

# 1917 May Be Going Fast---But Not a Bit Faster Than This Good

## Men's New Neckwear at 50c

We have provided an almost 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.

## Eat to Please Thyself, But--- Dress to Please Others.

---Benjamin Franklin

—Take lunch in the Palm Room today—you will surely enjoy it.  
—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.  
Also lunch at 60c.

## ---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 conservative 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 chevrot overcoats, double-breasted 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, double-breasted, 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.

The **SIMPSON** Company  
Robert Limited

## "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 refinement who appreciate something different.

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. Fringed 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 knitted in colors. Heavy weight. Per pair 50c and 75c.

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

Smart warm gloves for street and business wear are made of tan cape or cuede and lined with wool. One-piece fastener. Per pair, \$1.75, \$2.00, \$2.50 and \$3.00.

For dress-wear nothing could be nicer than these gloves of soft suede, lined or unlined. Colors, tan and grey. Per pair, \$2.50 and \$3.00.

Splendid for the motorist are automobile gauntlets of black horsehide or sheepskin, lined with lamb-wool. 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, \$5.00, \$5.50, \$6.00 and \$12.00; Otter, \$10.00 to \$35.00; Hudson Seal, \$10.00 to \$18.00; Electric 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 Combinations. Extra fine quality. Soft and comfortable. Perfect fitting. Sizes 34 to 44. Per suit, \$3.00.

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

Men's Medium Weight Natural Wool Cashmere Underwear; shirts and drawers; fine and soft. Sizes 34 to 44. Per garment, \$1.50.

Men's Winter Weight Fleece-lined Combinations, natural shade. Soft, fleecy lining. Sizes 34 to 44. Per suit, \$1.50.

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

Men's Fleece-lined Underwear, shirts and drawers; winter weight; natural shade. Sizes 34 to 44. Per garment, 65c.

Men's Fine Union Merino 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 44. Per garment, \$2.25.

Men's Soft, Fine Silk and Wool Shirts and Drawers, medium weight, elastic-ribbed. Sizes 34 to 44. Per garment, \$2.25.

Men's Elastic-ribbed Winter Weight Shirts and Drawers, natural shades, winter weight, unshrinkable. Sizes 34 to 44. Per garment, \$4.00.

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