

At the Simpson Store Today



Interesting Books With High Educational Value

The Care and Feeding of Children, by Dr. Emma Holt, is a very valuable and thoroughly reliable work. Thousands of babies have been raised from the directions in this book **75**

What a Young Wife Ought to Know, by Dr. Emma Drake. Written in language the ordinary everyday housewife can understand **1.00**

The Latest Books For the Entire Family

Boys' Own Annual	2.25	Long Live the King, by Mary Rinehart	1.35
Girls' Own Annual	2.25	On the Edge of the War Zone, by Aldrich	1.25
Chautauque Circus Book	1.25	The Definite Object, by Jeffrey Parrot	1.25
The Soul of a Bishop, by H. G. Wells	1.25	Over the Top, by Arthur Guy Empey	1.35
Anne's House of Dreams, by L. M. Montgomery	1.25		
My Four Years in Germany, by Gerard	2.00		

The Bogie Book Will Assist You With the Hallowe'en Party

Contains 36 pages and published by the Dennison Mfg. Co., giving all kinds of illustrations and suggestions for your Hallowe'en party **5c**

Hallowe'en Novelties, in our stationery department, include seals, silhouettes, stars, cut-outs, place cards, invitations, festoons, garlands, streamers, ties, caps, decorated and plain crepe in black and yellow—in fact, everything required to make the jolly night a big success.

Waterman's Ideal "Self-Filling" Fountain Pen

Two gross just passed into stock. Heavy demands are being made for gifts to soldiers overseas and in training camps at home. We carry a complete line of this celebrated make, especially in the "Self-Filler" 250.

Silk Moire Petticoats \$2.95

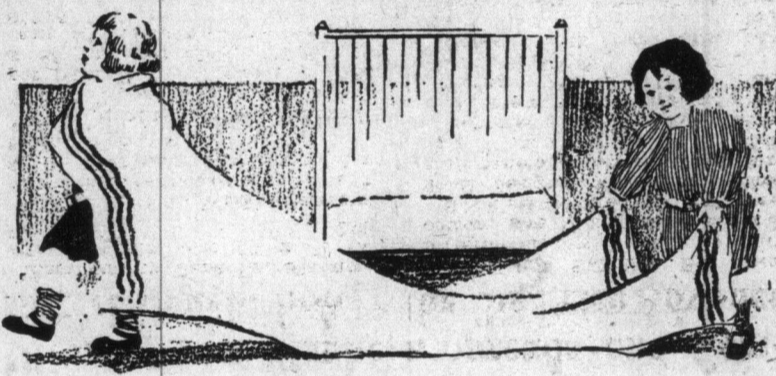
Light in weight, splendid wearing Silk Moire, black, navy and brown, good width flounces made with pleatings and pin-tucking. Lengths, 34 to 40. To-day **2.95**

New Patterns and Colors in Ready Trimmed Wall Papers 9c Single Roll

Large range of designs and colorings, suitable for sitting-rooms, halls, bedrooms and kitchens; floral and conventional patterns; ready-trimmed wall papers are a big labor-saving in the hanging. Single roll, 9c. 9-inch and 18-inch borders to match, yard, 2/6c and 5c.

For Today Embroidery Specials

1500 yards Cambrie and Long Cloth Edging and Insertion in many pretty patterns and fine quality. To-day Special, yard **6c**
Cambrie Edging for many uses, in the most dainty patterns, and very fine quality. Today, yard **35c**



Offering You Blankets, Spreads and Comforters Bought Before the Big Price Advance

Best quality Canadian Flannel-ette Blankets, size 70 x 84 in. Per pair **2.00**
White Union Wool Blankets, warm and serviceable; size 64 x 82 in. Per pair, \$5.95; size 66 x 82 in. Per pair, \$7.95.
Fine quality Wool Blankets. Weight 7 pounds, size 64 x 82 in. per pair, \$8.95; 8 pounds, size 66 x 82 in. per pair, \$10.45; 10 pounds, size 72 x 92 in. per pair, \$12.95.
Extra good quality Saxony All-Wool Blankets. Weight 7 pounds, size 64 x 84 in. pair, \$10.95; weight 9 pounds, size 70 x 90 in. pair, \$14.50; weight 10 pounds, size 72 x 92 in. pair, \$15.95.
Reversible Silkoline Bed Comforters, filled with white sanitary cotton; size 72 x 72 in. Each \$7.95 and \$10.95.
Silk and Covered Comforters, floral designs, with plain silked mull panels dainty colorings; size 72 x 72 in. Each **5.50**
Imported Down-Filled Sateen Comforters, blue, pink and green colorings; size 72 x 72 in. Each \$7.95 and \$10.95.
Sateen, with two satin panels **15.75**
Satin-Faced, Down-Filled Comforters; pretty colorings; size 72 x 72 inches. Each **18.75**
White English Satin Bed Spreads, a quality that will launder nicely. Extra special **5.00**
Fourth Floor.

Infants' Eiderdown Kimonos

Infants' Kimonos, made of lovely cream ripple wool eiderdown. The dainty collars, cuffs and front are edged with white, pink or blue satin ribbon. Sizes 6 months to 2 years. Regularly \$2.50. Today **1.85**



Save \$5.00 Today on This Fourteen-Piece Cooking Set of Wear-Ever Aluminum

72 Sets to Sell Today at \$16.00 Each

An ideal assortment—the correct sizes for a small or medium-sized family.

The above order is extended also to out-of-town patrons. The complete set is nicely packed, ready for shipping, and we will prepay express charges to any station in Ontario. For those not requiring a complete set, the following special prices for today only:

Double boiler, 2-quart size	2.65	Lipped saucepan, 2 quarts	25c
Tea kettle, 5-quart size	3.95	Stew pan, 1 quart	35c
Tea pot, 1-quart size	3.25	Bread pans, 8 x 4 x 2 1/2 in.	65c
Covered kettle, 4-quart size	1.95	Jelly cake pans	35c
Covered saucepan, 3-quart size	1.25	Fry pans	1.35

Men's Elastic Rib Underwear

Shirts and drawers to match. Will not irritate the skin. Sizes 34 to 44. Today, per garment **1.25**
Combinations, same as above **2.50**

Men's Fleece-lined Underwear

Men's Fleece-lined Underwear, natural shade. Shirts and drawers. Sizes 34 to 44. Today, per garment, **65c**

Men's Pure Cashmere Underwear

Men's Pure Cashmere Underwear, Bodyguard Brand. Guaranteed pure wool yarns. Shirts and drawers. Sizes 34 to 44, today, per garment, **1.50**; also combinations, same as above, suit, **\$2.75**.

Men's Brushed Merino Underwear

Men's Winter Weight Brushed Merino Underwear, natural shade. Tru-Knit Brand. Shirts and drawers to match. Guaranteed not to irritate the skin. Sizes 34 to 44. Today, per garment **1.50**
Also combinations, same as above, per suit **\$3.00**

Men's Wolsey Underwear

Men's Winter Weight Wolsey Brand Underwear. Natural shade. Guaranteed pure wool yarns. Shirts are double-breasted. Drawers have reinforced seat. Sizes 34 to 44. Today, per garment **\$3.25**
Also combinations, same as above, per suit **\$6.50**

For Today Only Boys' Winter Weight Overcoats \$3.95

Grey and Blue Chinchilla Overcoats for rush selling today, and as the values are exceptional we would suggest early shopping.

Smart double-breasted styles, with black velvet collars that button up to chin, half belt on back and check linings. Very neatly tailored. Sizes 2 1/2 to 8 years. Today special at **3.95**

For Today Only Boys' Smart Junior Suits \$3.95

Smart Junior Suits that are neatly tailored from imported tweeds in rich grey and brown shades, showing neat patterns. Single-breasted yoke styles, with fancy flap pockets, belt at waist and pinch-backs.

Collar buttons up to chin. Straight knickers. An ideal suit for little fellows. Sizes 2 1/2 to 9 years. Today at **3.95**

Untrimmed Velvet Hats 95c, \$1.95, \$2.95

These hats are part of the big clearance purchase, and there are several thousand hats and hundreds of different styles, both in black or colored velvets.

This is the biggest opportunity of the season, enabling you to choose from a big variety of good hats at such low prices. On sale today, 8.30 a.m.



The Businessman

The Lawyer

The Physician

What It Means to Wear Correct Clothes Men Who Are Forging Ahead Well Know

The inexorable law of life demands that man must needs keep up a good appearance and a stiff upper lip, if he is to succeed.

"A common sense law but a mighty hard one to adhere to," you may say—especially when clothing and other prices are "jumping."

If you will take the trouble to step into our men's store you will find there a big surprise in the way of values, stocks and styles. Really, never were we better prepared to meet the critical demands of particular, exacting business and professional men than at present. Wonderful suits for as little as \$22.50. Others at \$25.00, \$28.00, \$30.00, \$35.00 and up.

All wool suits and overcoats that bear hand-tailoring and the best of trimmings, and in such an extensive assortment of styles as will assure all men of a satisfactory purchase. Here are a few examples:

Men's Suits

Suits of black and white small pinhead check in smooth-finish tweed. Single-breasted three-button style, with soft rolling notch lapels and deep vent.

Single-breasted five-button vest. Regular style trousers with belt loops; cuff bottoms. Sizes 36 to 40. **20.00**

Suits of dark grey cheviot with silver hairline stripe. Single-breasted two-button style with soft rolling peak lapel, semi-fitting back without vent.

Single-breasted five-button vest, regular style trousers, two side, two hip and watch pockets, belt loops, cuff or plain bottoms. Sizes 36 to 42. Priced at **22.50**

Suit of blue cheviot in single-breasted three-button style, with soft rolling lapel, straight front with slightly rounded corners, slash pockets, yoke back and twin inverted side pleats. Belt all-around.

Single-breasted five-button vest, regular style trousers with belt loops and cuff bottoms. Sizes 36 to 40 **28.00**

Men's Overcoats

Dark grey Melton overcoats with velvet collars; four-button single-breasted, fly front style. Mohair sleeve lining and all-wool twill lining. Sizes 36 to 44 **25.00**

Brown tweed overcoat, black overcheck pattern, in heavy-weight overcoating. Double-breasted ulster style, with convertible collar, full back without belt. Sizes 36 to 44. **18.00**

Dark grey frieze Ulster, in heavy winter weight, with deep storm collar, inverted military pleat in back, from waist to bottom of coat. Belt all-round. Lined throughout. Sizes 36 to 44 **26.50**



The Desired Touch of Youth Sticks Right Out of These Suits and Topcoats We Are Showing for Very Young Men

They Are Smart, Distinctive and Better Looking, and Though Different in Style From the Models for Men of Mature Years, They Are Nevertheless Identical in Quality and Finishing.

OVERCOATS

For the young man who prefers a heavy winter weight coat, we recommend one of these double-breasted, three-button ulsters.

They are made of Ulster cloth in dark brown shade, with red invisible overcheck pattern, handsome and quite exclusive.

Designed with slash pockets and all around belt. Sizes 36 to 42. Priced at **22.50**

Here is the coat that young men everywhere are demanding. It is daring enough to be different, practical enough to be smart and becoming. Made of handsome worsted mixture with twin inverted pleats at back, convertible collar and all-around belt. It is the most preferred of all the popular military styles. Pockets are slashed. In proper weight for all winter. Sizes 36 to 40. Priced at **30.00**

A cleverly designed top coat for young men is of olive green Melton cloth, having slash pockets all-round belt and collar of velvet or self.

Not alone is it a warm, comfortable winter coat, but also it is shower-proof. Satin trimmed inside. Sizes 36 to 40. Sound value at **27.50**

SUITS

One of the many Belt-sac models we can show young men, is this three-piece model of dark brown cheviot, with twin stripe white and gold interwoven.

Coat is cut with the real high military waist, having belt of self which completely encircles the waist. Single-breasted front with soft natural shoulders and lapels, back has centre vent. Straight youthful trousers. Priced at **35.00**

Another of the genteel models for the dashing young fellows is this suit of rich dark brown tweed, in two-button single-breasted; coat has patch pockets, soft rolling lapels, front and shoulders. Trousers designed slim and straight, with vest to match lines of suit. Sizes 32 to 36. Priced at **20.00**

Still another suit model for young men cleverly depicts the modified military style named as the "Regent".

It is made of red and black mixed vicuna, having a neat silk stripe interwoven.

Young men will like its trim "well-bred" looking lines, its soft rolling front and lapels.

Form-fitting coat has three-button single-breasted front. Priced at **22.00**



The Robert **SIMPSON** Company Limited