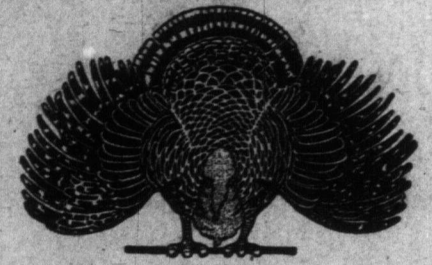


This Picture is a Striking Example of the Many New Style Suits Now Ready at Simpson's

In the Light of Limited Wool Market and a Rising Market Price, These Fair Prices Bring Refreshing Opportunity---Just Before Thanksgiving Day



Not a single thing will be of more importance to your welfare and pleasure on the holiday than your appearance---that day there is something about new clothes that stimulates the occasion. Much of your comfort will depend on merely knowing that you are correctly attired.



Therefore, now, when you are about to buy a new suit or overcoat, there are two things you naturally will want---STYLE and QUALITY---these days men are demanding both.

Right here, let us say that from the weaving of the fabric, to the finished garment Simpson's men's clothes are designed strictly to meet the requirements of those men who demand style and quality.

Moreover, our enormous fall and winter stocks, comprising the best Canada and America can produce, offer you a wide assortment of topmost styles, quality, fabrics and prices that eloquently prove the values.

For Those Wise Men Who These Days Count Their Dollars and Make Their Dollars Count, We Are Specializing This Season in

Twenty and Twenty-Four Dollar Suits

Fifteen and Twenty-Two-Fifty Overcoats

Suit, \$20.00

A rich brown cheviot with triple-brick red stripe features a two-button "business man's model." Designed in two-button style with needle point lapels and ventless slightly curved back provides an ideal style for the man who demands conservation with style. Neat-fitting trousers. **20.00** and vest. Priced at.....

Suit, \$24.00

Grey vicuna with triple silver thread running through it is in this dressy two-button single-breasted model. In addition to other style features it has new straight front with rounded corners and needle point lapels. Trousers and vest are designed to match coat style. Sizes 36 to 42. Priced at..... **24.00**

Suit, \$20.00

One of the season's most popular fabrics is depicted in this new two-button double-breasted model. It is black cheviot with chalkline stripe. Style features slash pockets, plain back, notched lapels and half belt at back, neat-fitting trousers and single-breasted vest. Sizes 36 to 42. Priced at..... **20.00**

Overcoat, \$15.00

Comfortable, stylish and always fashionable---the alp-on overcoat. One of the models shown here today is developed in good quality Donegal tweed, without lining. Patch pockets and neat rolling lapels add to its genteel appearance. Sizes 36 to 42. Priced at..... **15.00**

Suit, \$20.00

You will surely appreciate this smart suit of black cheviot with purple stripe, as much for its rich, stylish appearance as for the moderate price. Designed in single-breasted style with patch pockets and soft rolling lapels. Neatly-fitting trousers have belt loops, cuffs and five pockets. Single-breasted vest. Sizes 36 to 42. Priced at..... **20.00**

Overcoat, \$15.00

Another practical becoming style and one that is always popular is the Chesterfield. We are showing among others at the low price this three-button model of rich dark grey cheviot. Well-trimmed and skilfully tailored. Sizes 36 to 42. Priced at..... **15.00**

Suit, \$20.00

Grey flannel tweed with narrow chalkline stripe is used in the development of this handsome semi-fitting double-breasted two-button style. It is designed with ventless back and patch pockets with flaps, shaped trousers with cuffs, neat-fitting vest. Sizes 36 to 42. Priced at..... **20.00**

Overcoat, \$22.50

A typical semi-fitting, dressy style is made of extra good quality medium weight cheviot, in one of the season's newest overcoat patterns---hairline stripe, designed with four-button fly front and velvet collar. Sizes 36 to 42. Priced at..... **22.50**

Suit, \$24.00

Here's a new single-breasted three-button model of soft worsted, showing brown check combined with green stripe. It is one of fashion's favorite expressions of good style and genteel taste. Obtainable with nifty-styled trousers and vest. Sizes 36 to 42. Priced at..... **24.00**

Overcoat, \$22.50

The style lines of another smart model feature the military inverted pleat idea showing half belted back idea. It is made of soft, rich quality vicuna in olive green shade, without lining. Beautifully tailored and finished. Sizes 36 to 42. Priced at..... **22.50**

The October Sale of Electric Fixtures

Features These Two Beautiful Italian Renaissance Pendants at Special Prices



A Magnificent Italian Floor Lamp
Come and see this magnificent Italian Renaissance Floor Lamp. It is our contribution to strictly high-grade demands. This lamp is the work of artists, and every detail shows their handwork. The finish is Florentine gold and polychrome. The shade in mulberry and old gold tints is perfect and completes the harmonious effect. Price..... **107.50**

Is the Guest Room Ready?

Towels for Family and Guest. Fine quality Old Bleach Huckaback Towels, with nicely finished damask borders of various designs and hem-stitching. Size 22 x 38 inches. Price, per pair... **1.35**

The Robert SIMPSON Company Limited

T O D A Y

Phenomenal Sale of Men's Winter Underwear Combinations

SECONDS \$1.98 SUIT

No Phone or Mail Orders. Not More Than Six Suits to a Customer

We have the same brand of men's combinations in our regular stock---we sell them at \$2.50 to \$6.50 per suit. These are factory "seconds" of the various \$2.50 to \$6.50 grades---"seconds" because of an oil spot or a dropped stitch, or other immaterial flaw. Will serve as well as "firsts." Fall and winter weights. Sizes 34 to 42.

There will be 500 suits to sell **1.98** Wednesday at.....

Big Savings on Sterling Flatware---Two-Day Thanksgiving Sale

These wonderful special prices apply to sterling silverware in very popular patterns. The manufacturers requested us not to name the patterns in advertising them when the prices are so much below regular. But you can see them displayed today---and the prices are too remarkably low to pass---just slightly above what it cost to make them.

- Dessert Forks, heavy weight. Regularly \$31.50 per dozen. Today, each..... **1.85**
- Table Spoons. Regularly \$38.50 per dozen. Today, each..... **2.13**
- Sterling Silver Fruit or Berry Spoons, also Cold Meat Serving Forks, each in a fancy-lined box. Regularly \$2.25 each. Today 5.75
- Sterling Silver Fruit or Berry Spoons and Cold Meat Forks, bright finish; each in a fancy-lined box. Regularly \$7.75 each. Today..... **5.39**
- Sterling Silver Sugar Spoons. Regularly \$2.50 each. Today 1.79
- Sterling Silver Sugar Sifters. Regularly \$3.25 each. Today 1.98
- Sterling Silver Salt Spoons. Regularly \$1.00 each. Today .49
- Sterling Silver Mustard Spoons. Regularly \$2.00 each. Today..... **.98**
- Sterling Silver Bouillon Spoons. Regularly \$20.00 per dozen. Today, each..... **1.15**
- Sterling Silver Orange Spoons. Regularly \$22.00 per dozen. Today, each..... **1.25**
- Sterling Silver Salad Sets, including large salad serving spoon and serving fork. Regularly \$20.00 set. Today..... **9.89**
- Sterling Silver Salad Spoons or Salad Serving Forks. Regularly \$6.50 each. Today... **3.89**
- Sterling Silver Pickle Forks. Regularly \$1.75 each. Today 1.25
- Sterling Silver Cheese Scoops. Regularly \$2.00 each. Today 1.99
- Sterling Silver Pickle Spoons. Regularly \$2.00 each. Today 1.50

In the October China Sale

Real Limoges China

97-Piece Set \$26.50

10 Only of These Beautiful Sets

We offer for today's selling ten only dinner sets of excellent quality thin white Limoges china, dainty rosebud decoration, as illustrated, kermis shape cups. We believe this price to be at least \$10.00 lower than a 97-piece Limoges set can be obtained for today anywhere else in Canada. Today, per set..... **26.50**

- Hand-Painted Japanese China Butter Tubs. 8.30 a.m. special, each... **.49**
- Hand-Painted Whipped Cream Set of Japanese china. Today, set..... **.49**
- Thin Japanese China Condiment Sets. 150 only to sell today at, set..... **.29**

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