

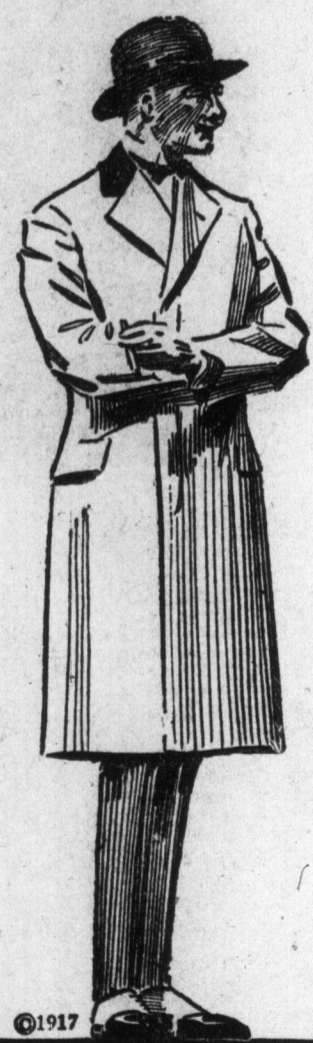
Fabrics

- Finished worsteds
- Unfinished worsteds
- Cheviot
- Homespun
- Flannels



Here's an overcoat that combines attractiveness with comfort. It is a new style development following the popular military trend, showing all-around belt and big warm convertible collar which fits close up to chin and lies snugly to neck and shoulders when not buttoned high.

Made of winter weight Oxford grey cheviot. Sizes 36 to 42. At 40.00



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If you want to reach the "high places" in life and would command certain attention, select this smart Chesterfield of medium grey melton, tailored with rough edge.

The lines of this particular model are quiet, refined and conservative, but stylish. Made single-breasted with fly front and velvet collar. Sizes 36 to 44. Price. 20.00

Today at the Simpson Store

Showing the Men of Toronto Where to Get the Most for Their "Clothes Money"

YOU want as fine a looking suit or overcoat as can be produced, within certain reasonable price limits—you have the inclination to pay as much as may be necessary to procure such clothes.

You may have exalted ideas—you may expect much of your clothes—you may imagine you "can't be fitted." Bring in your best taste and finest judgment and our men's store will show you—hand-tailored suits and overcoats of excellent fabrics that look and fit right when you buy them, and still look and fit right after you have had them some time.

You men who demand clothes not too conspicuously smart—and you who want clothes that possess outstanding, distinctive fashion features—come to the men's store today.

The excellent values we are extending this season offer in many cases pronounced savings.

D-Breasted Suit

If you are keen for a smart hand-tailored double-breasted American suit—one of refined youthful taste—at a really remarkable price, see this new model of navy blue cheviot. Two-button soft rolling lapel style with crescent-shaped pockets, form-fitting back and all-around belt, which is removable.

Neat-fitting trousers and single-breasted vest. Sizes 36 to 42. Priced at 22.50

Brown Cheviot Suit, \$28.00

A rich dark brown cheviot is shown in this good-looking double-breasted suit. It has soft rolling peak lapels, three patch pockets and all-around belt—really one of the season's most dressy models.

Vest and trousers in neat new style. Sizes 36 to 42. Price 28.00



©1917

Tweed Suit at \$25.00

An ultra-smart clean-cut-looking suit shows rich dark grey tweed, flaked with brown and white. This clever new style development depicts two-button single-breasted front with long soft-rolling notch lapels. Has yoke back with box pleats each side and inverted centre back pleat. Also has three-quarter belt and patch pockets.

Neat, stylish trousers and vest. Sizes 36 to 42. Only 25.00

Cheviot Suit at \$28.00

Drop into the men's store and see among others this new style:

Men's suit of grey cheviot, with faint blue and red hairline stripe. Single-breasted, three-button model, with crescent shape pockets and form-fitting back. Single-breasted vest and perfectly-fitting trousers, with cuff or plain bottoms. Sizes 36 to 42. Priced at 28.00

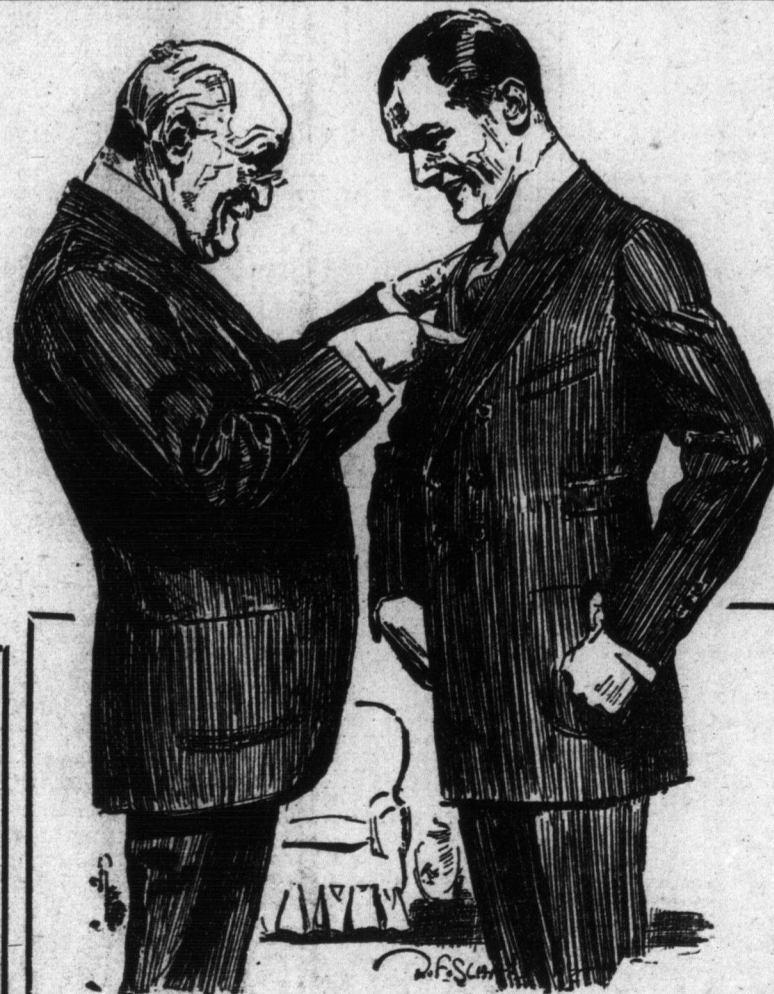
Careful, Skilful, Faultless Workmanship and Finish Are Distinctive Features That Characterize the High-Class Tailoring in Every Simpson Suit or Overcoat

Overcoat at \$25.00

One overcoat style is an expression of good taste and excellent quality and one which is bound to be a prime favorite because it is adaptable for all weathers.

Its lines are smart and distinctive, leaning toward the fashionable military style. Made with slash pockets and all-around belt—the latter can be worn inside or outside the coat.

Made of olive green melton cloth; satin trimmed. Sizes 36 to 40. Priced at 27.50



man, and have more chest, or if you are a bit "irregular" at the waist and imagine you can't be fitted, don't forget the fact that we have these smart new models adapted for you by designers who are experts at concealing the lines you don't want advertised—experts at making these stout garments fit and drape perfectly over your figure. No extra charge made for these.

Beltsac Suits

We have a remarkable range of beltsac suit models with pleated back, pinch-back and three-quarter or all-around belt. One of the many is of rich dark brown cheviot with stripe of gold and white interwoven.

This model gives you style and smart appearance. Coat cut with high waist and single-breasted soft front and soft natural shoulders. Vest and trousers in youthful mannish style. Priced at 35.00

Stout Men, Dress Up! Cheer Up!

If you weigh fifty or sixty pounds more than the average

Colors

- Grey
- Brown
- Green
- Blue
- Also plain black and mixed colors.



One of the season's most attractive overcoat styles is this already immensely popular coat labeled "Tourist."

It is made of fine soft closely-woven worsted in handsome worsted mixture in fall and early winter weight.

Designed with twin inverted pleats at back, convertible collar, slash pockets and all-around belt. Price only 30.00



When the mercury is "firting with zero," as it is sure to do soon, you will certainly be glad to "warm up" to just such an overcoat as this big ulster of heavy red and brown mixed double-weight coating.

It is made in dashing style showing immense inverted centre pleat from yoke back to bottom hem, with similar pleat at sides from waist down; also has large convertible collar. Trimmed with satin. Sizes 36 to 42. Priced at 45.00

Patterns

HERRING-BONE, HAIR-LINE STRIPE, OVERPLAIDS, PEPPER AND SALT MIXTURES, CHALK-LINE STRIPES AND CHECK MATERIALS.

Linings

RICH TRIMMINGS, CHOICE LININGS, FULL, HALF OR QUARTER LINED; SOME WITH SILK SLEEVE LININGS OR ALPACA LININGS.

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