



AT SIMPSON'S TO-DAY

We'd like every man and boy who is considering his Fall Outfit and who is interested in the better class of clothes, to pay a visit to the Men's Store some time today. Everything for Autumn wear is on display---Suits, Overcoats, Hats, Boots and Furnishings from the best Canadian and American makers.

We call your attention particularly to:

Men's Suits at \$24.00

At this popular price we have suits made by an American clothing manufacturer who is famous for the quality of his tailoring. No custom work is better than you will find in these suits. A diagonal tweed, in brown and gray mixture, is a particularly handsome suit. The coat is form fitting, and has patch pockets. Another beauty at this price is a soft tweed suit in dark Oxford gray, with white and green stripes.

Young Men's Pinch-Back Suits for Fall at \$22.00

Now here is a suit that young men cannot help admiring. It's got all the snap and style imaginable, while the materials and tailoring are the best that it is possible to provide at this price. The cloth is an English tweed, in a rich brown mixture. Single-breasted pinch-back sacque coat, single-breasted vest, and gracefully-hanging trousers, finished with cuff bottoms. Sizes 33 to 37. A real young man's model, and fine value. Price 22.00

Men's Suits at \$30.00

If you want to pay \$30.00 for a suit, and if good tailoring and correct fitting are important to you, look at these American suits of rich brown worsteds. Such shoulders and collars, such neat lapels and graceful fronts can be produced only by the masters of the tailoring art. We also have beautiful tweed and serge suits at this price—all intended for the best dressers in the community.

A Wonderful Opportunity to Get a Fine Suit for \$13.95---The Values are \$18.00, \$20.00, \$24.00, \$25.00 and \$30.00

We've been selling the new Fall Suits for several weeks, and some lines are now broken up. Today we are taking the broken lines of our fall \$18.00 to \$30.00 suits, and placing them on sale at \$13.95. Included are English worsteds in grays and browns and Scotch tweeds in brown mixtures; also a number of English chevrets and worsteds in plain blues. Sizes 34 to 44, but not all sizes in any one line. Today's price, while they last 13.95

Our Special Suits at \$15.00

We cannot say too much about the merit of our \$15.00 suits, for we have given them the thought and care that makes us sure of our ground when we claim for them first place at the price. This is a very popular-priced suit, and for years we've made our \$15.00 suits so good that many Toronto men wear them all the time, and wear nothing else. This season our \$15.00 suits are of the same high quality and excellent tailoring as in other years, and we promise you the same satisfaction as when woollens were cheaper and labor more plentiful.

The New Fall Overcoats

The carefully dressed man will find these coats to his liking. They are made light weight, tan colored, English Burberette, which is a splendid weight for Fall. It is a single-breasted, slip-on style, with patch pockets and silk lined shoulders and sleeves. A smart, dressy coat and a good value. Sizes 35 to 44. Price 18.50

Handsome Tweed Coat \$18.00

We would like you to see this coat of English tweed—it's in dark gray, showing a refined, subdued pattern. Cut on the fashionable Chesterfield model, with single-breasted, button-through front. This coat is exceptionally well tailored, and you are sure of getting fitted carefully and correctly. Sizes 36 to 44. Price 18.00

Showing the New Fall Hats for Men

New shapes, new colors and new ideas, in Borsalino's Italian hats at \$4.00; Christy's English hats at \$2.50 and \$3.00; Derby hats at \$2.50, \$3.00, \$4.00; Stetson Hats at \$4.00, \$4.50 and other well-known makes. The five hats shown are favorites.

No. 1—Borsalino, comes in the green, steel and carbon shades. New broad brim with silk binding and self band 4.00

No. 2—Borsalino, with small pencil curl brim, in shades of moss and myrtle green, steel and carbon gray, brown and black 4.00

No. 3—An American hat, in moss green, slate, navy and black, with small silk binding on edge, 2.00 with band to match 4.00

No. 4—The new "Trooper" shape, in Borsalino, comes in shades of olive and myrtle green, steel and Oxford gray. Trimmed with 1/4-inch corded silk binding and large flat bow at 4.00 side 4.00

No. 5—Borsalino, with slightly curled brim with welted edges, shades of myrtle and olive green, steel and Oxford grays, 4.00 brown and black 4.00

New Fall Shirts

Fancy Colored Shirts, made in night style from finely woven shirtings in every imaginable fashionable pattern and stripe effect. They have open fronts and double soft cuffs. Sizes 14 to 17 1/2. The price is 1.50 each 1.50

Men's Fall Underwear

Shirts and drawers of natural color merino, Tru-Knit make. Sizes 32 to 42. Suitable underwear for Fall wear. Per garment 50c 50c

Penman's Underwear

Penman's No. 95, the most popular Fall weight underwear in Canada. Soft, warm, cosy and not too heavy. Some men like them for all-winter wear. Shirts and drawers, per garment, \$1.25; combination suits, each \$2.25. 12 1/2 12 1/2

Men's Sweater Special

This is a very fine sweater, made of pure Botany wool, in gray, brown, khaki, maroon, navy, gray and green, with a cardinal, gray and royal all white. Has high storm shawl collar and patch pockets. Sizes 26 to 34. It's great value at 5.00 5.00

Club Sweater Coats

We make quotations on club sweaters, and we'll make them up to order as desired.

Boys' Sweater Coats

Here is a pure wool sweater coat in fancy stitch knit, gray, maroon, brown and navy and black. Has high storm collar, close-fitting cuffs and patch pockets. Sizes 26 to 34. It's great value at 1.50 1.50

The New Cravats

Four-in-Hand Ties for men, in all the new shapes, new silks and new colorings for Fall. At 50c we have a particularly large assortment of beautiful ties.

Men's Shirts at 73c, Special for Today

This is a group of about 600 shirts in neat blue, black and white striped patterns. All are made in coat style with double soft cuffs, cut with large roomy bodies, and assorted sleeve lengths. Sizes 14 to 17. Every shirt in the lot is worth more than this special price of 73c 73c

Men's "Victor" Boots for Fall and Winter Wear at Simpson Prices

"Bond St." Victor Boot

New English recede last, made of gunmetal leather, dull calf top, blind eyelets, light weight Goodyear welt sole, English flange heels. Sizes 6 1/2 to 10. Widths C, D and E. Same style in dark brown calf and patent colt. Per pair 5.50

Men's Light Kid Boot

"Victor" boot, designed on straight fitting last, Blucher style, EE fitting, with heavy padded cushion insole, double weight Goodyear welt sole, medium flat heels. Sizes 6 to 10. Per pair 6.50

Men's Comfort Cushion Boots, Saturday \$4.50

"Victor" Boot, made of fine dongola kid leather, Blucher style, EE fitting, with heavy padded cushion insole, double weight Goodyear welt sole, medium flat heels. Sizes 6 to 10. Per pair 4.50

Men's Dull Calf Bluchers Saturday \$7.50

Made on English recede toe, finest grade of dull calf leather, Blucher cut, and straight lace styles. Light and heavy weight Goodyear welt soles, English recede, round and medium toe shapes. Low military heels. All sizes 6 to 11. Regular \$4.00 and \$4.50. Saturday, per pair 7.50

This is a Special Boot Offer

Men's \$4.00 and \$4.50 Boots, Saturday \$3.24

Men's \$4.00 and \$4.50 Boots, Saturday \$3.24

Men's Boots, in patent colt, gunmetal and box calf leathers. Blucher, button and straight lace styles. Light and heavy weight Goodyear welt soles, English recede, round and medium toe shapes. Low military heels. All sizes 6 to 11. Regular \$4.00 and \$4.50. Saturday, per pair 3.24

Get Your Breakfast in Our Palm Room
Ready Promptly at 8.30 Each Shopping Morning.
Prices 15c, 20c, 25c, 30c

Furniture

Odd Wood Beds, in solid oak; fumigated finish; double size; made with slat and panel ends. Regular price \$14.75. Saturday 10.50

Dressers, in golden elm finish, two large and two small drawers; top fitted with large oval beveled plate mirror. Regular price \$31.00. Saturday 24.60

Chiffonier, in white enamel, mission design, four large and two small drawers, wood knobs, large beveled plate mirror in back. Regular price \$19.50. Saturday 15.95

Extension Tables, in solid oak, turned or golden finish, 45-inch top, massive pedestal, 6 feet when extended. Reg. \$21.00. Saturday 16.00

Dining-room Chairs, mahogany finish, Colonial design, slip seats, upholstered in genuine leather; five side and one arm chair in set. Regular \$30.00. Saturday 17.75

The Blanket Sale

\$4.00 Blankets at \$3.45

Good Serviceable White Union Wool Blankets, soft napped finish. Size 64 x 82 inches. Sale price Saturday, 3.45 per pair

Chintz Comforters, warm and very serviceable. Size 72 x 72 inches. 1.69 Saturday

White Union Wool Blankets, with pink or blue borders; large size, 72 x 84 inches; 8.00 value. 6.45 Saturday, per pair

Silkline Bed Comforters, nicely quilted and filled with white fluffy cotton. Size 72 x 72 inches. A variety of pretty colorings. Saturday 3.45

Woolnap Blankets, snowy white, medium weight, will wash easily; pink borders. Size 72 x 84 inches. 3.69 Saturday, per pair

Bleached Sheets, free from dressing. Size 70 x 90 inches; hemmed. 1.35 Saturday, per pair

On Monday

We want you to come to our Formal Opening Display of the New Fashions in Millinery, Suits, Frocks, Blouses, Coats and Furs for the Fall of 1916; also of all those accessories of dress that accompany them most fittingly.

We believe that you will enjoy this occasion, appreciating the variety and excellence of the models which will be shown on that day.

Today's Market

Telephone Adelaide 6100

- #### MEATS.
- Forequarter Spring Lamb, Saturday, per lb. 16
 - Loin Spring Lamb, Saturday, per lb. 23
 - Leg Spring Lamb, Saturday, per lb. 26
 - Shoulder Roasts, prime beef, per lb. 14
 - Blade Roasts, per lb. 16
 - Thick Rib Roasts, per lb. 18
 - Best Rib Roasts, per lb. 22
 - Porterhouse Roasts, center cut, per lb. 28
 - Wing Roasts, per lb. 27
 - Family Sausage, our own make, per lb. 12 1/2
 - All Pork Sausage, our own make, per lb. 20
 - Breakfast Bacon, mild sliced, per lb. 30
 - Smoked Picnic Hams, 6 to 8 lbs. each, per lb. 19
- #### GROCERIES.
- 4,000 lbs. Finest Creamery Butter, R. S. Brand, lb. 38
 - Toasted Cornflakes, 3 packages, 25
 - Loaf Sugar, 3 lbs. 29
 - Pure White Clover Honey, 5 lb. pail 68
 - Finest Canned Shrimps, per tin 15
 - Chili Sauce, tall tin 15
 - Shirriff's Marmalade, 2-lb. jar 34
 - Baker's Cocoa, 1/2-lb. tin 23
 - Canned California Apparatage Tips, per tin 25
 - Finest Mild Cheese, per lb. 23
 - Paris Pate, per tin 10
 - Peanut Butter, in bulk, our own make, per lb. 17
 - H. P. Sauce, bottle 22
 - Peck's Fresh's Shortcake, lb. 33
- #### FRUIT SECTION.
- Choice California Oranges, good size, per doz. 38
 - Firm Ripe Tomatoes, per lb. 5
 - Fresh Cucumbers, 3 for 10
 - Finest Spanish Onions, lb. 5
- #### CANDY SECTION.
- 2,000 lbs. Assorted Gum Drops, per lb. 10
 - 1,000 lbs. Chocolate-covered Marshmallows, per lb. 27
 - 1,000 lbs. Assorted Chocolates, fruit flavors, per lb. 25
 - (Main Floor and Basement).
- #### FLOWER SECTION.
- 2,200 Fresh Cut Roses, assorted colors, per doz. 50
 - 2,000 Fresh Gladioli, assorted colors, per doz. 49
 - 3,000 Fresh Asters, assorted colors, per doz. 27
 - Choice Boston Sword Ferns, each 39
 - Fern Fans, well filled, each, 23c and 37c.
 - Asparagus Fern, in pots. 18

Re-upholstering of Furniture

Our staff is now in a position to take orders for re-covering furniture or repairing furniture at the shortest notice. Phone our Drapery Department, and have a reliable estimator come to your house and give you a price for first-class work.

Reductions on Silverware

SUGAR BOWL AND TEA SPOONS FOR \$3.48

50 only, large size silver-plated combination, sugar bowl, up bright and satin finish, complete with one dozen Rogers' silver-plated tea spoons, plain or fancy patterns. Regular \$4.50. Saturday 3.49

THE ROBERT SIMPSON COMPANY LIMITED