The Simpson Men's Store Offers the Biggest Value Hit You've Read in Many a Day ...

THE TORONTO WORLD

Men's High Class Suits, \$30, \$35 and \$40 Kinds, in a Remarkable Sale Today at

\$24.95

Snappy and Conservative Styles in All Sizes for Men and Young Men of All Dimensions

These fine suits are the product of leading Canadian and American makers. Sizes and patterns are incomplete (for the most part one or two of a kind) so it means speedy clearaway today. The suits are expertly developed in handsome fabrics and combine excellent styles with perfect fit. Sizes 33 to 44. Today these \$30.00, \$35.00 and \$40.00 suits are all one price, \$24.95. (No Refunds or C.O.D. Orders)

In the Men's Glove Shop

Wool Lined Gloves, tan suede and tankcape leathers. Sizes 7 to 10, \$1.50.

Silk Lined Suede Gloves. Grey suede and tan cape leather; silk lined throughout. Sizes 7 to 10, \$2.75. Fine Dress Gloves-imported khaki and grey cape leather. Sizes 7 to 10, \$3.00.

Woolen Gloves-all-wool seamless knitted finish, with silk and wool lining. All sizes, \$3.00.

Fur Lined Suede Gloves-heavy grey rabbit lining Tan and grey suede. Sizes 7 to 10, \$4.00.

Men's Auto Gauntlet Glove, first finger, and mitten, strong black leather, lined with heavy lamb lining; deep wide cuff and strap at wrist. \$6.00.

Men's Winter Overcoats \$25, Several Styles Chesterfield --- Trencher --- Ulster and Slip-on Models for Men and Young Men

The Chesterfields are developed in medium grey cheviot cloth-the other models are made up of dependable coatings in shades of brown, grey and novelty mixture effects. Sizes 34 to 44. Get your overcoat today from this \$25.00 assortment.

Men's Winter Overcoats Special Today \$17.95

For men and young men-made from warm serviceable coatings; in numerous shades and weaves, in smart styles-ulster, slip-on and trencher-for early selling this morning. Special, \$17.95.

Men's Ribbed Worsted Hose, Per Pair \$1.00

Tweed, Worsted and Cheviot

Fabrics, Shades of Brown, Grey,

Green, Blue and Mixed Effects

SATURDAY MORNING OCTOBER 26 1918

LW. CORNER

PROBS: S

Passeng

Victoria, 1 wind

a wind of the steamer Prin comparative in Lynn Can way and Ju ing and car gers and cre dren, to the northern was

vivors on th The Sophi day evening

the winter. into a blind

is supposed, slightly and

what was t

nc danger. gas boats

calls for ass Alice was d

to take over

igh .to per

of Victoria

the reef, wit aged, but sh and the pass

vident that

vas planted

The waves ould not ha

was filled w the Cedar pi from the So sinking. She the reef in her shattered port, and she lown. The

vicinity, but Sophia. When morn

was visible

was no sign the bodies h

not gone dov

Fall of

Lauras D

tish caval

statement

Turkey to

Germ

Riots of

It is pe

of V

Londo

The f

Steame

to be secutive storm v

Even tho

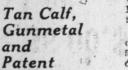
Men's Hose "Penangle" brand allwool cashmere-red linen special heel and toe. Medium weight and seamless. Sizes 91/2 to 11. Pair, \$1.10.

Men's Hose -> ribbed worsted. all-wool, black and grey-good heavy weight-seamless foot. Sizes. 91/2 to 11. Pair, \$1.00.

Men's Hose-hand machine knitted, all wool, grey, natural, and black, soft, pure wool, closely knit-ted, good weight. All sizes. Pair, \$1.50.

Change of Time

Sunday Morning at 2 o' Clock, Clocks Will Be Put Back One



in all Sizes

THE LONDON SHOE-Black kid, easy fitting straight lace boot, with neat perforated toe cap. Duck lined, and kid facing. Light weight, No. 1 English oak tanned Goodyear welt soles. Medium height heel. Sizes 5 to 10. Today, \$5.25.

THE AVENUE SHOE-Straight lace boot with latest New York recede toe, perforated toe cap and blind eyelets. Low flange heels. Sizes 5. to 10, mahogany calf, Havana brown and gunmetal calf leathers. Tody, \$5.25.

THE BATTLE SHOE-Full

tanned soles, calf facing, and heavy duck lining. Havana brown, patent colt, mahogany calf or gunmetal leathers. Today, \$5.25. THE TORPEDO SHOE-Gunmetal blucher boot, medium round toe,

full seamless quarter. Double weight oak tanned Goodyear welt soles, military heels, built for service, comfort and appearance. Sizes 5 to 10. Today, \$5.25.

BOYS' ACTIVE SERVICE BOOTS-made of storm calf leather, in blucher cut, heavy solid leather standard screw soles. Ful and leather back stay. Fine fitting last. Sizes 1 to 5, \$3.25.



PAGE SIXTEEN

Dine in Simpson's Palm Room Canada Food Board License No. 10-4322.

This delightful restaurant is accorded the superior of any in Toronto by reason of its appointments, food, service and moderate charge.

MENU TODAY.

Fricassee of Chicken with Rice Dumplings

Creamed Cauliflower. Boiled or Mashed Potatoes. Choice of Pudding, Pie or Ice Cream Tea or Coffee

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 LUNCHES at all hours. Sixth Floor.

time to get yours.

cuffs. Sizes 14 to 18., \$1.25.

Shirts, \$1.50-Arrow and Forsyth brands-

newest patterns and colors-stripes, cluster and

hairlines. Coat style, laundered stiff cuffs and

soft French cuffs. Sizes 14 to 18, \$1.50.

dull calf top. Full double, best English oak tanned Goodycar welt soles, medium high heels. Strong, comfortable and stylish. Sizes 5 to 10. Today, \$5.25 for Men and FULL DRESS SHOE-A modified English recede toe, elace or but-Young Men

with toe caps, blind eyelets, medium weight best English oak

Men's Big Wooly Sweater Coats, \$6.00, \$7.00, \$9.00, \$11.00 and \$12.00

The Simpson assortment is Comprehensive Enough to Satisfy Every Good Taste

Pure Wool Sweater Coats-in plain elastic rib stitch; V neck; fine and soft. Splendid sweaters for house wear. Brown, khaki, oxford, navy. Sizes 38 to 44, \$7.00.

Sweater Coats in wool and cotton mixture; fancy stitch high storm collar. Grey, brown, maroon, navy, royal, oxford; also grey with navy, grey with cardinal, grey with royal, grey with oxford. Sizes 38 to 44, \$6.00. Pure Wool Sweater Coats-fancy stitch varsity collar; hand

finished and seamed. Colors are cardinal and black, black and orange, also plain brown, khaki, white. Sizes 38 to 44, \$12.00. Pure Wooi Sweater Coats-plain elastic rib stitch, military collar, Brown, navy, oxford, Sizes 38 to 44, \$11.00.

Pure Wool Sweater Coats-fancy knit, high close-fitting storm collar. Brown, maroon, grey; also plain stitch in same colors. Sizes 38 to 44, \$9.00.

laundered stiff cuffs. Sizes 14 to 18. \$2.00.

zephyr and madras cloths-new fall designs

and colorings-coat style-double soft French

Shirts, \$2.50-Made from best quality crepe,

SHIRTS---Great Choice of

New and Approved Styles

for Men

able assortments despite adverse market conditions. And prices, too,

have been maintained at fairly normal figures Today is a good

Shirts, \$1.25-Coat style-new patterns - cales, zephyrs and repp cloths-newest pat-

Shirts, \$2.00-Soft bosom-coat style. cuffs and laundered stiff cuffs. Sizes 14 to

hairlines and cluster stripes, soft French, double terns and colors. Soft double French cutfs and

The Simpson shirt stocks are noteworthy in view of the remark-

Hats for Men They're hats of surpassing excellence in all the features essential to superior and satisfying

Simpson Quality

2240 Pairs Men's Lace and Button Boots at \$5.25 Pair Today!

headwear. The snappiest styles are here in wonderful variety at lowest prevailing prices.

John B. Stetson Soft Hats, in many colors, \$6.00. Black Stiff Hats, \$6.00.

Vanity Soft Hats, \$6.50-Lincoln Soft Hats, \$5.00-Leeds Soft Hats, \$4.00-King Soft Hats, \$3.50-Black Stiff. Hats, from Burton, maker to His Majesty, \$4.00-Parker, of London, \$3.00-Eagle and Stevenson, \$2.50.

Other Soft Hats, in many shapes. and colors, \$2.50 and \$3.00.

New Fall Caps, in smart shapesone, four and eight-piece top styles, 75c, 95c, \$1.50, \$2.00 and \$2.50.

Neckties, Mufflers

Neckties

ends. 50c.

and colorings. 75c.°

Neckties

Made from extra heavy, pure

all-silk materials. All imported

kinds-newest patterns and col-

All the newest patterns and col-

GIRLS' KID BOOTS-This is an all-kid boot, guaranteed solid all through. Smart, full-fitting last-medium weight McKay sewn soles, and low heels. Sizes 8 to 10, \$2.39; 11 to 2, \$2.69. Simpson's-Second Floor.

The Store Will Open Monday at 8.30 Changed Time--- Or One Hour Later Than Today's Time.

Men! Warm Winter Underwear -- It's Time To Put 'Em On

Wolsey Wool Underwear, shirts

Wolsey Combinations, white.

Wolsey Combinations, natural

Sizes 36 to 44, at \$7.75 suit.

Penman's, Stanfield's, Tru-Knit, Duofold, Rameses, Wolsey and Watson Brands.

The weather from now on will be uncertain-mild today and chilly tomorrow. So it's wise to get your undies ready for emergencies. Colds just now are too prevalent and serious-warm winter underwear is your best protection.

> Penman's Merino Combinations-Sizes 34 to 44. Priced at, suit. \$2.00.

> Penman's Fleece Lined Combinations. All sizes, 32 to 46. Garment, \$2.00.

> Penman's Heavy Fleece Lined Combinations. All sizes, garment, \$2.50.

Penman's Ribbed Wool Combinations, All sizes. 32 to 46. The suit. \$3.00.

Penman's Preferred Merino Combinations. Sizes 34 to 44. The suit, \$3.25.

Penman's Combinations-Light weight wool. Sizes 36 to 38. The suit, \$5.00.

Wolsey Underwear Stanfield's Underwear

London, adopted a bi Stanfield's Red Label Undergovernment hagen. wear, shirts and drawers. Sizes 32 to 44. A garment, \$2.75.

ous parts o life. The l hampering pelled to dis



Men's Flannelette Pyjamas-All sizes, \$2.75, \$3.00, \$3.25 and British Ma

Men's Flannelette Nightgowns -All sizes, \$2.25, \$2.75 and \$3.00.

Stanfield's Green Label Under-

Duofold Combinations, wool

and cotton mixture. Sizes 34 to

wear, shirts and drawers. Sizes

32 to 44. A garment, \$2.25.

44. The suit, \$7.50.

\$4.25.

ors. Pure silk, large flowing Underwear Penman's Combinations, ribbed Better Quality Neckwear cotton. All sizes. The suit, \$2.00. Large flowing ends. Fine imported, all silk-newest patterns

Tru-Knit

Tru-Knit Combinations, heavy knit ribbed cotton. All sizes. The suit, \$2.50.

silk and wool. All sizes. The suit. \$4.00.

Garment, 90c, 95c and \$1.25.

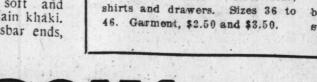
Rameses Wool Combinations. Sizes 36 to 46. The suit, \$4.50.

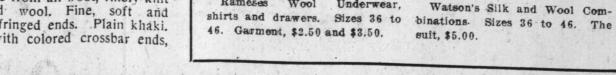
shade. Sizes 38 to 42. Suit, \$9.00.

Rameses Wool Underwear. shirts and drawers. Sizes 36 to 46. Garment, \$2.50 and \$3.50.

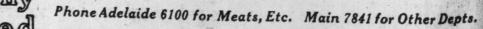
and drawers, medium weight. Sizes 32 to 46. Garment, \$4.25. Tru-Knit Combinations, ribbed Wolsey Combinations, medium weight, natural shade. Sizes 36 to 44. Price, \$7.50 suit.

Fleece-Lined Underwear, shirts and drawers. Sizes 32 to 44.



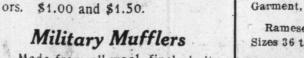


\$1.50.





J Company



Made from all-wool, finely knit brushed wool. Fine, soft and warm fringed ends. Plain khaki, Also with colored crossbar ends.

Prompt and Careful Attention Given to Phone Orders

