Simpson's is Conceded to Bethe Best Store for Men



A New Question for Men

When two or three men get together and talk about things in general, you often hear the question asked: "Where do you get your clothes?"---not "Who's your tailor?" observe, for the majority of men have found out that such clothes as the Simpson Store sells nowadays, ready-to-wear, will pass with honor among any collection of "made-to-order" clothes in town. Come and let us show you what we mean in these suits for to-morrow.

One of the new shades of Fancy Brown English Tweed, in very neat pattern, made in single-breasted three-button style, and well made. For a medium priced suit there is nothing on the market that compares with it. Thursday price at 12.00

We have an exceptionally fine brown English Tweed, in fancy stripe pattern, single-breasted three-button style, good linings, excellent style and the best tailoring. Thursday price 14.00

Men's Heavy Grey English Tweed Suits, in almost plain light and dark grey, made on the most improved designs, for men's high-grade suits, single breasted threebutton style, mohair linings, carefully tailored. Thursday price . .

One of the new two-tone blue grey Worsted Tweeds; this is one of the new fall shades, and will commend itself to you; all that is correct in style linings and makes are embodied in this extra high-grade suit; single-breasted three-button style. Thursday price 24.00

Underwear Men Want Now---49c

1500 Garments of Men's Underwear, shirts and drawers, medium and heavy weights, including several samples and left-overs; in the lot are "Pen-Angle" Merinos, fleece-lined, Scotch wool, American heavy ribbed cotton, in shades of tan, ecru and sky; all sizes 34 to 44 in the lot. Regular prices 65c, 75c and \$1.00. Thursday, per garment 49

Hats Hard and Soft That Feel Equally Good on the Head.

Men's Soft Hats, in wide, medium or curling brims. fine quality fur felt, plain or rough finish, large range of

Men's Derby Hats, Christy, King, Battersby and other splendid makes, dependable and durable hats, in new and most popular styles, black or colors. Specially priced 2.00

Worth your immediate consideration. These are on sale TO-DAY.

Women's \$35.00 Dresses .. 13.75

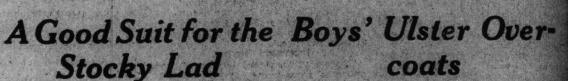
Children's School Boots 69 Women's Combination Suits, pure wool 1.25

Millinery up to \$50.00 for. . 12.50 Lined Sateen Petticoats.

Clothes for Boys

We recognize that boys will be men and devote time and care to our selection of clothes for the younger generation, knowing full well that these young customers will soon be old ones.

These two examples will give abundant proof to any parent that our boys' clothes are the right kind to look and wear well.



A genuine Scotch Tweed, in a neat herringbone pattern, with a double brown stripe. The shade is one of the new French tans. For style and general get-up, this suit ranks in the smart set for boys. The coat is cut in full double-breasted style, with long lapel. The pants first-class linings and tailoring. Sizes 25 to 28, Thursday, \$5.50; sizes

Have the boy prepared for the colder weather by taking advantage of our special offers. For Thursday we have a neat double-breasted ulster with convertible collar; made from an English tweed. The linings are mohair, in a diagonal patare bloomer style, The suit is tern. This coat is well tailored, and made expressly for the fat boy, with is made to stand the wear and tear. Sizes 12 to 18 years. Thursday, 8.00 29 to 31, Thursday 6.00

A New Shipment of Boots FROM MONTREAL

1200 pairs Men's Goodyear Welt Boots, made from tan calf, vici kid, gunmetal and black box calf leathers; Blucher and button styles; single and double thick soles; some styles are as waterproof as a leather boot can be made; some of the shanks are reinforced; all sizes 5 to 11. Regular prices to \$5.00. On sale Thursday, all one price 2.95

WOMEN'S \$5.00 BUTTON BOOTS AT \$2.49.

750 pairs, made from patent colt, vici kid, tan calf, gunmetal calf and velours calf leathers; button style, some styles have jet black cravenette cloth tops, others have dull kid and dull calf tops; New York, Cuban and military heels; all popular sizes and widths. Regular prices to \$5.00. On sale Thursday 2.49

LIERE is a list of things that will make your home the restful place you would like it to be. Rest assured it offers you best value on the market.

Curtains and Shades Reduced

WINDOW SHADES. Lace and Insertion Trimming, at a Great Reduction.

Belgian Applique Lace or Insertion for window shades, a variety of patterns and widths. Regular prices 20c, 25c and 30c yard. Thursday special, yard11 ODD PAIRS OF TAPESTRY CUR-

TAINS Greatly Reduced.

Not more than two pairs of a pattern or coloring, but a very fine range of different styles to select from. The regular prices are from \$6.00 to \$12.00 pair. Thursday, ust one-third less.

ARABIAN CASEMENT

NETS, 23c YARD. A very pretty range of patterns, in a true Arabe shade. 30c qual-(Fourth Floor).

\$6 Doulton and Wedgwood \$1.98

Watch the October China Sale! The end of it is not many days off. and there'll be some great buying chances announced every day. Look at this list for to-morrow:

400 Pieces Beautiful Art Pottery

No mail or phone. See Yonge Street windows.

1000 English, French. Austrian and Japanese Tea Cups and Saucers. Regular to 30c. Sale special. . 10 No mail or phone.

75 only, Dinner and Tea Service. complete for 6 people, rich gold decoration, best Staffordshire ware; all pieces in the new Carlton shapes. Half-price, Thursday 2.45 12 only, English Dinner Sets, with China Teas. Regular \$25.00. Sale price 13.50

97-piece Booth's Silicon China Dinner Sets. Half-price Thurs-day 14.45 (Basement).

Genuine Caldercruix 'Oatmeals

For Wall Becorations

The Germans first made this style of paper, calling it "Oltzmiehle," meaning "sawdust;" because of its meaning "sawdust;" because of its appearance. The English have improved on it, and call it "oatmeal." It makes a beautiful wall decoration, in plain, stripe or over-print of pattern; it is best to be placed on a fined wall; it comes in tobac, old English, nut. golden, chamois, tuscan, fawn, brown, silver and Portland greys, sage, moss and verdure greens, Oriental blue and Persian red, incitablic and self-toned dividers and panel decorations are used to decorate dining-rooms, halfs, dens, librarles, offices, sitting-rooms, living-rooms and parlors.

Plain Oatmeals, any color, 21 in

New Wilton Rugs

These will appeal to those who appreciate the individuality of the eastern product.

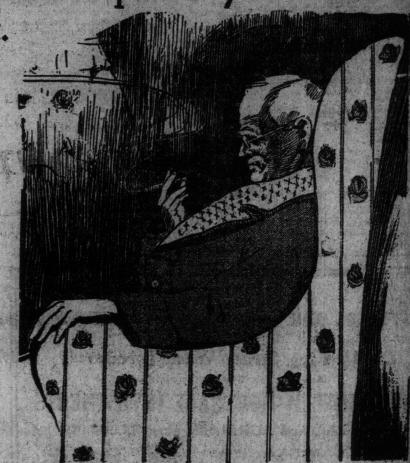
Here's a Thursday "special" which we know will attract a deal of attention, just the things for approaching winter days. We have cleared a parcel of small Axminster Rugs from one-of our manufacturers, splendid quality. Laok at the price:
72 x 36. Regular \$3.75. Special 2.75
54 x 27. Regular \$2.75. Special 2.75
54 x 27. Regular \$2.75. Special 2.75
56 x 27. Regular \$2.75. Special 2.75
57
58 x 27. Regular \$2.75. Special 2.75
59
(Fourth Floor).

The Best of References \$12.50

Webster's New International Dictionary of the English Lanall departments, including also a dictionary of geography and biography, being the latest authentic quarto edition of the Merriam Series. Bound in leather, sheep, marble edge, indexed. Price 12.50

NEW PUBLICATIONS. Cody, author of "The Frontiersman." Price 1.10 "The Following of the Star," by

Florence Bardlay, the writer of "The Rosary," Price . . . 1.10
"Mother Garey's Chickens," by Kate Douglas Wiggin. Price 1.10
"Kennedy Square," by Hopkinson Smith, his latest success. (Book Dept., Main Floor).



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