mixture. Single-breasted, 2-button sacque, soft roll notch lapels, all-around belt, vertical pockets. In sizes 33 to 35.

At \$20.00

A smart gray tweed mixture, with narrow black stripe effect. Single-breasted, 2-button sacque, soft roll notch lapels, all-around belt, regular pockets with flaps. Sizes 33 to 35.

At \$22.00

A dark brown cheviot in a neat diagonal pattern effect. Single-breasted, 2-button sacque, soft roll peak lapels, all-around belt, slash pockets. Sizes 33 to 36.

At \$24.00

A rich dark green novelty tweed. Double-breasted sacque, soft roll peak lapels, all-around belt, slash pockets. Sizes 33 to 35.

All models have medium height vests, and trousers finished with five pockets, belt loops and cuff bottoms.

Stout Men's Suits at \$45.00

Tailored from a fine-finished plain dark gray pick-in-pick worsted. Single-breasted, 3-button, soft roll sacque, medium height vests, trousers finished with side, two hip, watch pocket, belt loops, cuff or plain bottoms. Sizes 40 to 48. \$45.00.

Simpson's—Main Floor.

Men's Hats Clearing at \$1.00

And They Are Good Ones Too, at Half Price and Less

Fedora shapes, with flar and curled brims, welt, raw and bound edges. Shades of gray, green, navy, brown, fawn and black. English, Canadian, Italian and American makes in the lot. No phone or C.O.D. orders taken on these hats. Today, special, \$1.00.

Simpson's—Main Floor.



Men's \$1.25 Socks \$1.10

Fine quality wool and cotton mixture, in light weight and seamless. Assorted heather shades. Ribbed leg and cuff. All sizes. Today, special, \$1.10.

Boys' 75c Fleece-Lined Stockings, 50c

A huge special purchase of 1650 pairs heavy ribbed cotton school stockings. Warmly fleece-lined. Sizes 6 to 10. 75c value. Today, 50c.

Women's Thread Silk Hose, \$1.65 Seconds of an Excellent \$2.50 Quality

Black, white and navy, with 19-inch silk leg. Seamless, with plain lisle or elastic ribbed top. All sizes. Exceptional value today, \$1.65.

Women's \$2.00 Gray Suede Gloves, \$1.39

"Made-in-Canada" brand, fashioned from heavy pliable skins. Medium shades. Sizes 5½ to 7½. Extra value today, \$1.39.

Simpson's—Main Floor.

Handkerchiefs for Christmas

Nothing could be more acceptable and useful as a Christmas gift than dainty handkerchiefs.

Early selection of Christmas handkerchiefs is advised, as our present assortment is exceptionally complete.

800 dozen Girls' Colored Border and Colored Corner Embroidered Handkerchiefs. Each, 5½c.

Women's One-Corner Embroidered Handkerchiefs—white and colors. 4 for 48c.

Embroideries, Special!

Special values in Swiss baby flouncings. Good range of patterns. 27 inches wide. Regularly \$1.25 and \$1.50. Today, yard, 95c.

Simpson's—Main Floor.

Men Can Buy Good Boots Today at \$5.45

Sample and Regular Sizes

Black calf, box kip, Havana brown and patent colt leathers. Blucher and straight lace—wide and narrow shapes, with heavy viscolized, standard screw sewn soles. Also rubber fibre and leather Goodyear welt soles. Military and low heels. All sizes in the lot. Today, \$5.45.

(No Phone, Mail or C.O.D. Orders).

Simpson's—Second Floor

The Robert SIMPSON Company Limited