

Store Opens at 8.30 a.m.

SIMPSON'S

Telephone Main 7841
Connects With All Departments

SIMPSON'S

Store Closes at 5.30 p.m.

The Greatest and Best Values in Men's Sweater Coats You Ever Clapped Eyes On, Now Ready at Simpson's!

Substantial Woolly Sweaters Made up in Every Wanted Style and Size at Prices Within Reach of Every Man's Pocketbook, viz---

\$3.50, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$11.00, \$12.00

It is with pardonable pride that we direct attention to our superior values in sweater coats, resulting from forehanded purchases transacted during favorable market conditions.

There's ample variety to meet every man's needs--size, style, price and all. Your inspection of these sweaters puts you under no obligation to buy. Step in today and satisfy yourself as to the economy and genuineness of Simpson values.

At \$3.50—Men's Sweater Coats with shawl collar. Colors brown and Oxford. Sizes 36 to 44. For \$3.50.

At \$6.00—Men's Sweater Coats with V-neck. Made of pure wool in colors grey and brown. Sizes 36 to 44. For \$6.00.

At \$7.00—Men's Sweater Coats, pure wool. Colors Oxford, navy and brown. V-neck and shawl collar. All sizes. For \$7.00.

At \$9.00—Men's Sweater Coats, with storm collar, buttoning close

to neck. Colors fawn, brown, grey and maroon. Plain and fancy stitch. All sizes. For \$9.00.

At \$11.00—Men's Sweater Coats, in plain and fancy stitch. Military and storm collars. Colors brown, grey, maroon, Oxford and navy. All sizes. For \$11.00.

At \$12.00—The famous Thomas Warren hand-finished Sweater Coats. Color combination of black and orange or cardinal and black. Block front. All sizes, 36 to 44. For \$12.00.



Men Are Getting Under the New Fall Hats As Fast As We Can Fit Them

The Simpson hat department is the scene of quick action. Men from all over Toronto are picking out their styles and sizes with the utmost ease. It is surprising, too, how moderate the prices are on hats of such recognized quality. For instance:

JOHN B. STETSON, famous quality soft and hard styles, \$6.00.

THE VANITY, soft hats, many colors, \$6.50.

LINCOLN, soft hats, \$5.00.

BURTON, black stiff hats, \$4.00.

CHRISTY, soft hats, \$5.00.

LEEDS, soft hats, \$4.00.

NEW FALL CAPS, in an excellent variety of one, four and eight-piece top styles, 75c, 95c, \$1.50, \$2.00 and \$2.50.

Breakfast in The Palm Room

Canada Food Board License No. 10-4322.
BREAKFAST, 8.30 to 10 a.m.
DINNER, 11.30 a.m. to 2 p.m.
AFTERNOON TEA, 3.00 to 5.30 p.m.
A LA CARTE LUNCHESES at all hours.

Unusual Value in Real Leather Three-Folds 98c

Solid leather, three folds, in morocco and seal grain finishes, with registration stamp. Sections for bills and car tickets. Special, 98c.

A Remarkable Purchase of Men's \$6 Sweater Coats Selling Today, \$4.89

Here's a great chance for men right at the beginning of the autumn season. The sweater coats come in plain and fancy stitch—high storm collar, grey, grey and royal, grey and navy; grey and cardinal. 2 pockets—pearl buttons. Sizes 36 to 44. Regular \$6.00 values. Today, extraordinary value at \$4.89.

Men's \$1.25 to \$2.00 Negligee Shirts Today, 98c

"TOOKE" AND "FORSYTHE" AND "MONARCH" BRANDS Negligee Shirts, broken ranges from our regular stock. PLAIN AND FANCY HAIRLINE AND CLUSTER STRIPES OF BLACK, BLUE, HELIO AND TAN. Double French and laundered cuffs—some are slightly counter-soiled. Coat style. Sizes 14 to 18. Regular values \$1.25 to \$2.00. Today, all one price, 98c.

Women's and Misses' Stirring Suit Sales

Women's Better Suits \$29.75

Regular \$40.00 Values.

A noteworthy offering—samples of models made to sell as high as \$40.00, and suits from regular \$40.00 stock. Serges, poplins, tweeds, whipcords, gabardines and burellas; in navy, grey, wine, brown or black. Today, \$29.75.

Misses' New Suits \$34.95

Regular \$42.50 Values.

One of the best values we have offered this season. High grade all-wool poplin suits, in smart semi-tailored, button-trimmed styles. A special purchase of suits made to sell at \$42.50. You may buy one today at \$34.95.



New Autumn Frocks Pouring In

MISSSES' SERGE DRESSES are here in an abundance of clever tailored and dressy styles, distinctly representative of the leading modes and shades. See them today. Moderately priced at \$22.50, \$25.00 and \$27.50.

MISSSES' SATIN DRESSES—New styles are arriving daily, and are delightfully various and chic. Fringe trimming, drapes, loose panels, Georgette vestees and exquisite embroidery are among their lovely features. Leading shades. Priced, \$35.00.

STOUT WOMEN'S DRESSES—40 high-grade silk poplin Dresses. Specially cut to give straight lines to stout figures. Plain and tunic styles, embroidered and button-trimmed. Colors green, brown, navy and black. Specially priced for today, \$16.50.

New Fall Coats in Unlimited Variety For Misses and Girls



At \$18.75—Misses' Blanket Cloth Coats, half lined. New shades.

At \$32.50 and \$37.50—Misses' High-grade Velour Coats, half-lined or lined throughout. Leading shades.

At \$12.75—Girls' Heavy Curl Cloth Coats. Styles with convertible collars and plush trimmings. Sizes 6 to 14 years.

At \$20.00—Girls' Rich Plush Coats, lined and inter-lined. Sizes 6 to 14 years.

At \$12.75 and \$15.00—Girls' Winter Reefers. Heavy wool materials and chic styles. Lined and inter-lined. Sizes 6 to 16 years.

For Women—Smart Warm Velour Coats \$27.50

Just in, and wonderfully smart—examples of New York styles we are selling regularly at from \$35.00 to \$40.00. Made from splendid quality wool velours. Many smart styles. Colors navy, green, taupe, brown, grey, wine or black. Extra special value, today, \$27.50.

Women's Plush Coats Women's Plush Coats, \$23.50.

Special value in Lister's Silky Black Plush Coats. Smart styles, finished with large "Kumfy" collars and deep pockets. Reduced for quick selling, today, \$23.50.

New Fall Dresses For Junior Girls.

Jaunty, cosy little Frocks of serge, in the popular empire style. Prettily embroidered, and finished with white pique collars. Navy and cardinal. Excellent value at \$6.95.

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AFTERNOON TEA—3.00 to 5.30 p.m.
A LA CARTE LUNCHESES—All hours.

Men! Here's a Sale of New Fall Tweed and Worsted Suits at

BOYS'

Suits in Odd Sizes and Broken Lines at \$7.95
Sizes 9 to 17 Years

Suits taken from our regular stock, also a limited number of manufacturers' samples. Grey diagonal—grey and black mixed, tweed with red stripe effect—green and tan mixed effects, and green with fancy hairline stripe pattern. Trench semi-Norfolk and pinch-back models. Some have three-piece belt, others all-around loose belt. Full-fitting bloomers, with belt loops and Governor fasteners. Sizes 27 to 35, 9 to 17 years. Greatly reduced for today, \$7.95.

\$18.95

Specially Priced for Today Only

Developed in fine tweeds and worsteds in a variety of seasonable shades and patterns. Single-breasted, two and three-button Trencher models. These suits are away better than the low price would indicate. Sizes 34 to 46. Specially priced for today, \$18.95.

Youths' First Long Trousers Suits, \$16.50.

Rich dark brown tweed mixture, made up in both the Trencher model with all-around belt, and the form-fitting sacques. Sizes 32 to 36—\$16.50.

Lightweight Fall Topcoats, \$24.00.

Young Men's—novelty grey mixture effects. Trencher model, with all-around belt, slash pockets and close-fitting collar. Sizes 35 to 42—\$24.00.

Today--A Remarkable Clearance of Men's \$7.00, \$8.00 and \$9.00 Shoes at One Extraordinary Price

No Mail, Phone or C.O.D. Orders. No Refunds or Exchanges on Sale Footwear

\$5.95

Do not miss this opportunity to be smartly shod at a great saving.

Gunmetal, Havana Brown Calf, Dongola Kid and Patent Leather, in Button and Lace Styles

Single and double weight Goodyear welt leather and rubber fibre soles, wide and narrow toe shapes. Military and low heels. Sizes 6 to 11. Whether you need new shoes or not, it will be money in your pocket to share in this wonderful sale event. Today, \$5.95.



Special Purchase of 800 Pairs Boys' School Boots at \$1.99 and \$2.49

They are made of box kip leather, on full-fitting last, both standard screw and machine-sewn soles. The prices represent remarkable savings. Sizes 11 to 13, pair, \$1.99. Sizes 1 to 5, pair, \$2.49.

Dress Boots for Boys at \$2.65

Patent Colt Button Boots, with dull calf tops, neat round toe, good weight sole, medium heel. Sizes 4 to 5½. Really noteworthy value at the price. Today, \$2.65.

The Robert SIMPSON Company Limited

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