Men's Winter Weight Merino Combinations, natural shade; good quality. Sizes 34 to 44. Per suit, \$1.50.

## 1917 May Be Going Fast---But Not a Bit Faster Than This Good Eat to Please Thyself, But---

#### Men's New Neckwear at 50c

most endless collection of designs, colors and combinations in men's pure silk neckwear at this price.

You'll find them large and perfect in design. The value is extraordinary.

Dress to Please Others.

--- Benjamin Franklin Take lunch in the Palm Room today—you will surely

-You will be visibly impressed with the bright, cheerful,

restful surroundings. —You will be surprised at the quick, attentive service—also you will be agreeably impressed with the quality of the food.

—You will be bound to admit that the prices are surprisingly moderate.

-At forty-five cents you have choice of meat or fish, with two side dishes of vegetables—a piece of real old-fashioned apple pie or choice of other pies, and individual pot of tea that is really delicious.

Bread and butter is included with each order.

## --- and Still Great Heaps of Arrow Shirts

---still lots of designs and colors--- the same perfect-fitting shirts and the SAME GOOD VALUES as we offered you EIGHT MONTHS AGO.

We were wisely counseled to order heavily months ago-and we did. Consequently we are now able to keep varieties and assortments up and prices down -just when the latter are soaring. Some of the good values are:

Handsome "Arrow" Brand Silk Shirts, in the popular wide cluster stripes of two and three-tone effects. Also fine stripes of blue, green and mauve. Each, \$6.00.

Fine Imported "Arrow" Brand Crepe Cloths, in a very wide range of new and exclusive designs, such as wide cluster stripes of blue, green and mauve and many combinations of stripes, make these shirts interesting to fastidious dressers. Each, \$2.50.

Fancy White Shirts of the same brand are shown. These have the favored mushroom bosoms, that are good form for either dress or day wear. Each, \$2.50.

Repps, Zephyrs, Dimities and Percales, in a wide range of attractive cluster, plain and fancy stripes, are found in an excellent assortment of practical "Arrow" Brand Shirts. They also have soft double cuffs. Each, \$2.00.

Also Fine Percales and Dainty "Arrow" Brand Shirts, having smart single, double and triple stripes, in the more conservatives tones of blue, black and mauve. A serviceable, good-looking shirt. Each, \$1.50.

## There Are Overcoats and Overcoats

We are showing the kind of overcoats that you will see wherever men of discrimination gather-coats that show fabrics of wool-something you seldom hear about or see in print nowadays.

Coats that are faultlessly tailored, trimmed and finished.

Men can always depend on getting THE BEST VALUE AND THE BEST STYLE-DIFFERENT HIGHER-CLASS STYLE. Prices are invariably lower than around-about prices. Some of the overcoat prices and descriptions are:

At \$25

Dark green cheviot overcoats, doublebreasted trench ulster style, with belt. At \$25.00.

At \$30

Overcoats of Scotch tweed, slip-on style, with patch pockets, \$30.00.

At \$35

Brown heavy weight overcoats, double-breasted trench ulster style, with belt. Price, \$35.00.

At \$37.50

Dark brown winter weight overcoats, with slash pockets, belt and inverted pleat. At \$37.50.

At \$40

Grey chinchilla overcoats, doublebreasted, close-fitting style, with otter collar (shawl style); also otter cuffs, \$40.00.

At \$45

Men's Overcoats of heavy Scotch tweed and heavy worsted mixture, having big warm convertible collar and belt.

## Men's Suit Bargain at \$9.95

They Are Made of Strong, Serviceable Tweeds, and Every Suit is a Striking Bargain

You'll get plenty of service from one of these suits-for everyday, knockabout wear they are unexcelled. Made of sturdy brown and grey tweeds. The regular three-button style coat, five-button vest and four-pocket trousers, with plain bottoms. Sizes 36 to 42. Special today, \$9.95.

## Boys' Clothing Bargains

Dressy Tweed Overcoats at \$8.65

Double-breasted Overcoats, made from imported English tweeds, in grey and brown stripes and plain weaves, with wide convertible collars, and loose-fitting box back. Sizes 9 to 17 years. A good-looking, warm coat, specially priced for today at \$8.65.

#### "Collar Corner"

Arrow Collars in every size --- in every shape, including the newest models will be found in our 'Collar Corner,' Main Floor, Yonge and Richmond Sts.

#### Hats That Dad and the Boys Wear

-THE BORSALINO HAT -THE STETSON HAT

-THE CHRISTIE HAT -THE BURTON HAT

-THE ROSCO HAT

They are proven value-givers, because they keep abreast of the times and change the fashion to suit men of good taste and refine-ment who appreciate something

The Picture Galleries are located on the Sixth Floor. A good place to while away a little time when you

have it to spare.

### Are You Muffled?

Men's Reefer Style Mufflers of pure silk, neat patterns. Fringed ends. Price, \$1.50.

Men's Reefer Style Mufflers, made from imported English and American silks. Fringed ends. Price, \$2.00.

Men's Reefer Style Mufflers, Swiss and Italian silks. Newest patterns and colors. Fringel ends. Price, \$2.50. Men's Reefer Style Mufflers

best quality Swiss and Italian silks. Large size. Fringed ends. Newest patterns and colors. Price, \$3.00. Men's Bandana Square Mufflers

of Japan silk. Red, green and blue grounds. Price, \$1.50.

Men's Japan Silk Bandana Square Mufflers, in the newest patterns and colors. Full size. Price. \$2.00.

Men's Fine Quality Japan Silk Bandana Square Mufflers, large size. Price, \$2.50.

#### Keep Out the Cold With These Gloves of Wool

For practical, everyday wear, there are wool gloves tancy knitted in col-Heavy weight. Per pair 59c

Or there are English-made plain knitted wool gloves, and Scotch make with one-dome fastener. . Very comfortable and good-fitting. Per pair, \$1.50 and \$2.00.

business wear are made of tan cape or cuede and lined with wool. Onedome fastener. Per pair, \$1.75, \$2.00, \$2.50 and \$3.00. For dress-wear nothing could be

Smart warm gloves for street and

nicer than these gloves of soft suede lined or unlined. Colors, tan and grey. Per pair, \$2.50 and \$8.00.

Splendid for the motorist are automobile gauntlets of black horsehide Per pair, \$3.50 and \$5.00.

#### Going Like the Wind---Fur Caps

An excellent choice is offered you here in Fur Caps-Persian Lamb, Otter, Hudson Seal, Electric Seal, etc. Newest shapes—wedge, driver and tie-top. Persian Lamb, \$3.50, \$4.00, \$4.50, \$6.50, \$8.00, \$10.00 and \$12.00; Otter, \$10.00 to \$35.00; Hud-Limited son Seal, \$10.00 to \$18.00; Eiectric Seal, \$3.50 to \$5.00.

# Wool Underwear at Simpson's

The old country yarn-spinning factories are under the supervision of the British Government, and the bulk of their yarn is required for clothing for the men of the great Navy, the Empire's bulwark, and for our great Armies-consequently many underwear factories can secure only what can be spared from the overplus, if any.

Some stores are finding it difficult indeed to meet even a limited demand. BUT WE CAN MEET ANY DEMAND at these good-value prices:

#### Combinations

Men's Fall Weight Silk and Wool Com- binations, natural shade. Soft, fleecy lining. binations. Extra fine quality. Soft and com- Sizes 34 to 44. Per suit, \$1.50. fortable. Perfect fitting. Sizes 34 to 44. Per suit, \$3.00.

Penman's Preferred Merino Combinations, for present and wireler wear. Sizes 34 to 44. Per suit. \$2.25.

Men's Winter Weight Fleece-lined Com-

Men's Medium Weight Natural Wool Cashmere Underwear; shirts and drawers; fine and soft. Sizes 34 to 44. Per garment.

Combinations same as above, at \$2.75. Men's Two-piece Underwear

winter weight; natural shade. Sizes 34 to 44. Per gar-Men's Winter Weight Natural Cashmere Underwear, shirts and drawers. Body Men's Fine Union Merino Guard brand. Cashmere faced. Sizes 34 to 44. Per Underwear, shirts and drawers. Natural shade. Wanted

weight. Sizes 34 to 42. Per garment, \$1.15. Men's Elastic-ribbed Cotton Underwear, cream shade, fleecy-lined; shirts and drawers. Sizes 34 to

Men's Fleece-lined Under-

wear, shirts and drawers;

ment, 65c.

44. Per garment, \$1.00. Combinations same as above, suit, \$2.00.

garment, \$3.00. Men's Soft, Fine Silk and Wool Shirts and Drawers,

medium weight, elasticribbed. Sizes 34 to 44. Per garment, \$2.25. Combinations at \$4.50.

Men's Elastic-ribbed Winter Weight Shirts and Drawers. Sizes 34 to 44. Per garment, \$2.50.

Combinations, same as above. Suit, \$4.25.

Wolsey Shirts and Draw-ers, of fine all-wool cashmere, natural shades, winter weight, unshrinkable. Sizes 34 to 44. Per garment,

Combinations, \$6.50.

#### Men's Boots \$2.95

A Wonderful Opportunity to Save on Good, Stout Boots That Are Also Neat Appearing

We are clearing out 375 pairs of Men's Boots that are worth \$4.50, \$5.00 and \$5.50 in the regular way. There are straight lace and Blucher styles, with narrow toes and Goodyear welt soles; patent, gunmetal and vici kid leathers; all well-built, substantial boots, of wonderful value at this extraordinary sale price. On sale today at \$2.95.

#### Winter is Coming With a Rush! Buy Sweater Coats While the Buying is Good

ago, and are therefore able to offer them at very moderate prices. And when you consider the constantly increasing cost of wool and labor, you realize that it is wise to buy now if you want to get the good old qualities at the good old prices. For example:

There are Heavy Winter Weight Wool Sweater Coats of the fancy kind, with high storm collar. Extra value at \$2.00.

Again there are Union Elastic Knit Sweater Coats in slate or khaki shades, with storm collars. Very lowpriced at \$2.00.

These Union Knit Elastic Ribbed Sweater Coats, with big storm collars, are a worth-while value. At \$3.00.

Splendid warmth in these Winter Weight Wool and Cotton Sweater Coats. Finished with military collars. Price, \$4.00.

#### Men Who Buy Wisely, Thoroughly, Carefully, Know the Comfort of Silk Pyjamas

Men's Pongee Silk Pyjamas, French collar, ocean pearl buttons. At \$4.00, \$5.00 and \$6.00.

Men's "Delpark" Pyjamas, 12-mummy weight, tub silk, French collar, silk frogs and pearl buttons. Each at \$7.50.

#### Even on the Coldest Day --- These Great Big Auto Rugs Make One Feel Warm All Over

A long motor ride on a real cold day, to be thoroughly enjoyed, demands more than warm apparel. Big robes are not enough—they must not only be big, but also warm.

These big black dogskin robes, made from glossy, evenly and deeply-furred China dogskins, and finished with heavy green and black linings, are double-lined and windproof; also they are well-sewn and well-finished throughout. They will keep out the cold in the severest clime.

Two sizes, 54 x 60 and 54 x 72, at \$15.00 and \$17.00.

These grey Goat Robes are also coldproof. They are made especially for us from No. 1 goa'skins. The pelts are close and evenly-furred and well-matched. They are lined with heavy wool plaid and dark green plush.

Cutter size, 60 x 54, \$11.50; auto size, 60 x 72, \$20.00.

Pure Wool Sweater Coats that defy winter blasts are these with great storm collars. Maroon and grey. Price. \$6.50.

Then there are Handmade All-wool Sweater Coats of heavy English-spun yarns that you will surely appreciate. High storm collar. Fancy knit stitch style, \$8.00

#### Don't Get Cold Feet ---Buv

your supply in the Simpson Men's Store. And if you are a bit particular with regard to the kind best qualities obtainable for the money you expend, shop in this well-stocked Hosiery Section of ours. Among the excellent assortment of winter socks you will find:

All-wool plain black cashmere, excellent weight. Per pair, 75c. All-wool plain white and black cashmere. Per pair, 65c.

All-wool heather mixture worsted. Very popular. Per pair,

Lovely silk and wool cashmere, grey shade. Per pair, 65c. Pure silk socks in splendid quality and weave. Leading shades. Per pair, 750

The Simpson Optical Store is located on the second floor adjoining millinery section, where will be found everything in optical goods.

Have your eyes attended by an expert. PRIE

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London, Dec.

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