

—“To Simpson’s for That Overcoat”

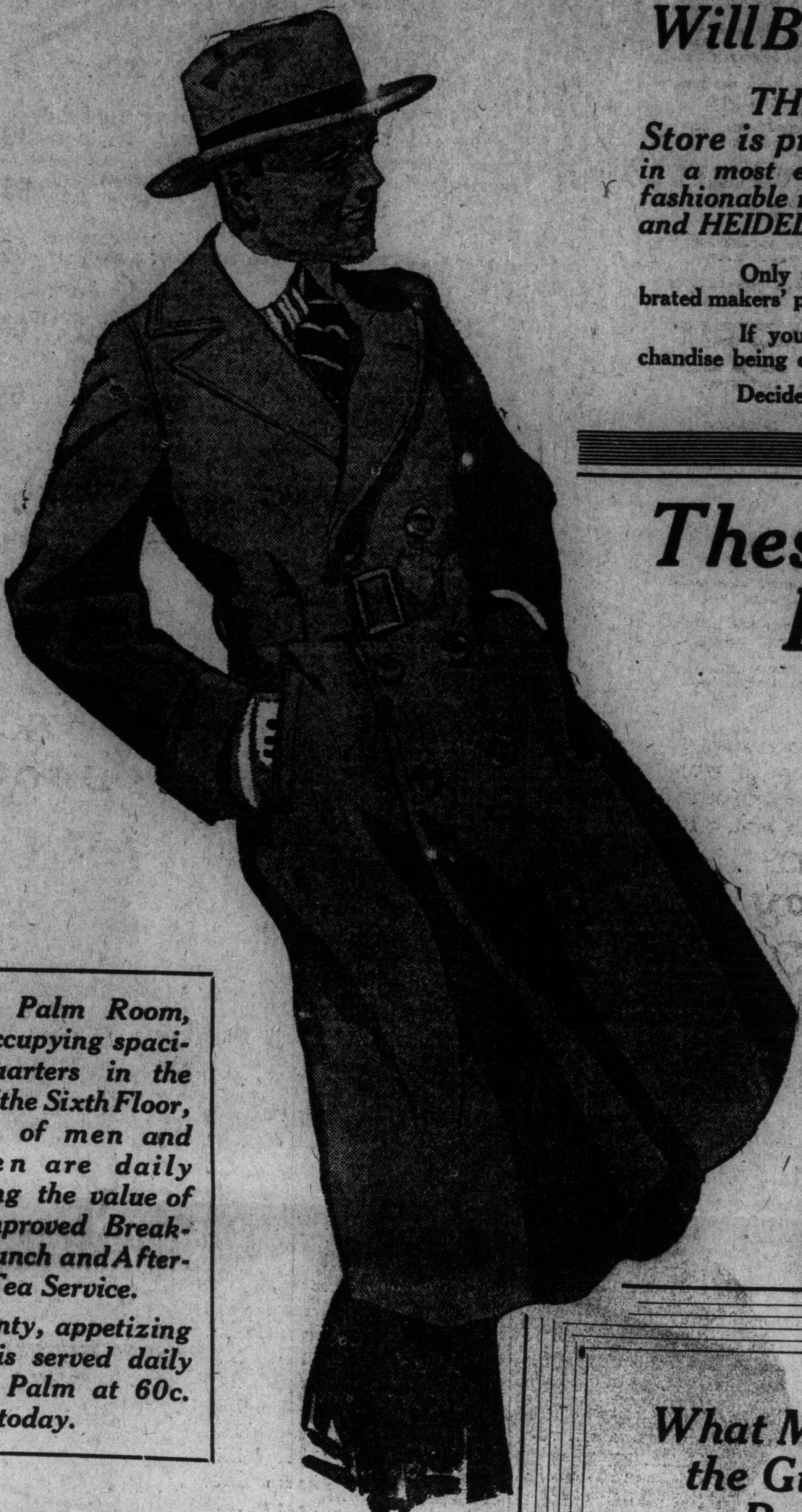
Will Be the Wise Course of Many a Man This Chilly Day

THE DEMAND for Warmer Overcoats is now at its height and our Men’s Store is pre-eminently ready---Showing the smartest of the season’s popular coats in a most extensive range of patterns---No less than fifteen different styles including these ultra-fashionable new models from the house of KUPPENHEIMER, Chicago; MICHAELS-STERN, Rochester, and HEIDELBERG-WOLFE, New York.

Only the most reliable materials, the finest finishings and the most skilled workmanship find their way into these celebrated makers’ products.

If you know anything about clothes-value you will keenly appreciate the moderate prices all through, much of the merchandise being ordered a year ago, resulting in some remarkably attractive values today.

Decide for one of these overcoats today. You must see them to appreciate their wonderful beauty.



These Big Warm Overcoats Hold No Fears for a Zero Temperature

In our Palm Room, now occupying spacious quarters in the rear of the Sixth Floor, scores of men and women are daily learning the value of the improved Breakfast, Lunch and Afternoon Tea Service.

A dainty, appetizing lunch is served daily in the Palm at 60c. Try it today.

- Overcoats at \$18.00
- Overcoats at \$20.00
- Overcoats at \$30.00
- Overcoats at \$32.00
- Overcoats at \$35.00
- Overcoats at \$40.00
- Overcoats at \$45.00

Men’s Brown and Black Check Tweed Overcoats in slip-on style, lined throughout. Patch pockets. Full box back. No vent..... 18.00

Dark brown tweed, plain pattern, slip-on style, lined throughout. Patch pockets, with top flaps. Full back. No vent..... 20.00

Made of handsome worsted mixture, with twin inverted plaits at back, convertible collar and all-around belt. Pockets are slashed. In proper weight for winter. Sizes 38 to 44. Priced at..... 30.00

Semi-fitted Chesterfield Overcoats of black Melton cloth; hand-tailored with raw edges, having four-button fly-front and deep centre vent in back. Satin-lined throughout. Collar of velvet. Sizes 36 to 44. Priced at..... 32.00

French Style, Double-breasted Ulsters of heather checked cheviot, heavy weight. Convertible collar. Patch pockets, with top flaps. Shoulders and sleeves lined only..... 35.00

Trench style, double-breasted; outer shawl collar; outer cuff on sleeves; slash pockets; lined throughout; form-fitting back with deep centre vent..... 40.00

Trench Style Ulster, in red, brown and black mixed overcoating; double-breasted. Satin shoulders and sleeve lining. Military inverted plait in back. Belt..... 45.00



Did the Cold Snap Wait for This Big Shipment of Fur Coats and Fur-Lined Coats?

At \$65.00. Coats lined with Canadian muskrat lining, showing rich, dark, glossy, full-furred pelts that are perfectly matched. Shells of fine quality English beaver cloth. Designed in popular double-breasted style, having shawl or notch collars of Persian lamb or otter. Price..... 65.00

Other coats at \$90.00, \$100.00 and \$125.00.

Black Dog Skin Coats These have deep shawl collars and quilted Italian lining. Sleeves have knitted wristlets. Splendid value. Priced at..... 32.50

Korean Beaver Coats These have splendid appearance much better than the usual English beaver coat at this price. Lined with quilted Italian lining. Priced at..... 32.50

Get Right Into These Good Pant Items

TODAY IS PANT DAY and if quality, style, good values count for anything, it will be a memorable day for those men who are fortunate to share this pant selling.

There are prices, qualities and styles to suit all men.

- At \$2.25 Grey Worsted-Finish Trousers, with narrow black stripe pattern, side straps, three pockets.
- At \$2.50 Brown Herringbone Worsted-Finish Trousers, made with three pockets; belt loops.
- At \$3.00 Brown Tweed Trousers, with invisible black and green stripe, and four pockets; made with belt loops. Sizes 32 to 42.
- At \$3.50 Grey Herringbone Tweed Trousers, with four pockets, plain bottoms.
- At \$3.75 Grey and Black Stripe Worsted-Finish Trousers, plain bottoms.
- At \$4.00 Stout Men’s Trousers, in grey and black striped worsted; five pockets; belt loops. Sizes 42 to 45.
- At \$4.00 Dark Grey Worsted Finish Trousers, with black and grey hairline stripe; made with five pockets; belt loops.
- At \$4.50 Dark Grey Worsted Finish Trousers, with narrow black stripe, five pockets; belt loops.
- At \$5.00 Medium Grey Trousers, with black stripe pattern, in worsted finish, with five pockets; tunnel belt loops.

The Robert SIMPSON Company Limited

What Man Would Not Appreciate the Gift of a House Coat, Bath Robe or Dressing Gown?

ESPECIALLY if it happens to be one of these handsome new coats or gowns we are now showing. The collection is the largest we have ever grouped. The values are the equal of those of one year ago. Note the extra heavy cloths in our coats.

Men’s House Coats

- Brown, self pattern, cuffs and collar of striped design, edges piped with green and purple silk cord; coat fastens with frog and loop..... 7.00
- Brown, plain pattern, cuffs and collar of black and purple check design, edges piped with brown and green silk cord; coat fastens with frogs and loops..... 8.00
- Plain grey, with cuffs and collar of grey, black and red overcheck design; edges piped with black and grey silk cord; fastens with frogs and loops..... 12.00
- Dark green pattern; collar, cuffs and pockets trimmed with brown and green overcheck pattern; edges and pockets piped with green and red silk cord; fastens with frogs..... 9.00

Men’s Bath Robes

- Grey, with red fancy pattern; collar fastens to neck; bordered sleeves and bottom; patch pockets; girdle..... 6.50
- Dark grey, with light grey fancy design with patch pockets; corded edges; girdle (double-breasted)..... 9.00
- Dark grey, with red and green pattern, patch pockets with fancy border; also on bottom of coat; button to neck; girdle..... 7.50
- Dark green, with fancy red and grey pattern, patch pocket, corded edge; buttons close to neck; girdle..... 8.00
- Red, black and grey; fancy design with fancy cuff on sleeve, fancy border on bottom and sleeve; girdle..... 8.50
- Grey, green and black fancy figured patterns; patch pockets; fancy grey and black corded edges; button to neck; fancy border on bottom..... 10.00

Exceptional Values in Dressing Gowns

- Dark grey, with fancy black design; edges bound with black broadcloth, piped with fancy cord; patch pocket also finished correspondingly; girdle..... 10.50
- Grey, with fancy black design, edges bound with grey broadcloth, piped with silk cord; also pockets; fancy corded girdle..... 12.00
- Red, with black design; edges bound with black broadcloth and piped with black and red cord; pockets treated likewise..... 13.50
- Dark brown, plain pattern; collar and cuffs of red, green and brown striped pattern, in contrasting shades; pockets and cuff on sleeves piped with brown silk cord; coat fastens with frogs and loops; cord girdle..... 12.00
- Grey and black mottled pattern; edges bound with black broadcloth and piped with black and red cord; cord girdle..... 12.50
- Black and grey fancy pattern; edges bound with black broadcloth; collar, cuffs and pocket piped with silk cord; girdle of cord..... 15.00

Buy Victory Bonds Today

Our soldiers need food, clothing, guns and ammunition to win this war. Buy Victory Bonds to provide funds for this purpose. You’ll get your money back with liberal interest—and you’ll help to win the war.



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