

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.

Young Fellows of 16 to 20 Years Will Find Their Styles in New Suits and Topcoats at Simpson's

To Incorporate Correct Style Lines in Youths' Suits Requires an Expert Knowledge of Tailoring---Simpson Clothes Are Made by Men Who Know

A department is devoted exclusively to clothes for the young man, and the newest clothing is obtainable in a wide variety of sizes, styles and fabrics, at lowest possible prices. Individual attention to young fellows' wants is an outstanding feature of this section.

Simpson superiority in youths' clothes is due to an all-round merit, not to the emphasizing of any special feature. The makers of Simpson clothes strive to combine service with character of line, quality of material and refinement of style. Youths who wear these clothes are satisfied they are well dressed.

What Kind of Hat Do You Want?

All the Newest Styles Are Here
It is comparatively easy to choose your hat from our extensive varieties. You can pick from every wanted shape, size and style, and at a price to suit you. We emphasize these—

- The Vanity Hat of New York, \$6.50
- John B. Stetson Soft Hat, \$6.00.
- John B. Stetson Stiff Hats, \$6.00.
- Lincoln Soft Hats, \$5.00.
- Leeds Soft Hats, \$4.00.
- Other Styles, \$2.50, \$3.00 and \$3.50.

The New Caps for Men
are here, too, in splendid variety of Fall and Winter styles. Moderately priced at 95c, \$1.50, \$2.00, and \$2.50.

Youths' Tweed Suits \$13.50

Sizes 32 to 36
Developed in medium grey and black tweed mixture. Smart Trencher model with all-around belt. And thirtyn-fifty is little to pay for suits of the kind.

Youths' Tweed Suits \$15.00

Sizes 32 to 36
Exceptionally well developed suits for the money. They come in brown and black tweed mixture made up in two-button, form-fitting model. All-around belt, detachable. Sizes 32 to 36. For fifteen dollars.

Youths' Bannockburn Tweed Suits at \$16.50

They're as serviceable as they are stylish. Developed in dark grey Bannockburn tweed—Trencher model, with detachable belt and crescent pockets. Sizes 32 to 36. Unusual value at just sixteen-fifty.

Youths' Double-Breasted Suits \$18.50

This style has a particular fascination for certain young fellows who want something different. The suits are made up in dark brown tweed, double-breasted Trencher model. All-around belt and slash pockets. Sizes 32 to 36. Eighteen-fifty.

Youths' Tweed Suits \$20.00

Developed in grey and black tweed mixture—Trencher model with all-around belt and slash pockets. Sizes 32 to 36. Remarkable value for twenty dollars.

Youths' New Fall Topcoats \$18.50

Sizes 34 to 40
Smartly developed coats in Trencher and Slip-on models. Various shades of fawn, brown, grey and Terry mixtures. Sizes 34 to 40. You couldn't wish for better coats at eighteen-fifty.



Boys' Hats and Caps

50c, 75c, \$1.00, \$1.50 to \$2.50
Velour Hats, Rah-Rah style with dome and diamond-shaped crowns. Shades of grey, green and black, \$2.50.
Chinchilla Hats in Rah-Rah style with band and buckle on top. Shades of grey and navy, \$1.50. Also with black velour top and grey chinchilla brim, \$1.50.
Corduroy Hats in shades of navy, green, cardinal and brown, \$1.00.
Tweed Caps, one, four and eight-piece top styles. An excellent range of light and dark shades, \$1.50, \$2.00 and \$2.50.
Other lines of caps in neat pattern and plain shades at 50c, 75c and 95c.



The Boy Who Wears Simpson Clothes is Stylishly Dressed at the Least Outlay

And mothers are satisfied that Simpson boys' clothes save money by giving longer service.

Yet durability is not everything; style must be there and perfect fit as well. Bring the boy in today for a try-on—you needn't buy unless you find exactly what you want.

Choose One of These Mannish Little Styles at \$9.50

Navy blue and green velvet suits, made in Russian style, buttoned up close to neck, deep turn-down collar, with white bengaline tie. All-around belt. Sizes 2½ to 6 years, \$9.50.

FRENCH BLUE CORDUROY VELVET SUIT—Norfolk style—box pleats extending from shoulder seam to bottom of coat. Military collar, with detachable pique collar and cuffs. All-around belt. Sizes 2½ to 6 years, \$10.00.

Boys' Blue Chinchilla Overcoats \$11.00

Double-breasted style, buttoned up close to neck. Military style velvet collar—half belt at back. Brass G. R. buttons; lined with heavy red flannel. Sizes 2½ to 8 years, \$11.00.

Junior Russian Suits \$8.00

Dark grey pinhead check in worsted finish material—buttoned up close to neck. Military collar with detachable white pique collar—all around belt with buckle at waist, vertical pockets. Sizes 2½ to 8 years.

Boys' Tweed Suits \$7.00

Dark brown striped effect tweed, fancy Russian model, buttoned up close to neck, turn-down collar with extra white pique detachable collar. All around belt at waist fastened with buckle. Vertical pockets. Sizes 2½ to 8 years.

The Robert **SIMPSON** Company Limited

Keeping the Baby Comfortable and Happy is One of the Pleasantest Duties in a Lifetime

Supplying All the Needs at That Cute Age
Between the Cradle and Six Years

Autumn is here, and to whose wardrobe should more devoted attention be given than that of the baby—the most important member of the household?

In a much enlarged and very beautiful department we have assembled a host of dainty and useful garments for Baby Bunting. Here mothers will find Whitewear and Underwear in every size, from baby's first wearables to sizes for misses of 16 years.

Padded Silk Garments, Woollies, Novelties, Infants' Long Clothes, Tiny Girls' and Boys' Bonnets, Hats and Caps, Cosy Coats, Chic Frocks, etc., are here. Adorable necessities of every kind for every baby.

To Describe a Few of The Comfies

Cosy Little Vests are knit from fine ribbed pure wool, in button-front style, with long sleeves and dainty silk shell-stitched edges on neck and front. Sizes 3 months to 3 years. Price, \$1.15.

"Baby Brand" Vests are popular. They are closely knit from fine white all-wool with high neck, long sleeves and prettily-crocheted silk edges. Sizes 6 months to 3 years. Price, \$1.75.

A Snug Combination for children of 3 to 6 years is three-fourths pure wool mixed with heavy cotton. High-necked, long-sleeved, drop-seat style. Price, \$2.25.

Wonderfully "comfy" are tiny knitted wool petticoats with attached waists. White, grey and white with grey. Sizes 2 to 8 years. Priced at \$1.75 and \$2.00.

Velvet Frocks

For Miss 2 to 6 Years.

Even the wee two-year-old loves a Velvet Dress, and as for the girle of six proud years—she will go into raptures over one of these cunning little frocks.

For they are fashioned in a chic bolero style, with prettily full skirt that boasts two novelty pockets. Smart white collar and cuffs of white velvet and touches of embroidery add charm. They may be had in three becoming colors—wine, sand and Copen. Excellent value at \$6.50.



Chic Dresses

Chic Dresses that any little girl will be proud to slip into, and that mothers will be glad of for their serviceability. Are made from a warm checked material in Copen, and tan or two-tone tan.

The wee bodice is finished with a dainty silk collar and novelty buttons, and lined. The skirt is cunningly panelled and has pointed pockets. They are for girls of 2 to 6 years and moderately priced at \$5.25.

Coats for Baby and Small Daughter

Cosy, Chic and Moderately Priced.
Lovely Coats for infants are prettily developed in rich, cream bearcloth (uncurled). They are warmly lined throughout, and finished with deep button-trimmed collars and large pearl button-fasteners. Sizes 6 months to 2 years. Price, \$3.75.

Rich velvet fashions a cosy coat in brown, Copen, or black for the girl of 2 to 6 years. It is in chic high-waisted belted style with novelty pockets, and a convertible collar of thick beaver plush. Lined and interlined. Price, \$16.50.



The Beautiful Layette Room

—fitted with every convenience to give added pleasure to the buying of baby's outfit, and in charge of a competent attendant, is at your service in the choice of baby's outfit. Benefit by her advice and experience. Infants' Outfits priced to suit every purse.

Of Special Interest to Mothers Who Live Out of Town

No matter what you need for baby, sturdy son, or tiny daughter, you may purchase it easily and quickly through "Connoisseur." Write, telling your needs and enclosing the approximate sum you wish to expend. One of our Experienced Shoppers will make the purchase with care. Inquiries also quickly responded to. Address—

Connoisseur