



Simpson Overcoats and Suits Are Making a Hit With Men and Young Men

They're Incomparable Clothes at the Prices and Assortments Are Splendidly Complete

It is sometimes not easy for a man to distinguish good clothes from the other kind--substitutes are so cleverly introduced. The safest way is to patronize the store whose name signifies quality and value. Simpson clothes are developed in trustworthy fabrics--the styles are correct and fit and finish faultlessly executed. They're good clothes inside and out.

New Waist Seam Overcoats \$30

This coat promises to be decidedly popular this winter. Developed from heavy coating in novelty blue, grey mixture, stylish and shape-retaining. Convertible collar, slash pockets; sleeves finished with small cuffs. Sizes 35 to 39. For \$30.00.

Popular Ulsters \$25

An authentic winter model this, in heavy dark brown coating with novelty overcheck pattern. Storm collar, regular pockets, half-belted back. Sizes 36 to 44. For \$25.00.

Two-Purpose Tweed Raincoats \$13.50

For men and young men. Made up in the trencher and slip-on models, with convertible collar and slash pockets from a dark plain grey and grey and black tweed mixture. All edges and seams both sewn and cemented. Sizes 34 to 44. Specially priced, \$13.50.

Men's Bath Robes at \$6.50

Bath Robes, made from soft warm blanket cloths in rich shades of blue and brown, with novelty figured pattern. Finished with cord at neck and fancy girdle. Sizes 36 to 46. Specially priced for today, \$6.50.

Men's Blucher Lace Boots at \$2.85

Laced Blucher Boots, with sewn solid leather soles--full fitting round toe, and broad flat heel. Sizes 6 to 10. Today, \$2.85.

Men's \$6.00 Sweaters at \$4.89

Wool Sweater Coats, plain and fancy stitch. Grey, maroon, navy, royal, grey and grey, grey and navy, grey and cardinal. High storm collar, two pockets, pearl buttons. Sizes 36 to 44. Regularly \$6.00. Today, \$4.89.

Boys' \$1.00 Sweater Coats, 69c--Plain grey, fine cardigan stitch. High collar, two pockets. Sizes 28 to 32. Regularly \$1.00. Today, 69c.

Men's Pure Wool Sweater Coats at \$9.00--Pure wool, in plain and fancy stitch. Grey, brown, navy, khaki. High, double fold collar. Pearl buttons. Sizes 38 to 44. Each, \$9.00.

Men's 'Warren' Sweater Coats at \$12.00--Fancy stitch, with high storm collar. Black and orange or cardinal and black. Block fronts. Sizes 38 to 44. Today, \$12.00.

Men's "Penangle" Hose \$1.10

Men's Hose, "Penangle" brand, all-wool cashmere--red linen special heel and toe. Medium weight and seamless. Sizes 9 1/2 to 11. Pair, \$1.10.

Men's Hose--Ribbed worsted, all-wool, black and grey--good heavy weight--seamless foot. Sizes 9 1/2 to 11. Pair, \$1.00.

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

For the Young Man Handsome Fur-Collar Overcoats \$35.00

A winter necessity, and they're stylish as they are comfortable. Double-breasted, form-fitting model. Hudson Seal collar. The fabric is good heavy coating in dark brown. Sizes 35 to 39. At the really moderate price of \$35.00.

English Melton Overcoats \$25

Heavy English Melton Overcoats, splendidly developed in the stylish fly front Chesterfield model, finished with velvet or self collar. Lined throughout with serviceable wool linings. Sizes 36 to 44. Specially priced for today, \$25.00.

Fur-Lined Overcoats \$29.75

Jack Frost has no terrors for the man in one of these cosy and serviceable coats. They have black dogskin linings and select black dogskin collars, shawl style. Shells of sturdy wearing cloth and cut full and roomy. Today, \$29.75.

Persian Lamb Caps \$6.00 and \$6.50

Men's Persian Lamb Caps--Carefully selected pieced Persian Lamb skins of even glossy curl. Ideal cap for winter wear. Driver and tie top styles. Today, \$6.00 and \$6.50.

See the Newest Suits at \$32.50 For Young Men

And they're beauties! Double-breasted trencher style with all-round belt. Waisty lines, slash pockets. Made up in dark, greyish-green novelty mixed worsted. Sizes 36 to 42. For \$32.50.

All the Better Kinds of Underwear Here for Men

Wolsey's

Wolsey Wool Underwear, shirts and drawers, medium weight. Sizes 32 to 46. Garment, \$4.25.

Wolsey Combinations, medium weight, natural shade. Sizes 36 to 44. Price, \$7.50 suit.

Wolsey Combinations, white. Sizes 40 to 46, at \$7.75 suit.

Stanfield's

Stanfield's Red Label Underwear, shirts and drawers. Sizes 32 to 44. A garment, \$2.75.

Stanfield's Green Label Underwear, shirts and drawers. Sizes 32 to 44. A garment, \$2.25.

Duofold Combinations, wool and cotton mixture. Sizes 34 to 44. The suit, \$7.50.

Winter Assortments of Men's Sweater Coats Offer Good Choosing at Moderate Prices

Pure Wool Sweater Coats--In plain elastic rib stitch; V-neck; fine and soft. Splendid sweaters for house wear. Brown, khaki, oxford. 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 Wool 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.

New Hats for Men and Young Men

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.

BUY VICTORY BONDS

Yours for Victory Loan 1918--Simpson's

Lunch in Simpson's Palm Room

Canada Food Board License No. 10-4922.

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

BREAKFAST, 8.30 to 10 a.m.

DINNER, 11.30 a.m. to 2 p.m.

AFTERNOON TEA, 3 to 5.30 p.m.

A LA CARTE LUNCHES at all hours. Sixth Floor.

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