

Young Man! Are You a Simpson-Clothed Man or "Just an Ordinary Clothed Man?"

There is a difference. Just this, the former always presents a natty, dressed-up appearance---his clothes are in press. They hold their shape because of the sound, dependable material in every garment, and the honest, thorough workmanship that is stitched right into every seam and welt.

The Simpson-Clothed man chooses the products of the world's best Canadian and American makers---he chooses from stocks which are first carefully chosen by our clothing experts, who go into the world's markets with the personal tastes and requirements of men and young men of discrimination only.

If you for a moment imagine that it costs any more to be an out-of-the-ordinary-genteel-dressed man you will have all your doubts eradicated by making a comparison today---now!

Slip into the Men's Store (semi-private entrances) and let us show you some of the new Suits and Overcoats for this fall and coming winter.

Ask to See These Numbers for Comfort, Style and Wear

AN IMPORTED ENGLISH MELTON, rich Oxford grey, made up in the smart dressy double-breasted form-fitting overcoat, suitable for any occasion, present or winter wear. In sizes 35 to 44. \$30.00.

AN EXTRA HEAVY WEIGHT IMPORTED O'BRIEN BROS. OVERCOAT, made up in the English Raglan model, with slash pockets, full back and close-fitting collar, in the popular green mixture effect. 1-4 silk lined. In sizes 35 to 42. \$35.00.

A VERY SMART FALL OVERCOAT, made from an imported Scotch tweed, in the Trencher model, with all-around belt, regular pockets; a medium grey with neat broken black stripe. Sizes 35 to 42. \$22.50.

A VERY SWAGGER TOP OR RAIN-COAT, made from a fawn gabardine cloth, in the Trencher model, with all-around belt, raglan shoulders, slash pockets and convertible collar. Sizes 35 to 44. \$25.00.

SUITS of rich cloth, brown with invisible stripe, made up in the new double-breasted sacque model, 2-button, soft roll, form-fitting, regular pockets, outside ticket pocket. Sizes 34 to 42. \$28.50.

SUITS of dark Oxford grey imported Scotch tweed, made up in the single-breasted, 3-button, form-fitting sacque model, with centre vent at back. Sizes 36 to 42. \$35.00.

The . **SIMPSON** Company
Robert Limited

Simpson hats "are there" when it comes to style, quality and good sound value.

The Vanity Hat \$6.50.
The John B. Stetson Hat, \$6.00.
Leeds' Soft Hats, \$4.00.
Other styles, \$2.50 to \$3.50.



The Genuine VICTROLA

The instrument by which the value of all musical instruments is measured. Victor supremacy is growing greater every day---that insures ever-increasing popularity and satisfaction to every Victor owner.

DO YOU OWN A VICTOR?

It brings to you everything that's good in music. With it your entertainment is made complete. From Symphony Orchestra to Jazz Band, Grand Opera to Vaudeville. All models at prices \$34 to \$240 in stock. Every available Victor record in a new fresh stock. Easy terms of payment made possible by our "Home-lovers' Club" without interest or extra charge for this service. Visit Our Musical Parlors, Sixth Floor.

Dine Today in the Palm Room

---where well-cooked, delicious meals, excellent service and pleasant surroundings will make you "fit."
Breakfast---\$1.00 to 10.00 a.m.
Dinner---11.30 a.m. to 2.00 p.m.
Afternoon Tea---3.00 to 5.30 p.m.
A la Carte Lunches---All hours.
Canada Food Board License No. 10-4322.

Today in Simpson's Market

Phone Adelaide 6100

Canada Food Board License No. 9-028

MEATS

200 only, Boneless Smoked Cottage Rolls, 5 to 5 lbs. each. Today, per lb., 4c.
500 lbs. Lean Brisket, Boiling Beef, today, per lb., 20c.
800 lbs. Tender Round Steak, today, per lb., 27c.

200 only, Frontquarters Spring Lamb, 4 1/2 to 6 lbs. each. Today, per lb., 25c.
Haddock, dressed, per lb., 13c.
Haddock, headless, per lb., 12c.
Plaice, per lb., 12c.
Sole, per lb., 14c.

GROCERIES

Canada Food Board License No. 8-791
Finest Creamery Butter, lb., 54c.
Finest Canned Peas, per tin, 15c.
Oleomargarine, per lb., 55c.
Assam Tea, regular 65c. lb., 55c.
Ogilvie's or Fairy Flour, 24-lb. bag, \$1.70.
Seedless Raisins, per lb., 15c.
Magic Baking Powder, 1-lb. tin, 5c.
Pure Gold Jelly Powders, assorted, 5-lb. pail 55c.
Edwardburg or Beehive Table Syrup, 5-lb. pail 55c.
Pure Gold Jelly Powders, assorted, 5 packages 22c.
Flaked Wheat, 7 lbs. 50c.
Peanut Butter, in bulk, per lb., 25c.
Molasses Snaps, 2 lbs. 25c.
Park's Catsup Flavor, bottle 24c.
Kittin, large tin \$2.15.
Golden Huddle, per tin 21c.
Festherstris Coconut, per lb., 55c.
Japan Rice, 2 lbs. 25c.
Shredded Wheat or Grapenuts, packages 14c.
Orange Marmalade, 4-lb. pail 85c.
Cocoa, in bulk, per lb., 25c.
Choice Olives, 500 lbs. 25c.
Lima Beans, per lb., 25c.
Malt Vinegar, per bottle 15c.
Red Salmon, tall tin 25c.
Corn Flour, 24-lb. bag 25c.

FRUIT SECTION

Choice Cooking Apples, 6-quart basket 25c.
Choice Grapefruit, each 15c.
Large Onions, like Spanish, 6 lbs. 25c.
Bago or Savory, 6 bunches 25c.