

Mostly For Men—Today at Simpson's



TODAY sees the opening of Canada's National Exhibition of her industries and those of friendly countries.

A year ago at Exhibition time business had hardly recovered from the first shock of the war.

During the year Canada has won for herself first place in the affections of the Motherland, conspicuous prominence in the eyes of Britain's allies, and the respect of Britain's enemies.

Exhibition is a fitting time to reiterate this store's policy:

"CANADA FIRST, BUT NOT EXCLUSIVELY."

Day by day our store news will tell of goods made in Canada—made by loyal manufacturers to keep loyal workmen employed. Their output will be distributed by this store

CLOSE TO COST OF PRODUCTION

Day by day our store news will include the products of Britain and her allies; English goods, Irish goods, Scotch goods, French goods, Italian goods, Russian goods and Japanese goods. These are new importations for this Exhibition trade. These are importations on which war taxes have been collected, making it possible for our Canadian Government to rally Canadian soldiers to the old flag. Customers may rely on obtaining these goods here at the

SMALLEST POSSIBLE MARGIN ABOVE COST OF IMPORTATION

Men's Furnishings

BOOTS.
London made. Regular \$4.50 to \$7.00; 1100 pairs; 300 pairs samples in the lot. No mail orders 2.99

BOYS' BOOTS.
100 pairs of Prospectors in the lot: "Active Service," "Doctors" and "Boy Scout" brands; sizes 11 to 13½ and 1 to 5½. Regular \$3.00 to \$4.00 ... 2.49

SOFT SHIRTS.
Planted and plain, striped and fancy patterns. Regular \$1.25 and \$1.5039

120 MEN'S SILK SHIRTS.
Fronts in stripes; perfectly matched bodies. Regular \$2.00 and \$2.50 1.49

MEN'S WOOLLEN UNDERWEAR.
Fall weight, natural, British make; shirts and drawers75

WOOLLEN BATHING SUITS.
Sizes 32 to 46; two pieces; navy or navy with cardinal. Regular \$2.50 and \$3.00 1.95

SOCKS.
Men's English - Make All - Wool Plain Black Cashmere Sox, "Liams" or "Wolsey" brands; sizes 9½ to 11. Today, 3 pairs 1.00 pair35
Men's Shot Effect Black Cashmere Sox, red, white and blue colors; sizes 9½ to 11. Today, 3 pairs 1.10; pair39

Men's Silk Sox, extra fine quality, strong thread, shear weave, sizes 9½ to 11; black, tan, gray, navy. Regularly 50c. Today29

MEN'S STRAW HATS.
Boater style. Regular \$2.00 to \$3.00, for95

500 MEN'S SOFT HATS.
Samples, sizes run from 5½ to 7½. Regular \$2.0095

MEN'S AND BOYS' CAPS.
New fall patterns in tweeds and serges. Regularly 75c45

1200 SILK TIES.
Military and club stripes; black, white and Belgian blue. Regular 35c and 50c25

GLOVES.
Men's Wash Chamisette Gloves, natural shade, fine finish, one dome fastener, strong sewn seams. Today, at 1.00, 1.25, 1.50
Men's Tan and Gray Suede Gloves, soft pliable skin, dome clasps, over-sewn seams; sizes 7 to 10; extra value. Today98
Men's Tan English Cape Walking Gloves, assorted tan shades, one dome clasp, heavy seams; sizes 7 to 10. Today 1.00, 1.25, 1.50

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STORE CLOSING TODAY AT 1 P.M.
NO NOON DELIVERY.



Saturday morning makes a small shopping day, but time spent here means money well spent when values such as these mentioned on this page may be obtained.

THIS MORNING

DURWARD'S \$26.50 ENGLISH SLIP-ON COATS TO CLEAR, \$15.00.

There are 40 coats in the lot, mostly samples of the well-known English makes, Kenneth Durward and "Valitor."

They are made from some of the finest all-wool English light-weight coatings, in grays, in browns, and in fancy mixtures. Some single-breasted Chesterfield styles, buttoned through, and some of the fashionable double-breasted soft roll collared coats; finished with silk sleeve linings and with silk across the back, leather buttons, patch pockets, and smartly cut and tailored by English tailors. This morning... 15.00

THIS MORNING

ONE HUNDRED AND TWENTY-FIVE MEN'S SUITS TO CLEAR, \$5.00.

"First come, first served." We cannot accept phone orders for these suits. The lot will not last long, as they are regular \$9.00, \$10.50, \$12.00, \$13.50, and some \$15.00 values. Three-piece suits, mostly in grays, in light and medium shades, and a few two-piece suits comprise the lot. They are all good, honest, well-tailored garments. Sizes 35 to 44. To clear this morning at 8.30 5.00

THIS MORNING

For men who demand the right kind of clothing at the right price, we have a wonderful range of new Fall Suits from which to make a selection. One smartly-tailored suit in this season's best sack style is made of small checked English worsted, in brown, lined with fine twill mohair. This suit shows the soft roll lapels, the high-cut waistcoat and fashionable trousers. Sizes 36 to 44. Price 18.50

Holidays are almost over, and the need for School Suits and Light Overcoats for the boys becomes a pertinent question. You will find it well answered in these items below, which are on sale this morning.

BOYS' SCHOOL SUITS AT \$2.95 AND \$5.95.

200 Suits, that we have marked for early selling Saturday morning, tailored from imported English tweeds, in a plain dark gray or olive shade and dark brown with a fancy stripe, single-breasted yoke Norfolk style, with box pleats to belt at waist, bloomer pants; sizes 25 to 32. Saturday morning 2.95

150 Suits, with two pairs of bloomers. We are featuring the extra bloomer suit this season, and these suits for Saturday morning are exceptional values. Fancy Norfolk models, and the cloths are all wool, in rich fancy weaves; brown or gray shades; serge linings, sizes 20 to 36. Saturday morning 5.95

95c CLEARING SALE OF BOYS' WASH SUITS.
Regular \$1.50, \$2.00, \$2.50 and \$3.00. Priced for a rush Saturday morning—500 Boys' High-Grade Wash Suits, galatea, Satara cords, Madras and linen fabrics, in a beautiful range of rich colors

and plain shades; every up-to-date style, bloomer or straight knickers; sizes 2½ to 6 years. Saturday morning 95

BOYS' BLUE SERGE FALL REEFERS, AT \$4.00.

A natty double-breasted coat with full box back, regular reefer length, tailored from a rough English serge, fancy emblem on sleeve and brass buttons; sizes 2½ to 10 years. Saturday morning 4.00



To Visitors and Citizens we offer this Exhibition time the best opportunity for economic buying.



Remember the words of the Premier of Great Britain: "Waste on the part either of individuals or classes is, in these times, nothing short of a national danger."

Watch the Store News. Compare Simpson quality and prices. It's a waste of money to pay more than Simpson prices.

Visitors to the city during Exhibition time are cordially invited to make this Store their own. For their convenience we will be glad to check parcels for them at the Check Room in the Basement, and for this service there is no charge. Telephone booths will be found on the first three floors, a Telegraph Office in the Basement, and a Postoffice on the Main Floor. The Rest Room is on the Third Floor, while Lunch and Tea Rooms will be found on the Sixth.

Those who know the advantages of this Company's one-day service by mail are reminded that they can purchase here in the Store the same class of merchandise as we catalogue and have the goods delivered to their homes with all charges prepaid. Groceries, Furniture, and other heavy or bulky goods not catalogued are also prepaid to any station in Ontario when the total order is \$10 or over.

Special Announcement From Drapery Department

TUESDAY is positively the last day on which orders will be accepted for draperies to be made up FREE OF CHARGE.

TUESDAY is the last day for the SPECIAL PRICE for loose covers which has prevailed all August.

TUESDAY is the last day to place your order for re-upholstering at half-price.

Surprising Values in the Drapery Department

Sample Ends of Chintz, Each 180—160 ends of chintz, 1 yard and 1½ yards long, including all the new colorings and designs for the present season's business, prices of which are regularly 35c and 45c per yard, 31 inches wide.

English and French Printed Chintz and Linens, \$1.25 Yard—Regular \$2.00 and \$2.50 per yard.

Tapestry Portieres at \$2.89 a Pair—Heavily fringed top and bottom; green, red or green and red combined; full sizes. Regular \$3.75 a pair.

Remnants Half-Price—A collection of remnants of nets, madras, serges and casement cloths, in lengths up to 2 yards; all marked half regular selling price.

Curtain Nets, 10c a Yard—30 and 40 inches wide, white or ivory; also a few muslins trimmed with lace and insertions.

THE LAST DAY FOR PLACING ORDERS FOR

Linoleum Laid Free

Saturday finishes "Linoleum week." We will accept on that day any number of orders for goods to be laid during the following week, or immediately after, within the city limits, but all orders must be definitely placed on Saturday at the latest. These prices for good heavy linoleum and floor cloths include the laying:

Linoleum, 4 yards wide, 1000 yards, English and Canadian make, square yard, 52c, laid free.

Linoleum, 2 yards wide, quality No. 1, square yard, 47c, laid free; quality No. 2, square yard, 43c, laid free.

Floor Oil Cloth—Quality No. 1, square yard, 37c, laid free; quality No. 2, square yard, 30c, laid free.

The New Market Telephone Adelaide 6100

Meats

Thick Rib Roast Choice Beef, per lb.18
Round Shoulder Roast, per lb.15
Shoulder Roast, per lb.14
Brisket of Beef for Boiling, per lb.13
Leg of Spring Lamb, per lb.18
Loin of Roasting Pork, per lb.23
Fresh Sausages, per lb.15
Breakfast Bacon, mild curing, whole or half-side, per lb.20
Back Bacon, very choice, whole or half-side, per lb.25
Smoked Ham, York Brand, whole or half, per lb.26
Smoked Picnic Hams, ¼ to ½ lbs. each, per lb.16
Roast Beef, per lb.40
Jellied Lunch Tongue, per lb.35
Jellied Ox Tongue, per lb.35
Jellied Hocks, per lb.20
Roast Pork, per lb.45
Roast Pork, per lb.40

Simpson's Groceries

Choice Creamery Butter, White Clover Brand, per lb.32
Toasted Cornflakes, 3 packages25
Leaf Sugar, 5 lbs.25
Clark's Pork and Beans, large tin, per tin11
Shirriff's Marmalade, 1½ lb. jar25
Baker's Cocoa, ½ lb. tin25
Choice Red Salmon, 2 tins25
Finest Canned Cheese, per lb.19
Finest Canned Lobster, per tin22
Peck's Brand's Shortbread, regularly 30c per lb.18
Garon's H. P. Sauce, bottle18
Crossed Fish Brand Sardines, 2 tins25
Libby's Sweet Mixed Pickles, 29-oz. bottle25
Finest Canned Fruit, Raspberries, Strawberries and Cherries, per tin18
Pure Gold Salad Dressing, 3 packages25
Clark's Lemonade Syrup, 3 bottles25
Clark's Potted Meats, assorted, 5 tins25
Finest Canned Corn, Peas or Tomatoes, 2 tins25
Choice Olives, stuffed or plain, per bottle15
Pure Gold Jelly Powders, assorted, 3 packages25
500 lbs. Fresh Fruit Cake, per lb.15
Fancy Mixed Biscuits, 2 lbs.25

Cut Flowers

Select Quality Gladioli, assorted, per dozen25
Select Quality Roses, assorted, per dozen, 40c, 75c, \$1.00 and \$2.0025
Sweet Peas, 25 in bunch, per bunch25
Artificial Air Fern, everlasting, per bunch25
Artificial Palms, each, \$1.00, \$2.00 and \$3.0025
Artificial Flowers, each, per bunch10

The Robert Simpson Company, Limited

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