

You Can Decide What Your Price is For a Suit or Overcoat Then Come to The Simpson Men's Store and Obtain Utmost Value at That Price



The Clothes That Serve Are the Clothes That Save---Simpson Standard Quality Clothes

Good clothes are so patriotically economical that thoughtful men today insist upon them unanimously. Simpson quality clothes meet the desires of the patriot because they give longest service and better satisfaction. And remember they cost no more than ordinary clothes. Buying unreliable clothing is an out and out waste, so it devolves upon men to be careful in their purchases. You not only save money for yourself when you wear good clothes, but you conserve wool for the boys overseas, and that means something.

Throughout the Simpson assortments of suits and overcoats, the better styles and patterns will be noted with interest. Take your pick from our superb stocks and rest assured of maximum style, quality and value at whatever price you pay.

Wonderful Suits at \$22.50, \$35 and \$40

Smartly Styled Models for Men and Young Men

Suits for Youths 16 to 20 Years---Developed in dark navy blue serge, a most practical material for style and service. Trencher model with all-round belt, 6-button vest and narrow trousers with cuffs or plain bottoms. Sizes 32 to 35, and just \$22.50.

Suits Developed in Oxford Grey Cheviot---Single-breasted, three-button, soft roll lapels, semi-fitted sacque, carefully cut and tailored throughout, 6-button vest and English trousers. Sizes 36 to 44, for men and young men. Moderately priced at \$35.00.

Suits Developed in Navy Blue Worsted---Single-breasted, three-button, soft roll lapels. The slightly rounded fronts give the coats the right style touch. Six-button vests and medium trousers. A very smart but conservative model. Sizes 36 to 44, for men and young men, \$40.00.

Handsome Overcoats at \$26.50, \$30 and \$37.50

Developed in Most Wanted Fabrics in Popular Styles

Overcoats, made up in rich dark coatings that show fancy shadow stripe effects. Single-breasted trencher model with slash pockets and convertible collar. Sizes 34 to 42, for men and young men. Unusual value at \$26.50.

Overcoats, developed in extra heavy weight imported English melton fabric. Chesterfield model with roll collar. Expertly tailored to fit perfectly and retain shape. Sizes 34 to 44, for men and young men—and the price is only \$30.00.

Leather-Lined Driving Ulsters, of heavy warm coating in dark brown shade, storm collar gives adequate protection. These coats are 48 to 52 inches long. Sizes 38 to 44, for men and young men. Extremely good value at \$37.50.

Telephone Orders Given Prompt, Careful Attention. Phone Main 7841

Simpson Men's Hats Are Most Popular

If you are an ordinarily careful buyer and not without a natural touch of vanity, a Simpson hat is the hat for you. From the standpoint of value they are the best that money can buy.

John B. Stetson Soft Hats, in many colors, \$6.00.—Black Stiff Hats, \$6.00.

Vanity Soft Hats, \$6.00.—Lincoln Soft Hats, \$5.00.—Leeds Soft Hats, \$4.00.—King Soft Hats, \$3.50.—Black Stiff Hats, from Burton, maker to His Majesty, \$4.00.—Parker, of London, \$3.00.—Eagle and Stevenson, \$2.50.

Other Soft Hats, in many shapes and colors, \$2.50 and \$3.00.

New Fall Caps, in smart shapes—one, four and eight-piece top styles, 75c, 95c, \$1.50, \$2.00 and \$2.50.

Men! Get Underwear Here Today

The Simpson stocks are now replete with the best-known qualities of underwear at lowest prevailing prices. Every desired weave and weight is to be found here.

Wolsey Combinations—Medium weight, natural shade. Sizes 36 to 44. Price \$7.50 suit.

Wolsey Combinations—White. Sizes 36 to 44, at \$7.75 suit.

Wolsey Combinations—Natural shade. Sizes 38 to 42. \$9.00 suit.

Stanfield's Red Label Underwear—Shirts and drawers. Sizes 32 to 44. A garment, \$2.75.

Stanfield's Green Label Underwear—Shirts and drawers. Sizes 32 to 44. A garment, \$2.25.

Penman's Merino Combinations—Sizes 34 to 44. Priced at, suit, \$2.00.

Penman's Combinations—Light weight wool. Sizes 36 to 38. The suit, \$3.75.

The Robert **SIMPSON** Company Limited