

At The Simpson Store Today

If You Are the Least Bit "Fussy" About Your Hat, and Want the Best, Come to the "Men's Corner"

BORSALINOS \$5.00, in Full Range of Newest Styles.
STETSONS \$4.50, in Full Range of Newest Styles.

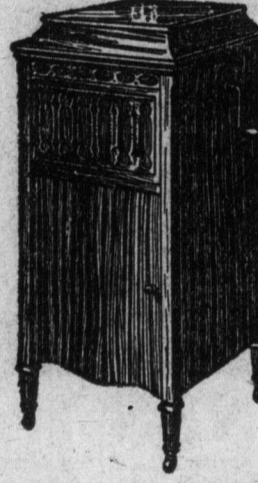
Fall Caps All the new smart shapes for Fall in imported and domestic tweeds, horsepuna, meltons, etc. 75c, \$1.00, \$1.25, \$1.50, \$2.00 and \$2.50.

Men's Velour Hats The most popular an overcoat; made from fine quality velour, in shades of lilac, green and black, with satin linings \$6.00



Pathephone, \$95.40

A good Pathephone, mahogany or oak case, with built-in record cabinet holding 100 records, with 12 selections and 3 jewel points. Plays any make of record. Price complete 95.40



Pathephone, \$132.50

Pathephone of artistic beauty, in mahogany or oak; concealed record compartments for 125 records, silent-running motor, with 12 selections of music and jewel points. Plays any record. Price complete 132.50

Ready for Hallowe'en Party Frolics?

Our display gives you suggestions for your evening's entertainment. The following novelties are made of paper. We have them here.

Pumpkin, Cut-Outs, Lamp Shades, Witches' Cut-Outs, Place Cards, Invitation Cards, Letter Seals, Crepe Paper, Paper Hats, Silhouettes, Table Napkins, Lunch Sets, Bonbon Dishes, Lanterns, Festoons.

Stationery Department.

Not a Bit Too Early to Think About Christmas Seals, Cards, Etc.

Visit the Holiday Section in the Stationery Department, where you can make your selection for overseas friends. It is none too early, and by buying now you miss the big rush.

Stationery Department.

What the Boys Need

A Group of Particularly Good Values

- Boys' Scotch Wool Underwear**, blue and grey shades, made from fine wool and cotton mixture; shirts and drawers. Sizes 22 to 32. Per garment 59
- Boys' Plain Grey Pull-over Sweaters**, made in fine cardigan stitch; roll collar and close-fitting cuffs. Sizes 24 to 32. Regular 59c. Today 47
- Boys' Neglige Shirts**, plain and fancy hairline and cluster stripes of black, blue, helio and tan on light grounds. Sizes 12 to 14. Regular 75c shirts 49
- Boys' Flannelette Night Robes**, "Fruitless" Brand. Military style or with collar. Pink, blue, grey stripes on light grounds. Sizes 2 to 16 years. Regular 75c, 89c, \$1.00. Today 69
- Boy Scout Shirts**, collar attached style. Made of fine khaki drill. Have shoulder straps and two pockets. Sizes 12 to 14. Regular 75c. Today 69
- Boys' Heavy Grey Flannel Shirts**, collar attached style; guaranteed pure wool; buttoned cuffs. Sizes 12½ to 14 150



If You Ask the Average Man Why He Buys at One Store in Preference to Another, He'll Naturally Tell You He Believes It is a Better Store---

Lots of men---more this year than ever before---have found the Simpson men's store a "better store."

They have found it better because it serves them better. It gives them more for their "clothes money"---it gives them clothes that embrace fabrics of good, sound, dependable quality, in a remarkably wide range of distinctive patterns---

It gives men clothes that are made right, and stay right---clothes that are hand-tailored by men, and pressed into shape by the strength of men---clothes that tip the scales for 100 per cent. par value.

If You Are the Least Bit Doubtful as to Value, Style and Quality Superiority, Come to the Men's Store Today

Overcoats

Dark brown and black check tweed in heavy winter weight, double-breasted ulster style, military inverted pleat in back from waist to bottom of coat, belt all the way around, lined throughout with heavy twill lining. Sizes 36 to 44 22.50

Heather mixture with red overcheck, in a soft, wooly, heavy-weight winter overcoating; double-breasted ulster style, with deep storm collar, half belt on back. Sizes 36 to 44 28.50

Dark grey winter-weight cheviot, military style, double-breasted ulster, deep storm collar and wide lapels, yoke back with military inverted pleat, slash pockets, belt all around, 3-inch gauntlet cuff on sleeve, quarter lined. Sizes 36 to 42 30.00

Suits

Medium brown striped cheviot, single-breasted, 2-button style, patch pockets, form-fitting back with deep vent, quarter lined, all seams silk piped; single-breasted, 5-button vest; trousers regular style, 2 side, 2 hip and watch pockets; belt loops, cuff or regular bottoms. Sizes 36 to 42 25.00

Grey and black check tweed, 3-button, single-breasted conservative model; semi-fitting back with deep vent. Single-breasted, 5-button vest. Regular style trousers, 2 side, 2 hip and watch pockets; belt loops, cuff or plain bottom. Sizes 36 to 42, for 30.00

YOUTH AND YOUNG MEN'S SUITS

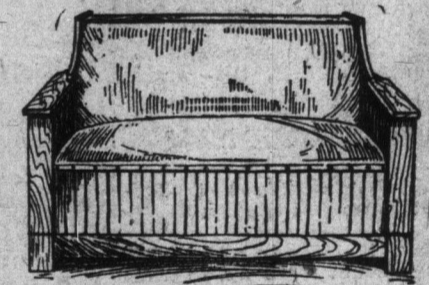
Dark green rough-finish cheviot, single-breasted, 2-button style, with soft rolling lapel, slash pockets, form-fitting ventless back. Single-breasted, 5-button vest. Young men's style trousers, 2 side, 2 hip and watch pockets, belt loops, plain or cuff bottoms. Sizes 34 to 37 25.00

Save Money on Substantially-Built Furniture Today

400 only, Dining-room Chairs, high back, wood and cane seats, slightly damaged. Regular \$1.25 to \$1.35. Today... .79

Divanettes, famous "Kindel Kody," can be used during day as settee and double bed at night, frame extra heavy genuine oak, fumed finish; seat and back upholstered in brown imitation leather. Spring soft and comfortable, with helicals at each end; complete with soft comfortable mattress. Regular \$41.00. Today 31.00

14 only, Odd Parlor Chairs and Rockers, mahogany finish panel backs, shaped top rail; slightly soiled. Regular \$8.75. Today 5.95



10 only, Odd Easy Chairs and Fancy Drawing-room Pieces. Deep comfortable seats, mahogany frames, slightly soiled. Regular \$19.75 to \$30.00. Today 14.00

Extension Tables, in genuine quarter-cut oak, fumed and golden finish, 48-inch top, dividing pedestal, 8 ft. when extended. Regular \$29.50. Today 18.95

You May Be a Home-Lover and Still Not Be a Member of the Home-Lovers' Club

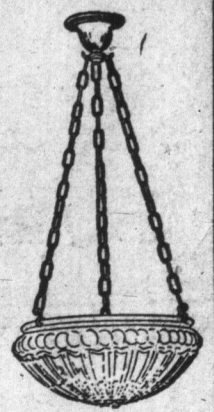
The Club proposes increasing its membership 1,000 names. Responsible persons interested are requested to consult the Club Secretary today.

Members of the Home-lovers' Club are privileged to buy carpets, rugs, furniture, draperies and other things for the home with the special advantage of paying only a portion of the purchase amount at the time selection is made, the balance being divided into equal payments and spread over an arranged period.

Featuring Good Values in Complete Home Fixture Outfits Today

You will find several extremely attractive outfits already selected for your approval. You have your work done for you, and our selections will also save you money, because we have gone all through our designs and have gleaned from them not only useful and attractive fixtures, but those which are specially low priced. Here are the results:

- Set No. 1. Price 42.00
 - Set No. 2. Price 35.00
 - Set No. 3. Price 28.00
 - Set No. 4. Price 19.75
- These sets are for 6-room houses. For 8-room houses only a small additional price will be required. Joints, fees and lamps extra.
- 25 and 40 Watt Lamps of very high grade. Each 38



Simpson's Suggestions for Soldiers' Christmas Boxes

Will help you to solve the problem of choosing the most suitable and pleasurable gift possible for the man in khaki.

Boxes for Gifts

- 2 pounds, 6c.
- 5 pounds, 7c.
- 7 pounds, 8c.
- 11 pounds, 10c.

What are you putting in the gift box you are sending to the man in khaki overseas?

The time has now come when you must get it ready if it is to reach its destination before December 25th.

On this page are some of the wide variety of practical gifts we have in stock.

Also see our Special Display of Suggestions for Overseas Shipment in the Grocery Section of the Basement. Phone Main 7841.

- Waterman's "Ideal Self-Filler" Fountain Pen. Priced from \$2.50 to \$6.00. "Remex" Fountain Pen at \$1.00. "Victor" Self-Filler at \$1.50.
- Foreign Note Pads, small size 15c, large size 25c.
- A variety of Writing Pads at 10c, 15c and 25c.
- The "Patent" Playing Cards in small pocket deck, at each, 10c, 20c or 25c.
- The Celluloid Overseas Cards in leather case, at each, 75c.
- Indelible Lead Pencils, per dozen, 50c.
- Ink Tablets, No soldier should be without them. Per box, 25c.
- Books and magazines in wide variety at all prices.
- Shaving Soaps and Shaving Brushes.
- Tooth Powders and Tooth Brushes.
- Antiseptic Soaps of all kinds.
- Military Foot Powder at, per tin, 25c.
- Vermin Powder at, per tin, 10c and 15c.
- Soldiers' Rubber Air Pillows bring great comfort. (In Drug Department.) Prices, \$1.25 to \$2.00.
- Warm Chamois Vests, all sizes. Price, \$3.75.
- Flannel Body Belts (Drug Department.) Each, 75c and \$1.00.

- "Vivonia" Comfort Box contains soap, tooth and shaving brushes and powders, also talcum. Valued at \$1.35, for \$1.00.
- Unbreakable Mirrors, cased. Price, 50c.
- Tabloid Tea, a boon to the soldier. (In Drug Department.) Price, per box, 35c.
- Collapsible Drinking Cups. Each, 5c to 6c.
- "Saxin" takes the place of sugar. Per bottle, 40c.
- Mercerized Khaki Handkerchiefs at 2 for 25c, and each 15c.
- Egyptian Yarn Khaki Handkerchiefs, 3 for 50c, and each 25c.
- Khaki Silk Handkerchiefs. Special at 25c, or better twilled silk at 65c, \$1.00, \$1.10.
- Wrist Watches, with full radium dials; nickel, silver or gold-filled. Also in solid gold. "Waltham" and "Elgin" movements. Priced from \$5.50 up.
- Signet Rings, in many styles. Priced from \$3.50 up.
- Officers' Tie Clips, plain and ornamental, safeties. From 25c to \$2.00.
- Nut Bars, of many kinds, 3 for 10c.
- Cakes of Chocolate at 25c.
- Maple Sugar at 30c per lb.

- Week-end Gurn, packages, 3 for 25c.
- "Oxo" Cubes, tinned, 3 for 27c, or 25c each.
- Cheese, packed for overseas, 10c and 15c.
- Shelled Nuts, from 55c to \$1.00 per lb., besides Fruits, Canned Goods, Coffee and other dainties.
- Khaki Bengaline Silk Ties at, each, 50c.
- Khaki Knitted Ties at, each, 50c.
- Khaki Silk-knitted Ties at, each, \$1.00.
- Fine Woolen Gloves, knitted lining, in grey and natural, at, per pair, \$2.00.
- Suede Gloves, knitted wool lining, strap wrist, at, per pair, \$3.00.
- Heavy Horsehide Gauntlet Gloves or Mitts, lamb-lined, for gunners, drivers, etc. Per pair, \$10.00.
- Other Mitts and Gloves priced from \$3.50 to \$7.00.
- Hanson's Heavy Grey Wool Socks; seamless; will not hurt feet; wash beautifully. Per pair, 50c, 65c, 75c.
- Hand-machine Knit Socks; excellent heavy quality; grey, khaki, natural, white. Per pair, \$1.15.

- Send Music to the men. They ask for it. Our Music Counter is in the basement.
- Officers' Khaki Fine Ribbed Socks. Per pair, 35c.
- Flannelette Pyjamas. Per pair, \$1.50 to \$3.00.
- Khaki Cotton Shirts at, per pair, \$2.00, \$2.50 and \$3.00.
- Khaki Flannel Shirts at, per pair, \$2.00, \$2.50 and \$3.00.
- Woolen Underwear in a wide range of weights and prices.
- Leather Vests with sleeves, wool-lined. Each, \$15.00.
- Heavy Wool Sweater Coats, from \$3.00 to \$8.00.
- Pull-over Sweater Coats at, each, \$2.00 and \$3.50.
- Just in---Complete Waterproof Comfort Kit. All kinds of things in compact form, from collapsible cutlery to military brushes. A beautiful and useful gift. Prices, \$7.00 and \$11.00.
- Small Leather Writing Folio. Price, \$1.50.
- Compact Sewing Kit with much-needed sewing and darning articles. Price, \$1.25.



The Robert SIMPSON Company Limited