

Store Open All Day Today
From 8.30 a.m. to 5.30 p.m.

SIMPSON'S

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Store opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store closes at 5.30 p.m. daily.

One Touch of Autumn Brings Out the New Fall Fashions for Men

All Young Men and Men Who Have a Natural Liking for Smart New Clothes and Furnishings Are Invited to Come in Now and See the New Fashions

Since everything depends so much upon the mercantile marine, surely it deserves your liberal support.

Today, Last Day of SAILORS' WEEK

The sailor's dependents receive no support. The widows and orphans need your help. Make today count for more than double any other day. Catch the spirit of the occasion and

Remember by Giving

In Simpson suits and overcoats, notice the difference in the lines and tailoring—the newness of the cloths—the freshness of the patterns, and note well the far-better-than-usual quality in every detail which makes these Simpson clothes in the new fall styles for men and young men differ so greatly from the general run of clothing.

Men's Worsted Suits at \$24

These are superior suits for this moderate pricing, as you will see at a glance. Developed in dark grey worsted.

Single-breasted models—3-button coat—6-button vest—trousers with or without cuffs. Sizes 36 to 44. And for \$24.00.

Young Men's Suits \$26.50

Rich dark brown worsted, with small check effect. Single-breasted—3-button, soft roll, form-fitting sacque; 5-button vest; English trousers. Sizes 33 to 40, \$26.50.

New Fall Overcoats \$28 For Stout Men

Developed in fine dark grey cheviot, specially designed in the fly front Chesterfield model. Hand-tailored garment that will suit the most particular dresser. Sizes 40 to 48, \$28.00.

Fall and Winter Overcoats, in models to fit any type of figure, from \$15.00 to \$60.00.

Medium and Dark Grey Tweed and Worsted Finished Trousers. Sizes 31 to 46, \$3.00.

High-Class New Fall Hats From Most Prominent Makers

The man who is critical, and discriminates between ordinary hats and the kind that have style, fit and comfort, invariably asks for one of the following:

- John B. Stetson . . . \$6.00
- Borsalino \$6.00
- Vanity \$6.50
- Christy \$4.50
- Rosco \$3.50 and \$4.00
- Hampton \$3.00 and \$3.50

Whatever your hat requirements may be, we can supply you.



The New Derby Hats Are Here Too

A superior collection of the new shapes and shades. Hats to suit every type of head—small, medium and large sizes.

Priced moderately at \$2.50, \$3.00, \$4.00, \$5.00 and \$6.00.

Men's New Fall Caps 75c, 95c, \$1.50, \$2, \$2.50

Dressy Caps these—made in one, four and eight-piece tops.

Fashionable plain shades as well as the popular fancy mixtures. See them today.

Tweed Raincoats \$12.50

Two-Purpose Tweed Raincoats, grey, brown and fawn mixture effects, made up in the slip-on model, convertible collar, full back and patch pockets. Wear as coat or raincoat. Sizes 35 to 46. Price, \$12.50.

Fall Overcoats \$20.00

Men's and Young Men's Light Weight Fall Overcoats—Dark grey cheviot, made up in single-breasted, fly front Chesterfield. Sizes 35 to 46. On sale today, \$20.00.

The New Fashions in Men's Neckties

Pure Italian Silk Neckwear—Plain and fancy cross-bar and floral effects—all over designs. Made by the famous Italian makers, M. Paroli & Sons. Large flowing end shapes. Each, \$1.50 and \$2.00.

Men's and Boys' Pure Silk Neckwear in floral and all over designs. Two, three and four-tone effects, in green, blue, grey, brown, helio. Each, \$1.00.

Men's and Boys' Pure Silk Neckwear—A special purchase from a large manufacturer. Guaranteed pure silk, in stripes and all over designs—selling everywhere at 75c. Our one-day price, each, 50c.

New Fall Shirts of Sprightly Up-to-date-ness That Appeal to Men Who Know "What's What"

If you use the same particular care in selecting your new fall shirts as you do in picking out your new suit your choice will be from our supreme stocks. The comfort, wear and style of our new shirts will give double satisfaction to the wearer. There's economy in buying good shirts.

Arrow Shirts---\$2.00 to \$8.00

Superb creations just opened up and revealing unusual beauty and perfection in material and workmanship.

At \$2.00—The assortment comprises every wanted color and combination of color in plain and fancy hairline stripes, including black, blue, helio and tan. Two and three-tone patterns. Double French cuffs. All sizes.

At \$2.50 and \$3.00—Fine shirts developed in Jacquard's English woven materials and madras cloths. Double French cuffs. All sizes.

Silk Shirts of exclusiveness and distinction preferred by nine men out of ten. Made of 8, 10 and 12 mommy weight silks. Priced at \$5.00, \$6.00 and \$8.00.



Trunks---Suit Cases---Club Bags

TOURIST TRUNKS AT \$6.25—Waterproof, canvas covered, with wide hardwood slats, heavy brass corners, lock and bolts; neat lining with divided tray. Today, size 33-inch, \$6.25; 34-inch, \$6.50; 36-inch, \$6.75.

SUIT CASES, \$1.75—Matting with leather corners, strong handle, brass lock and catches. Today, sizes 22, 24 and 26-inch, \$1.75.

CLUB BAGS, \$3.00—Walrus grain, with high double handle, brass lock and fasteners, pocket inside. Today, size 19-inch, \$3.00; 18-inch, \$3.50.

"Victor" Trench and Field Boots for Officer and Men—Five Noteworthy Values

Military Dress Boots, \$8.50 Pair

Made of dark brown calf leather on plain military last. Heavy duck lining—Goodyear welt "Neolin" guaranteed soles—Cat's Paw rubber heels. Sizes 5½ to 11. Pair, \$8.50.

\$15.00 Strathcona Field Boots Special for Today, \$13.50

Illustrated—Brown winter calf leather, with strap and buckle. Full bellows tongue—extra heavy waterproof sole running through to heel. Leg is leather lined and perfect fitting. Sizes 6 to 11. Regularly \$15.00. Pair, \$13.50.

Military Dress Boots for Officers, \$25.00 Pair

Dress Boot for officers. Made of finest dark brown calf leather, with 15-inch leg, laced to top and made to fit perfectly. Leather lining—extra heavy oak tanned sole, to heel, with rubber middle sole. Neat plain toe—low heels. All sizes 6 to 11. Widths C, D and E. Pair, \$25.00.



Regulation Parade Boots, \$7.75 Pair

Illustrated—Tested by hundreds of boys at the front. Made of heavy brown storm calf leather—neat plain toe. Extra heavy viscolized waterproof sole—military heel. Sizes 6 to 10. Special, today, pair, \$7.75.

Brown Rubber Boot, officer's style, neat fitting shape. Pair, today, \$6.50.

Heavy Brown Calf Leather, Ankle-Height Boots

Heavy brown calf leather moccasin, one-piece vamp, 9-inch top—half bellows tongue. Brown kid leather lining—three full leather soles. Guaranteed absolutely waterproof. Sizes 6 to 11. Pair, \$14.00.

Send them now so the boys will have them for next wet season. No Phone, Mail or C.O.D. Orders on Sale Footwear.

Men's Stylish \$7.00, \$8.00 and \$9.00 Boots Today at \$5.45

Just you see them and realize that \$7.00, \$8.00 and \$9.00 boots are included. Brown, gunmetal and storm calf, patent colt and dongola kid leathers. Blucher, button and straight lace styles, with Goodyear welt and oak tanned leather and Neolin soles, double and light weight. Medium and narrow toes—military and flat heels. All sizes, 5½ to 11. Pair, \$5.45.

Dine Today in the Palm Room Restaurant

Canada Food Board License 10-4322. Pleasing surroundings—pure foods especially selected for quality and freshness—with good service at your call—is the Simpson idea to gain and retain your patronage.

Luncheon Hours

BREAKFAST, 8.30 to 10.00 a.m.
DINNER, 11.30 a.m. to 2.00 p.m.
AFTERNOON TEA, 3 to 5.30 p.m.
A LA CARTE LUNCHEONS at all hours. Sixth Floor.

Simpson's Market Today

Telephone Adelaide 6100

Canada Food Board License No. 8-7531.

MEATS.

800 lbs. Shoulder Roasts Choice Beef, today, special, per lb., 25c.
800 lbs. Blade Roasts Choice Beef, today, special, per lb., 25c.
600 lbs. Brisket Boiling Beef, today, special, per lb., 25c.
900 lbs. Breakfast Bacon, mild curing by the piece, 3 lbs. and up, today, special, per lb., 43c.

FISH.

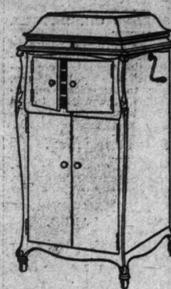
500 lbs. Fresh Flathead Steaks, today, special, per lb., 25c.
500 lbs. Boneless Smoked Filets, today, special, per lb., 15c.

GROCERIES.

Quaker Flour, 24-lb. bag, \$1.69.
Sweet Winkle Peas, per tin, 18c.
Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars, 20c.
Finest Creamery Butter, R. & S. brand, per lb., 20c.
Oleomargarine, H. A. brand, per 2,000 lbs. Fresh Roasted Coffee in the Bean, ground pure or with chicory, today, per lb., 25c.
CANDY SECTION—Main Floor and Basement.
Simpson's Special, per lb., 30c.
Fruit and Nut Fudge, per lb., 25c.
Neilson's Chocolate Rosebuds, lb., 45c.

Victrola—The Instrument of the World's Greatest Artists

- Model XI at \$174
- Oak or Mahogany Cabinet
- Other Models \$34 and up



The Victrola brings into your home the sublime art of the world's greatest artists. It plays with utmost fidelity all of the more than 5,000 selected records in the Victor catalogue.

COMPLETE STOCK OF VICTOR RECORDS.

Ask to Hear Them Played.

Visit our musical parlors, sixth floor, and ask to hear your favorite records played on any Victrola. You need not feel obliged to buy.

Buy your Victrola and Records through the Home-Lovers' Club. This costs nothing extra.

Musical Parlors—Sixth Floor.

The Robert SIMPSON Company Limited