

No Storm-Laden Wind Blows Too Hard for These Big Warm Coats to Weather

SIMPSON LEADERS

They are built of carefully chosen high-grade materials, made up under rigid specifications of cutting and workmanship as to insure perfect-fitting shape-retaining qualities, such as are attained only by a certain few well-known makers.

They are developed by highly experienced workmen, each a specialist in his own particular division. One may be an expert on "sleeve" or "collar-setting"—another may excel in "front" or "back-building." From one to the other of these craftsmen each piece of clothing is passed, resulting in perfectly balanced garment.

There are so many styles, types, etc., and so many prices that difficult indeed must be the man's taste requirements that we cannot meet, at

\$28, \$30, \$35, \$40, \$45, \$50

Other Overcoats of Excellent Style and Quality at \$18.00

Overcoats of Grey Tweed with invisible herringbone pattern. Double-breasted, trench style, with convertible collar. Slash pockets and inverted pleat; all-around belt.

Sizes 35 to 40. Price, \$18.00.

Overcoats of Grey Heavyweight Cheviot, with velvet collar. Single-breasted Chesterfield style.

Sizes 36 to 42. Price, \$18.00.

EXTRA!
Men's Hats, Half Price, Two Values Today \$1.00

Men's Soft Felt Hats in flat set and curl brim shapes, in shades of grey, green, brown and navy. Regular \$2. Today, \$1.

Men's Black Stiff Hats in full and tapered crown shapes, with medium curl brims. Regular \$2. Today, \$1.

Men's Suits at \$15.00

Suits of Brown Check, and Brown Stripe Tweed. Single-breasted, 3-button style.

Sizes 36 to 42. Price, \$15.

Suits of Black and Grey Check Tweed. Single-breasted, three-button style.

Sizes 36 to 42. Price, \$15.

New Style "Double" Curtain Rods at 65c

This new style brass rod is guaranteed not to tarnish, rust or sag. There are two separate rods, one for the white curtains and one for the overdrapes. Complete with brackets, etc. Fits any window up to 40 inches wide. Today, each, 65c.

Extensions for these rods are on sale at 20c each.



Travel Where You Will---No Better Styled Suits Anywhere Will You Find

Whether business takes you to the world's metropolis or whether pleasure bids you a trip to southern clime or out of doors calls you to the "hub" of winter sports—it matters not where you travel—

You will find those self-same styles which we have here today represented wherever in the world smart, well-dressed men gather.

They are special models from foremost Canadian and American designers, including these suits from Michael Stern—Rochester; The House of Kuppenheimer—Chicago, and Heidelberg-Wolfe—New York.

Suits at \$26.50

Suits of Dark Brown Vicuña. 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.

Suits at \$28.00

Suits 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 round.

Suits at \$30.00

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

Suits at \$32.00

Suits of Brown Cheviot, with red over-check 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.

The **SIMPSON** Company Limited
Robert



Men's Warm Night Robes

Men's Flannelette Night Robes, large bodies, with collar attached. Striped patterns. Sizes 14 to 17. Special, 89c.

Men's Flannelette Night Robes of blue, pink and grey striped designs. Collar-attached style. Sizes 14 to 20. Priced at \$1.00.

Men's English Flannelette Night Robes, with roomy bodies, pockets and collar. Neat striped patterns. All sizes. Priced at \$1.25.

Stout Men's Flannelette Night Robes, with collar attached or with military collar. Buttons and frogs. Sizes 14 to 20. Extra value, \$2.00.

Men's Warm Hosiery

All-wool Plain Black Cashmere Finely-Knitted Hose of excellent weight. Per pair, 75c.

All-wool Plain White and Black Cashmere Hose of extra fine quality processed yarn. Per pair, 65c.

All-wool Heather Mixture Worsted Hose of slightly heavier than usual weight. Very popular. Per pair, 50c and 59c.

Pure Silk Socks, in splendid quality and weave. Leading shades. Per pair, 75c.

We Pay Freight

On all purchases of \$10.00 or over we pay freight charges to any station point in Ontario.

There is Marked Superiority Even in the Appearance of Victor Boots

Their real superiority, of course, is their wearing powers and in their perfect-fitting qualities.

No leather is too good to develop the Victor Boot—And by the same token, no improvement is too difficult or small where more style, fit and comfort are concerned.

Due to their special designing and solid workmanship they retain their handsome, graceful style lines longer than ordinary shoes. Therefore, the Victor Boot wears longer and costs less than ordinary boots.

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.

Knitted Silk Mufflers, 79c

Knitted Silk Mufflers, with fringed ends; plain colors in black, white, navy, grey, khaki, sky, pink, helio; also cross-bar stripes in a variety of combinations. Would be splendid value at regular price, \$1.50. Now on sale here at 79c.

Visit the Optical Parlor

Second Floor, Adjoining the Millinery Parlor. Everything in Optical Goods.

1000 Safety Razors Today at 25c Each

This reliable Safety Razor at 25c gives you what we believe to be the greatest-razor value ever offered. It shaves smoothly, evenly and as perfectly as any razor made, regardless of the price.

Men who have heretofore found it impossible to shave with either safety or the ordinary razor, will welcome this one. It has diagonal stroke, same as the old "stand by." One blade will do for weeks, if properly used. Complete with blade today, at 25c.

Six blades, today, for 40c.

Club Breakfast at Simpson's Every Day

15c, 20c, 25c, 30c, 35c, 40c, 50c