

# Correct Clothes Are to the Business Man of Today What the Old Mill Stream Was to the Miller of Yesterday

## "Keep Moving"

"Keep moving," said a policeman the other day, as he dispersed a crowd of young men who had gathered on the corner of Yonge and Queen streets.

At his command the young men moved, but not quite briskly enough to suit this burly, ruddy-faced custodian of the law—and a second time he was compelled to order them to move on, but this time more sharply. Instantly they scattered, and quick, too.

By the same token does the merchandise "chief" dispose of merchandise when it does not move as quickly as it should. If occasion demands a second "push," a further reduction price is made. The "keep moving" spirit of the Simpson store prevents congestion of stocks and gives to its patrons clean, fresh, dependable merchandise—not at any one season of the year, but at all times.

## Wall Paper and Paint Bargains

Ready-trimmed Wall Papers in floral design in pink with green leaves, well-covered background. Wall Paper, on sale today, single roll, 4½c. 9-inch Border to match, today, per yard, 1½c.

Up-to-date Wall Papers, for bedrooms and sewing-rooms, dainty patterns and colorings. Regular 25c and 40c. Friday bargain, single roll, 12½c.

Borders to match. Regularly 6c to 10c yard. Today, yard, 3c.

New Tapestry and Fabric Weave Wall Papers, in rich color treatments, for living-rooms, halls and dining-rooms.

Regularly 35c to 60c. Clearing today, single roll, 29c.

If you would know and have the latest fiction direct "off the press," then know the Simpson Book Store better.

## Puffs From the Smokers' Circle

PETERSON'S PATENT IRISH-MADE BRIAR PIPES, with bent vulcanite mouthpiece, \$1.25.

G. B. D. LONDON-MADE BRIAR PIPES, with bent or straight vulcanite mouthpieces, sterling silver mounted, \$1.50 to \$3.50 each.

ITALIAN BRIAR PIPES, with straight or bent mouthpiece, 75c each.

TRENCH PIPES, made of real briar with metal cap on bowl, with straight or bent mouthpieces, 50c each.

RUBBER TOBACCO POUCHES will keep tobacco moist, 28c each.

BUCKSKIN TOBACCO POUCHES, lined with rubber, 75c each.



## Overcoats

### Warm Overcoats at \$40.00

At this price we have a complete stock of all the new styles in Men's and Young Men's Light and Heavy Weight Winter Overcoats, including the better military styles—new pinch-back styles—new slip-on styles, and the always-popular Chesterfield style.

### Warm Overcoats at \$35.00

A commanding model, at \$35.00, is this plain box-back Chesterfield, with centre vent. Made of winter weight cheviot in dark grey shade, showing velvet collar and rich satin lining all through. Sizes 36 to 42.

### Warm Overcoats at \$25.00

Double-breasted, dressy, form-fitting Overcoat, shows half belt only, from which extends to bottom of coat an inverted pleat. Pockets are crescent shape with flaps.

Material is unusually good quality blue-grey Whitney cloth. Made with velvet collar. Sizes 36 to 42. Price, \$25.00.

The miller, the one-time leader of business world, depended largely for his success on the old mill stream. When the old mill stream petered out—so did the miller.

Today the successful, substantial business man is he who wears correct clothes—clothes that are not too early in the fashion nor too long out of it—CLOTHES THAT GIVE HIM A GENTEEL BUSINESSLIKE APPEARANCE, AND ADD TO HIS PRESTIGE AS A BUSINESS MAN—such clothes not only make a man look prosperous, but feel prosperous.

WE HAVE MADE A SPECIALTY OF BUSINESS MEN'S CLOTHES. They are as correct as it possible to make them in style, material and workmanship. Note a few of them:

## Winter Suits

### Clever Suits at \$26.50

Suit of Dark Brown Vicuna. Single-breasted, three-button style. Military patch pockets, with top flaps. Yoke back, inverted military pleat, extending from yoke to waist, and deep centre vent.

Belt all the way around. Price, \$26.50.

### Clever Suits at \$28.00

Suit of Dark Green Tweed, flecked with red. Single-breasted, three-button style, with slash pockets, yoke back, with twin inverted pleats, and belt all the way around.

Single-breasted, five-button vest. Regular style trousers, two side, two hip and watch pockets. At \$28.00.

### Clever Suits at \$30.00

Suit of Brown Scotch Tweed, with double silver thread stripe. Three-button, single-breasted style, with form-fitting back and centre vent. Single-breasted vest.

Trousers have belt loops, two side, two hip and watch pockets, cuff or plain bottom. At \$30.00.

### Clever Suits at \$32.00

Suit of Brown Cheviot, with red overcheck pattern. Three-button, single-breasted style. Straight front, with slightly rounded corners, crescent pockets, form-fitting back and centre vent. Single-breasted, five-button vest.

Trousers have five pockets, belt loops and cuff bottoms. At \$32.00.

## No Better Time to Buy Curtains and Curtain Materials Than Now!

### White Window Shades at 70c

Well-made Window Shades of durable opaque cloth—in the size to fit the ordinary window, 36 inches wide and 70 inches long. Nicely trimmed with attractive lace. White only. Today, each, 70c.

### Scotch Holland Shades, Best Quality 98c

These pure white shades are made in our own factory. They are of finest imported Scotch linen. Each is mounted on genuine Hartshorn spring roller.

For appearance and durability these window shades are absolutely the best obtainable. Complete with bracket, nails and ring pulls. Size 36 x 70 inches, 98c. Size 42 x 70 inches, \$1.18.



### Curtains!

Dainty Voile Curtains, 2½ yards long. Beautifully made and finished. Lace edged frill on one side and bottom.

Also 75 pairs of extra fine quality Nottingham Lace Curtains, showing very attractive borders. Choice of plain or figured centres. White, ivory or ecru. Per pair, \$2.89.

### Scrims!

Nine hundred yards of exceptionally strong wearing and washing scrim in white, cream or ecru colorings, with plain centre. Several effective borders in imitation drawn thread work.

This is the most satisfactory of all low-priced curtain goods, both for wear and appearance. Price, per yard, 25c.

### Muslins!

1,000 yards of really fine quality Scrim, trimmed with durable lace edge and double hems, ready for making into curtains. Also a big range of genuine Scotch Madras Muslin in floral and conventional patterns appropriate for bedroom or dining-room windows. Price, per yard, 49c.

## Men's Linen Handkerchiefs Will Be More Before They Are Less---Buy Now

Formerly two-thirds of the world's supply of flax came from Russia—Belgium, France and other overseas countries supplying the balance. With little or no flax coming from any of these formerly great producing centres, linens, and more especially the finer handkerchief linens, have gone higher in price, with every indication of further advance.

True to our custom of not withholding merchandise bought right before market prices advanced, we offer these Men's Irish Linen Handkerchiefs at fully 35 to 40 per cent. below today's actual retail value.

Men's Irish Linen Handkerchiefs, full size. At 6 for \$1.50.

Men's Finer Irish Linen Handkerchiefs, full size. At 6 for \$2.00.

Men's Pure Irish Linen Handkerchiefs, with hand-embroidered initials. At 3 for 80c.

Finer quality at 3 for \$1.10.

## We Pay Freight

On all purchases of \$10.00 or more, we pay transportation charges to any station in Ontario.

## Suit Cases

Fibrette Suit Cases with two leather straps, brass lock and bolts, strong swing handle, linen lined. Sizes 24 inches and 26 inches. Regularly \$4.50 and \$4.95. Friday bargain, \$3.95.

## Arrow Soft Collars 3 for 50c.

- Ascot**  
Two heights, 2-1½ inches.
- Dorval**  
Two heights, 2-½ inches.
- Dumdalk**  
(Khaki). Two heights, 2-1½ inches.
- Hanbury**  
Two heights, 2½-3½ inches.
- Hazelton**  
Two heights, 2½-3½ inches.
- Lakefield**  
Two heights, 2½-3 inches.
- Miller**  
Two heights, 2½-3½ inches.
- McGill**  
Two heights, 2-1½ inches.
- Marksmen**  
Two heights, 2½-3½ inches.
- Nadina**  
Two heights, 2½-3½ inches.
- Nassau**  
Two heights, 2½-3½ inches.
- Pinehurst**  
Two heights, 2½-3½ inches.
- 25 Cents Each**
- Benito**  
Height, 3½-2 inches.
- Brandon**  
Height, 1½-2½ inches.
- Col. Boggy**  
Height, 2½-1½ inches.
- Durham**  
(Silk) Height, 2½-1½ inches.
- Gretna**  
Height, 2½-3½ inches.
- Regina**  
Height, 2½-3½ inches.
- Wycliffe**  
Height, 2½-3½ inches.
- Vernon**  
Height, 3½-2 inches.
- 35 Cents Each**
- Kelowna**  
(Ribbed silk), height, 2½-3½ inches.
- 50 Cents Each**
- Cordova**  
(Silk), height, 3½-2 inches.

## A Salutation With the "Stetson" Hat Means Much



No matter how many times you are called upon to "dot" your hat, if it's a Stetson it will not fall you. The rim on a John B. Stetson hat outlives the crown, and the rest of the hat, due to its special method of construction.

New black stiff hats from John B. Stetson and Burton (maker to His Majesty).

The Stetson Hat in tapered crown with flat set brim, \$4.50.

The New Burton Hat is also here. It has medium crown with slightly curled brim. \$3.50.

## Caps for Dad and the Boys

Men's and Boys' Winter Weight Caps of heavy weight overcoatings—chinchillas, Whiteheads, meltons, etc. Newest shapes. Finished with fur and woolen earbands, at 95c, \$1.50 and \$2.00.

Scotch Knitted Caps which can be pulled down over the face. The most popular cap for motoring and outing wear. Comes in shades of grey and brown heather, \$1.00.

## The VICTOR SHOE Always 'Fills the Bill' FOR MEN

It always fills the bill because it fits properly, and fit is really more important to you than style or price.

There is no comfort in shoes that do not fit. Fit means comfort, service and satisfaction. Shoes that fit wear longer and hold their shape—therefore they cost less.

The London—Victor Shoe. Sizes 6 to 11. Priced at \$6.00.

The Devonshire—A Victor custom-made shoe. Sizes 6 to 10. Widths C, D, E. Priced at \$7.00.

Bond Street—Victor Shoe. Widths C, D, E. Priced at \$6.50.

Cosy Last—Victor Shoe. Widths D, E, F. Priced at \$7.50.

## All the Latest Victor Records On the Victor Victrola

Come to the spacious Simpson Music Studio on the sixth floor and have your favorite record played for you

## Lunch in the Palm Room

The express elevator, located on Richmond street side, runs direct to Palm Room Floor each day between the hours of 12 and 2 o'clock.

## Boys! Suits at \$8.50

Styles that will suit the boys—Fabrics that will suit their parents.

Not only are we careful about the kind of materials that go into our boys' suits at \$8.50, but also we see to it that incorporated in them are all the little style features so dear to the boy's heart.

These smart little mannish single-breasted Norfolk styles have imported English tweeds, the kind parents not only call attractive, but also known to be good. So well tailored are they that their fronts never break nor do their shoulders go out of shape.

Full fashioned bloomers, as in the case of the coats, are carefully lined throughout. For boys 7 to 16 years.

## Boys' Ulsters That Stay Warm, \$16.50.

These dashing little Ulsters, due to their warm body linings and the rich ulsterings in them, are warm when they go on, and stay warm.

They are designed in double-breasted style, having wide convertible collar, natural shoulders, storm strap on sleeve, etc. For boys 10 to 17 years.

## Silverware

Rogers' Silver-plated Cold Meat Forks, small size. Regular \$1.00. Today, each, 49c.

Rogers' Silver-plated Jelly Spoons, regular \$1.00. Today, each, 49c.

Rogers' Silver-plated Cake or Bread Forks, regular \$1.25. Today, each, 49c.

Rogers' Silver-plated Cream Ladles, regular \$1.00. Friday, each, 49c.

3-piece Tea Sets, sterling silver deposit on white Limoges china. Regular \$16.00. Today, per set, \$8.00.

Sterling Silver Deposit Teapots, in odd designs, regular \$5.00. Today, each, \$2.50.

Rogers' Silver-plated Butter Knives and Relish-serving Forks, regular 85c. Today, each, 39c.

Sterling Silver Deposit Tea Sets on Brown Betty ware, including teapot, sugar bowl and cream jug. Regular \$10.00, \$12.00 and \$15.00. Today, per set, \$5.00, \$6.00 and \$7.50.

## Out-of-Town People

As well as city patrons are invited to use this store's Restaurant, Post Office, Telephone, Free Parcel Check Room, Restaurant.

The Robert SIMPSON Company Limited