

PALM ROOM RESTAURANT

Canada Food Board License No. 10-4322.
 BREAKFAST, 8.30 a.m. to 10.00 a.m. / AFTERNOON TEA, 3 to 5.30 p.m.
 DINNER, 11.30 a.m. to 2.00 p.m. / A LA CARTE LUNCHEES at all hours.
 SIXTH FLOOR.

SIMPSON'S**In the Optical Department**

You can be fitted with the proper eyeglasses that best suit your particular requirements. Experts trained in eye testing and fitting are in attendance. Second Floor.

Store opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.; Saturday at 1 p.m.

How Boys Can Be Clothed for School at the Lowest Possible Cost

Boys' Blue Serge Suits
\$15.00, \$16.00, \$17.00

Beautifully tailored throughout from all-woolcheviot serge, in a guaranteed navy coloring. Single-breasted, 3-button Trench effect, with neat lapels. Form-fitting shoulders—-inverted pleats in back—-3-piece belt with buckle, and fancy slash welt pockets. Twill serge body linings. Bloomers are full-fashioned—-lined throughout. Belt loop—-side and watch pocket—-expanding knee bands. Boys 8 to 12 years, \$15.00; 13 to 16 years, \$16.00, and 17 and 18 years, \$17.00.

Boys' Tweed Suits
\$8.00 and \$8.50

New Trench models—tailored from medium grey tweeds. Small check patterns. Single-breasted models with natural shoulders—form-retaining fronts—slash welt pockets—loose belt with buckle at waist, and durable warm linings. Full-fashioned bloomers are lined and have belt loops and watch pocket at waist—expanding knee bands. Boys, 8 to 12 years, \$8.00; 13 to 16 years, \$8.50.

ANOTHER VERY SMART SUIT is featured in a fine grey worsted. Single-breasted, two-button model, with notch lapels—form-fitting shoulders—slash welt pockets—dip yoke in back with box pleat to waist; 3-piece buckle belt sewn at back only. Twill serge body linings. Bloomers are full-fitting—lined throughout. Belt loops and expanding knee bands. Sizes 25 to 30, \$14.50; 31 to 34, \$15.00; 35 and 36, \$15.50.

Boys' Neglige Shirts \$1.25

Made of durable percales and madras in a variety of striped effects. Soft cuffs and separate collars. At \$1.25.

BOYS' SHIRT WAISTS in sport styles with collars attached are priced at \$1.25.

BOYS' KHAKI SHIRTS and shirt waists in light and dark shades are priced at \$1.00.

BOYS' COMBINATION UNDERWEAR in balbriggan weaves. Short sleeves and knee length, priced at 75c.



Junior Norfolk Suits
\$4.50, \$5.50, \$6.50

Smartly tailored models for the little fellows from 21-2 to 8 years. Grey and brown tweeds in broken checks, stripes and plain weaves. Single-breasted with neat lie-down collars—tassel cord ties—slash pockets and loose belt with buckle at waist. Durable, warm body linings. Straight knickers are lined and have waistband. Sizes 201-2 to 26. \$4.50, \$5.50 and \$6.50.

Boys' Coverall Suits
\$1.50 and \$1.75

These serviceable little garments are very necessary at times to protect the better clothing. Cut from strong drill materials in black, blue, tan and khaki colors, with contrasting collars, cuffs and stitched belts. Suit consists of a blouse tunic, attached to long overall pants, buttoning at back. Boys, 2 to 6 years. Today, \$1.50 and \$1.75.

Boys' Khaki Bloomers \$1.50

Full fashioned, hard-wearing bloomers, for boys 8 to 15 years. Cut from a reliable khaki drill, with belt loops at waist and strap and buttons at knee. Sizes 26 to 33. At \$1.50.

A better grade is featured same as above in light and dark shades. Boys, 6 to 16 years. Today, \$1.75.

Boys' Tweed Caps 75c

Four and eight-piece tops. Obtainable in several attractive light and dark shades. Priced at 75c.

Others in four and eight-piece top shapes with strap and buckle. Made of tweeds, Donegals, homespuns, etc. Priced at 95c.

High-class caps in excellent variety of shapes and patterns. Priced at \$1.50, \$2.00 and \$2.50.

Boys' Varsity Caps, of reliable navy blue serge with crests—Allies, Canada and Boy Scout, 75c. With the crests, Model School and U. T. S., \$1.00.

The Boy Who Starts School With a New Suit Has Much in His Favor

He is able to resume studies with peace of mind—knowing that his appearance is beyond criticism. The result is reflected in his superior ability and better work.

Simpson clothes for boys are made to satisfy the demand for unusually long service, yet they cost no more than clothes which do not come up to our standard.

Boys' Blue Serge Suits \$8.50

Made of imported worsted serge in dark navy blue. Single-breasted—pinch-back models—3-piece belt sewn at back—set-in pockets with top flaps. Full-fashioned bloomers are lined. Boys, 7 to 17 years. Today, special, \$8.50.

Boys' Norfolk Tweed Suits \$8.00 and \$9.00

Smart Fancy Norfolk Model, tailored from dark grey tweed, in attractive pin-head check pattern. Single-breasted, three-button model, natural shoulders, well tailored fronts. Loose all around belt, side patch pockets; twill body linings, full fitting bloomers, all lined. Boys, 7 to 12 years, \$8.00. Boys, 13 to 16 years, \$9.00.

Boys' School Bloomers \$1.85

Of sturdy medium weight tweeds in seasonable shades of dark grey and brown. Mixed striped patterns. Lined throughout. Boys, 7 to 16 years. Special, \$1.85.

Advance Showing of Boys' Fall and Winter Overcoats

Tailored from all-wool English and Scotch ulstering in rich heather mixtures. Double-breasted trencher effects, with wide convertible collar that may be worn showing lapels or buttoned close. Double stitched, raised seams, slash welt pockets, loose belt with buckle. Wool body linings. Boys, 8 to 12 years, \$15.00. Boys, 13 to 16 years, \$18.00. Boys, 17 years, \$19.00.

Another exceptionally dressy coat is shown in heavy Scotch ulstering—a rich olive mixture—double-breasted trencher model. Convertible collar—natural shoulders—slash pockets—loose back, and buckle. Wool serge body linings. Boys, 14 to 16 years, \$22.00. Boys, 17 years, \$22.50.

Boys' Khaki Bloomers \$1.49

Serviceable, hard-wearing bloomers, cut from a dark khaki drill. Boys, 8 to 14 years, \$1.49.

Suiting Men and Young Men With Medium Priced Suits is the Business of the Simpson Men's Store

It takes mighty good merchandising to keep prices down on such reliable suits as these. But that's the Simpson idea—to offer better suits at a little lower than one would expect to pay. There'll be a lively dispersal today, so get yours as early as possible.

Young Men's Suits \$15.00

Of medium grey tweed, showing a neat stripe. Trencher model with all around belt—5-button vest—narrow trousers. Sizes 33 to 36. Today, \$15.00.

Stout Men's Suits \$22.00

Dark brown tweed with small check pattern. Single-breasted 3-button sack. Vest has 5 buttons—trousers with cuff or plain bottom. Sizes 36 to 44. Today, \$22.00.

Simpson Special Boot for Men \$6

Choice of five different shapes, in gunmetal leather, with dull calf tops. Single or double leather or Neolin sole, military and low heels. Sizes 6 to 11. Today, pair, \$6.00. Same style in mahogany calf, lace or Blucher. Pair, \$7.00.

8.30 Special—Men's Goodyear Welt Boots \$4.40

Three styles, gunmetal boots, Blucher cut, medium and heavy Goodyear welt soles, medium wide and narrow English recede toe. Sizes 5½ to 8 only. Today, pair, \$4.40.

Men's Suits \$18.00

Developed in dark brown smart tweed mixture effect. Single-breasted—3-button model. Vest has 6 buttons—medium cut trousers. Sizes 36 to 44. Today, \$18.00.

Youths' Long Trouser Suits \$14.00

Made of tweed in brown mixed pattern. Semi-Norfolk model—6-button vest—narrow trousers. Sizes 32 to 35. Today, \$14.00.

VISITORS

are urged to make use of the
Store Conveniences
PALM ROOM RESTAURANT.
 Sixth Floor.
INFORMATION BUREAU.
 Main Floor—Centre.
TELEGRAPH STATION AND FREE PARCEL CHECK ROOM.
 Basement—Centre.
WOMEN'S REST ROOM.
 Third Floor.
POST OFFICE. TELEPHONE BOOTHS.
 Street Floor. Throughout the Store.

The **SIMPSON** Company
 Robert Limited