



Showing in the Simpson Men's Store Today Fresh Complete Stocks of

**Men's Fur Coats--Men's Fur-lined Coats--
---Men's Fur Mitts---Men's Fur Gauntlets
and Men's Separate Fur Collars, Etc.**

Much of this season's supply of raw pelts already has been commandeered by the military authorities, developing an acute fur situation and one that is most alarming.

Truly, there is no hope for immediate improvement; rather it emphasizes the need for buying furs early. Indeed, if furs are to be bought at all they should be secured now.

In the face of a small market and a rising price we offer you these remarkable values in fur coats, fur-lined coats, mitts, etc., because this season's stock was purchased under most unusually favorable circumstances and we want our patrons to share the benefit.

Make it your business to see the stock today, while it is yet complete. You will surely note the high-grade full-furred quality in every coat and fur piece shown.

Your attention is directed to the fact that every piece of fur and fur coat must, before entering our stock, pass the critical inspection of keen-eyed inspectors. Thus you are assured of absolute dependability.

Men's Big, Warm, Natural Coonskin Coats, \$125

Made from high-grade thickly-furred pelts, each properly processed, tanned and carefully examined.

They are made roomy, but less cumbersome than ordinary coats of this kind.

They have big enough and long enough sleeves and huge shawl collar and are well lined throughout. Price \$125.00

Other coon coats at \$150.00 and \$175.00.

Women's Boots Correct Styles \$3.95

Featuring Very Much Better Than Usual Values

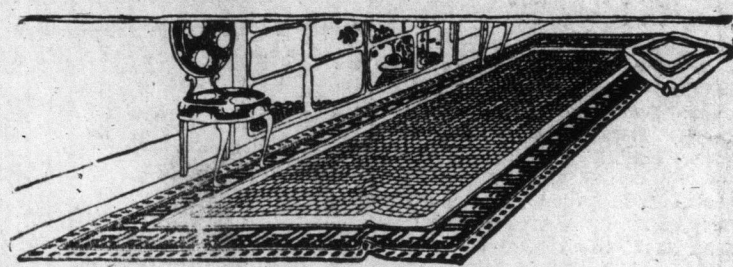
Women's Fall and Winter Boots produced by some of the leading makers of Boston and Canada. Patent colt, gunmetal, box calf, dongola kid and colored kid leathers; Goodyear welt and flexible McKay sewn soles; Cuban, riding and Spanish leather heels; plain and toecap vamp; medium and high cut tops; sizes 2 1/2 to 5 only. These are the kind of values that have made this department famous. Per pair... 3.95

Men's Boots The "Victor" Bunion Last

A boot made of the finest grade soft vicci kid leather. Straight lace, wide toe style; extra wide and full fitting to assure comfort for men troubled with wide joints; heavy Goodyear welt soles, oak bark tanned soles, low heels; sizes 6 to 11, widths E and EE. Extra value at..... 6.00

Men's High-Grade Boots at \$5.45

1,000 pairs of Men's Boots, in button and lace styles, in fall and winter weights. Made of tan storm, box calf, gunmetal velour calf and dongola kid leathers. Wide and narrow toe styles, double viscolized waterproof and best oak tanned leather, Goodyear welt soles; heavy duck guaranteed wear-proof lining; military and low heels. Priced much below regular value for today at..... 5.45



Serviceable Floor-Coverings Fine Velvet Rugs in Plain Colors

Quite fashionable are these one-piece, fine quality rugs; plain rugs with their dark hand borders, and pretty shades of blue, green, grey, old rose and brown.

Size 7.6 x 9.0	27.75	Size 9.0 x 9.0	32.00
Size 7.6 x 10.6	32.00	Size 9.0 x 10.6	37.75
Size 9.0 x 12.0	42.50		

These Serviceable Brussels Rugs

Good for all kinds of hard wear and suitable for any room. Small conventional patterns that will not show the dust or the wear.

Size 4.6 x 6.0	7.50	Size 4.6 x 10.6	21.00
Size 4.6 x 7.6	9.50	Size 9.0 x 9.0	23.25
Size 4.6 x 9.0	17.25	Size 9.0 x 10.6	26.25
Size 9.0 x 12.0	29.25		

Printed Cork Linoleum, 80¢ per Sq. Yd

New designs and a big variety of colorings. This cork linoleum will give excellent wear and is suitable, in conventional and tile patterns, for living-room, kitchen and hall use, or in dainty matting patterns for bedroom use. Price per square yard..... 80

Men's Korean Beaver Coats Rare Good Value \$30.00

These coats are made of rich heavily-furred skins and offer wonderful service for the man who wants a coat that will stand hard every-day wear and knock-about usage.

They have splendid appearance, better than is noticeable in Korean beaver coats at this price. Lined with quilted Italian lining. Priced at..... 30.00

Men's Black Dogskin Coats Splendid Value \$32.50

These coats are made of well-selected jet black skins which are evenly furred and remarkably well matched. Also they are of soft, pliable quality, due to the oil tanning.

They have deep shawl collars and quilted Italian lining. Sleeves have knitted wristlets. These are splendid value. Priced at..... 32.50

Topmost Values in Sound Dependable Traveling Goods Suit Cases Special

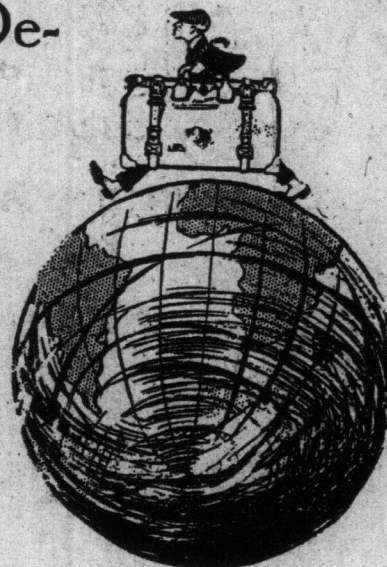
Fibre Suit Cases and Matting Suit Cases, neatly lined, and some have pockets. All have reinforced corners, and the fibre cases have two leather straps. These are all very well made, stout, serviceable cases. Specially priced for today at..... 2.98

A Strong Club Bag \$4.95

It is of black composition, very stout and durable, finished in walrus grain effect. Has steel frame, good lock, inside pocket and double handle. Sizes 16 and 18 inches.

Tourist Trunks at \$4.95

Waterproof Canvas Covered Trunks, of substantial construction, having hardwood slats, brass dome corners, good lock and bolts. Deep tray with covered hat box. Sizes 22, 24 and 26. Priced remarkably low.



The Home-Lovers' Club is Open

Responsible persons may join and receive the privilege of purchasing home furnishings with part cash payment and have the balance spread over a period as arranged.

FURNITURE At Lower Prices Today

- Library Tables, solid quarter-cut oak, fumed finish; double drawers, book-racks at each end. Regular price \$21.00. Special at..... 16.95
- Kitchen Cupboard, elm, golden finish; good cupboard space, also drawer for cutlery; top fitted with double glass doors and shelves. Regular price \$17.50. Special at..... 14.50
- Kitchen Table, 4-ft. size, legs and rim of hardwood, in golden finish; top of maple in natural finish. Regular price \$4.00. Special at..... 3.40
- Chiffonier, front and top in genuine veneered mahogany, shaped standards, large beveled plate mirror; has six drawers, wood trimmed. Regular price \$28.00. Special at..... 22.00
- Dresser, of surface oak, golden finish; three large drawers, brass trimmed; large beveled plate mirror. Regular price \$16.00. Special at..... 12.50
- Dressers, of surface oak, golden finish; four drawers, two top drawers shaped, large oval beveled plate mirror, shaped standards. Regular price \$17.50. Special at..... 14.50
- Dresser, of genuine veneered mahogany, shaped standards, large shaped beveled plate mirror, good drawer space, wood trimmed. Regular price \$29.75. Special at..... 24.75

Bargains in Tapestry Rugs

A special price to clear out 50 heavy Scotch Tapestry Rugs, in Oriental, floral and conventional patterns, good designs and new colorings. Size 6.9 x 9. Monday special.... 8.95



Important!

Ten Complete New Lines of Men's Fur-Lined Coats Every Coat An Unusual Value

Men with \$40.00 to \$75.00 to spend on a fur-lined coat must know that their problem is our problem.

Each year we provide such remarkable values at and between those prices that new selling records are created.

This year we are glad to say that another record will be established, despite the fact that good fur coats are at a premium.

These new coats at \$65.00, with Canadian muskrat lining, show rich, dark, glossy, full-furred pelts that are perfectly matched, also shells of fine quality English beaver cloth.

They are designed in the popular double-breasted style, having shawl and notch collars of Persian lamb or otter.

The style, quality, trimming and workmanship are of the very best. Price..... 65.00

Other coats at \$90.00, \$100.00 and \$125.00.

Modest Prices for Caps, Gauntlets, Collars, Made of Carefully Selected Rich Full-Furred Pelts

Persian Lamb Caps

Well-sewn caps, made from the smaller parts of the skins, which will offer equal service with the better caps, lined with good quality linings.

\$3.50
\$4.50 and \$6.50

Gauntlets Collars

Persian lamb gauntlets of fine even curl with high-grade buck facings. At \$20.00 and \$22.50.

Other gauntlets of rich dark brown pelts with buck facings. At \$18.00 to \$20.00.

Fur collars which can be attached to any overcoat, made in such furs as French otter, \$6.00; Persian lamb, \$6.00, \$8.00, \$12.00; black coney, \$3.50.

Persian Lamb Caps

Wedge, driver and jockey shapes in several ranges of high-grade Persian lamb skins; each carefully designed of perfectly matched pelts.

\$8.00
\$10.00, \$12.00, \$14.00

Our Display of Chiffon Velvets, Plushes and Velveteens is the Largest of Many Seasons Hollow-Cord Cut Velvets

27 inches wide, at \$1.50 and \$2.00 per yard, for suits, separate skirts, long coats, and especially for children's wear.

These lovely chiffon cords cannot be equalled for wear and appearance. In grey, taupe, rose, Burgundy, several shades in blue, brown and green, purple, amethyst, etc., etc.

44-inch Colored and Black Chiffon Velveteens, exactly the same qualities and prices as in pre-war days, \$2.50 in colors, and \$2.50, \$3.00 and \$3.50 in black. We had big contracts placed for these fashionable velvets, and our customers save at least \$1.00 per yard on today's prices.

27-inch Suiting Cord Velvets, for boys' pants and suits and misses' dresses, 59¢ to \$1.00 per yard, with exceptionally good value at 75¢.

Lister's Plushes, known throughout the Dominion for their brilliant lustre, superb finish and uncrushable pile; 32 to 40 inches wide. At \$3.50 to \$5.00 per yard.

French Chiffon Velvets at the old prices, blacks from \$4.00 to \$6.00 per yard, and colors at \$5.00.

Meeting the Demand for Broadcloths and Velours

The phenomenal demand for these popular materials created a shortage of certain new shades. Today we are showing shipments just received of French, British and American velours and broadcloths in the much-wanted shades of taupe, beetroot, raisin, Bordeaux, Rajah purple, Java nigger, mulberry, navy, etc.

Silk and Wool Fabric De Luxe

For day and evening wear, in exquisite tones, and noted for their excellent wear; much desired for smart, dressy suits, in the new shades of wine, taupe, greens, browns, blues, greys, navy, etc. Priced \$1.95 to \$3.50 yard.

Black Silk Poplin, Special at \$1.48

This lovely poplin has an extra high finish, and is one of the best poplins of this character made. An ideal fabric for dresses and separate skirts; 36 inches wide.

The Robert SIMPSON Company Limited