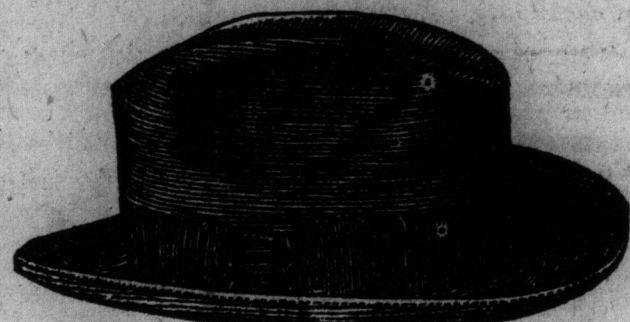


Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

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

At SIMPSON'S—Exclusive Models of Extreme Smartness in Fall Type Overcoats for Men and Young Men

The New English Soft Felt Hats Distinctively Styled



At \$6.00

The small shapes so much in demand—a wide selection of small raw edge and welted edge fedoras, adhering strictly to the style adopted in England. Shades of grey and brown. Today, \$6.00.

English Velours at \$7.50

In small shapes, as above. Shades of light and dark green. Today, \$7.50.

Men's Tweed Fedoras, \$3.50 and \$4.00

Many smart patterns, in light and dark shades of tweeds, homespuns, etc. Today, \$3.50 and \$4.00.

Eastern and Wolfe Caps, \$3.00 and \$3.50

New fall caps of the above makes, in many materials. One and eight-piece top styles. \$3.00 and \$3.50.

Many other caps to select from, priced at 75c, 95c, \$1.25, \$1.50, \$2.00 and \$2.50.

Simpson's—Main Floor.

A comprehensive assortment of the latest and most authentic fashions in a variety of styles to gratify every preference and to meet the requirement of every occasion of dress.

Melton Chesterfield Overcoats at \$28.50

The ever-correct and stylish fly front Chesterfield model, finished from a plain dark grey Melton cloth—with velvet collar, slightly fitted back and regular pockets with flaps. Sizes 36 to 44. \$28.50.

Double-Breasted Fall Weight Overcoats, \$38.50

One of the Newest Young Men's Models

A popular and dressy coat for fall, made up from a rich dark navy blue chevrot, in the double-breasted, form-fitting model—new peak lapels, novelty flaps and outside ticket pocket—bell sleeve and deep hook vent. Sizes 34 to 42. \$38.50.

Advance Showing of Heavy Weight Ulsters for Men and Young Men at \$45.00.

The newest coats for winter—roomy and comfortable—made up from genuine imported O'Brien Bros. coatings, a material which will defy the coldest blasts of winter—in rich shades of brown, green and heather mixture effects. Sizes 36 to 44. \$45.00.

Two-Purpose Covert Cloth Raincoats, \$14.95

Fifty raincoats only in this sale! A favorable purchase enables us to sell them at this modest price.

They are handsome serviceable models, made up from a rich fawn covert cloth, in the trencher design—with all-around belt, convertible collar, set-in sleeves and patch pockets with flap, small cuff on sleeves. Edges and flares both sewn and cemented. For wear as an overcoat or raincoat.

Sizes 34 to 42. On sale today at \$14.95.



Undoubtedly the Book of the Year!

Harold Bell Wright's Great New Novel

"The Re-Creation of Brian Kent"

Just Published, \$1.50

Give Your Friend the New "Harold Bell Wright"
The Present of the Moment

Sale! Men's Boots \$7.95

Regularly \$9.00 to \$12.00 Values

Victor, Slater, Tetrault's and other high-grade boots in all sizes 5½ to 11.

Every wanted style and shade among them! They come in Havana brown mahogany calfskin, black and tan storm calfskin, gunmetal, patent colt, black and brown kid leathers. Straight lace, button and blucher styles. Leather or heavy twill linings. Heavy or oak trimmed leather soles, heavy waterproof, viscolized or Neolin, and guaranteed rubber fibre soles. Military and low heels. Sizes 5½ to 11. Values, \$9.00, \$10.00, \$12.00. All one price, today, \$7.95.

Boys' Active Service Boots, \$4.00

Guaranteed. Made of heavy tan kip leather, in blucher cut. Heavy solid leather standard screw soles. Full back leather backstay on fine fitting lasts. Sizes 1 to 5½, \$4.00.

Simpson's—Second Floor.

FOR THE BOYS Dependable Tweed Suits at \$5.35

Sizes 7 to 14 Years

Sturdy, cleverly tailored suits that are strong and lasting in quality—neat grey and black diagonal stripe cotton tweed. Designed in three-button, single-breasted, belter model—with vertical pockets. Bloomers are full lined, belt loops—strap and buckle at knee. Sizes 25 to 32. Today, 8.30 special, \$5.35.

85 Boys' Overcoats at \$11.75

A good overcoat at a low price is a rare article today. A fortunate purchase many months ago brought us these durable wool and cotton mixed tweed coats. They are designed in ulster model, with belt at back—tailored in grey and brown and grey and black mixed stripes. Lined throughout with durable body linings. Sizes 7 to 12 years. Today, 8.30 special, \$11.75.

Simpson's—Main Floor.

The Robert SIMPSON Company Limited

300 Sweater Coats for Men Selling at \$6.95 Regularly \$10.00

An opportunity which will not be repeated. Pure wool sweater coats are selling today at one-third less than the regular price. We were fortunate in buying this lot at a big price reduction from a manufacturer who needed the ready cash—thus enabling us to offer this coat at such an attractive price.

There are two shades in maroon and brown. All have high storm collar, two pockets and pearl buttons. Regularly \$10.00. Today, \$6.95.

\$2.75 Cashmere Jerseys, \$2.39

200 only, boys' pure wool cashmere jerseys, button-on shoulder style, in navy and white, navy and red, brown and green, plain navy—good fall weight. Sizes 24 to 32. Regularly \$2.75. Today, \$2.39.

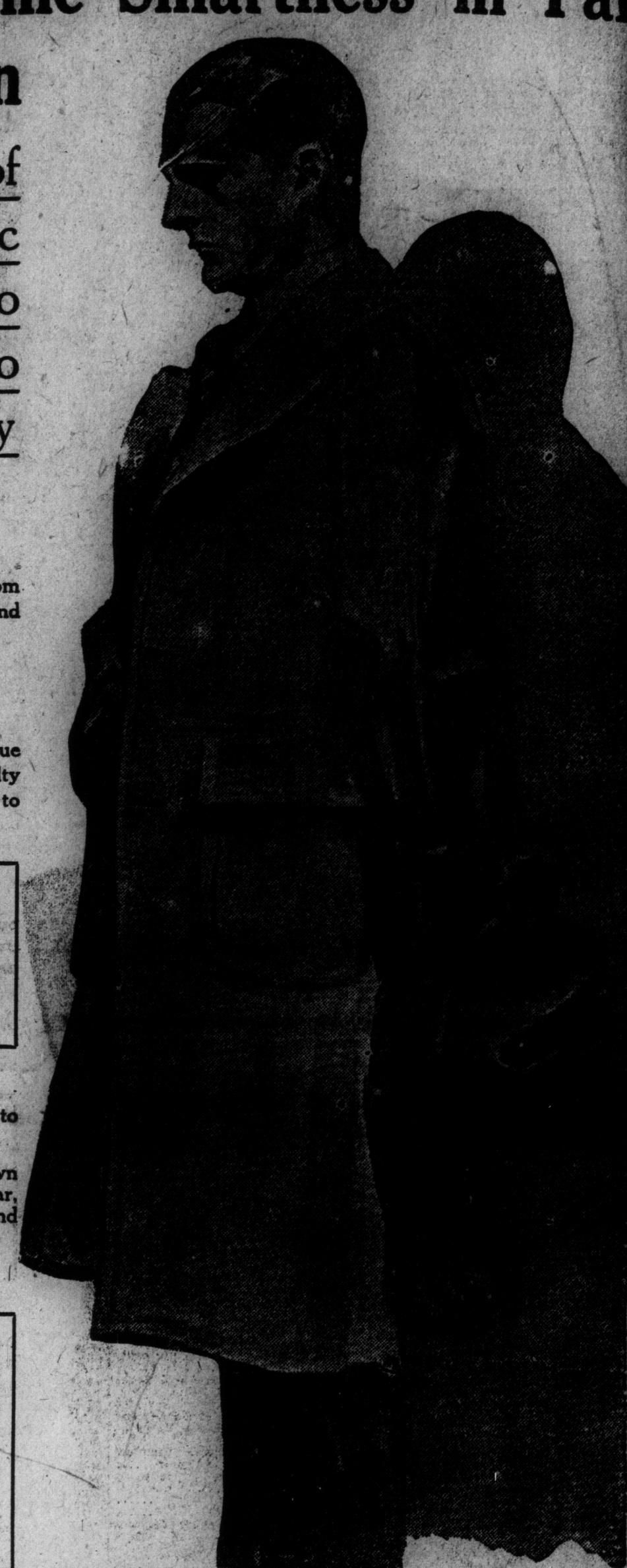
Penman's Fleece Underwear, \$1.15 Garment

Men's fleece-lined underwear, natural shade—made with soft fleecy wool lining, with heavy cotton shell. Shirts and drawers to match. Sizes 34 to 44. Today, \$1.15.

Men's Merino Underwear, \$1.00

Natural shade, made from fine wool and cotton mixture. Shirts and drawers to match. Just the weight for present wear. Sizes 34 to 44. Today, \$1.00.

Simpson's—Main Floor.



The New Fall Shirts

Are exclusive in pattern and are representative of the newest and best, both in style and fabric. Our stock for the fall and winter season is exceptional in every detail and of sufficient variety to satisfy every taste. A few of the popular-priced models are described below:

Men's Negligee Shirts at \$1.50

Large assortment of shirting materials in hair-line and cluster stripes. Coat style, double soft French cuffs. Sizes 14 to 17.

At \$2.00

Made from cord shirtings, neat striped patterns, in two and three-tone colorings. Coat style, double soft French cuffs. Sizes 14 to 18.

At \$3.00

Arrow Brand, coat style, double soft French cuffs—hair-line and cluster stripes, newest designs. Sizes 14 to 17.

At \$2.50

Arrow Brand. Made from best quality shirtings, in up-to-date patterns and colorings. Coat style, double soft French cuffs. Sizes 14 to 17.