

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841  
We have 50 lines to Central

**SIMPSON**

# A Discussion of Men's Fall Outfits

If you listen to the other fellows just now there's a long chance in favor of your finding clothing the topic of conversation.

The tang of Fall is in the air already, and summer suits are beginning to show the wear.

Here's a man who wears a spruce-looking business suit and always follows the latest in cut and materials, yet spends what seems a small amount for his clothing. He's probably a Simpson customer. Your friend, Jones, wears one of these new England "Durward" Raincoats. The Simpson Store handles them, and the prices are not out of your reach.

Read over this list of Saturday values and regular stocks and consider what a conservative outlay will do for you this fall at Simpson's Men's Store.

## 300 Suits--A Big Special at \$9.95

Just the day before the holiday. Suits made from fine English tweeds and worsteds in fancy stripe designs; cut single-breasted, three-button style, lined with mohair and tailored by expert workmen. These suits are samples, broken lines, etc., from a leading manufacturer, and sold regularly at \$16.50, \$18.00 and \$20.00. **A Half-Day Special, Today \$9.95**

## Men's Worsted Trousers

Excellent English worsted materials, showing narrow and wide striped patterns, in good shades of grey. Best workmanship. Stylish garments worth \$3.00. Sale price **\$1.89**

## New Fall Overcoats

Today sees one of the finest stocks of men's new fall overcoats marked, and in stock, ready for your inspection.

### For \$10

Fall overcoat made from a fine English Cheviot cloth in black and Oxford grey. Cut single-breasted fly front style. Beautifully tailored. Price **\$10.00**

### For \$12

One of the finest fall weight overcoats that we have ever offered at this price. The material is a fine English vicuna cloth in black and medium shade, plain, grey-fly front, single-breasted style—fine linings and silk facing. Best workmanship. Price **\$12.00**

## "Durward's" English Fall Overcoats

Why not an English made overcoat? These have been awarded gold medals, for they embody practical ideas, are smart in appearance and made from materials of unique colorings and patterns. It is safe to say that "Durward's" English-made overcoats for fall and winter surpass anything yet attained in English made garments.

### For \$25

A variety of designs and clothes are shown; a fawn covert, fall weight coat, with patch pockets, single-breasted, "Durward" make—a neat brown English tweed with Raglan shoulders, single-breasted to button to chin, "Durward" make—checked greenish fawn Irish tweed coat to button to the chin. Regular shoulder, large sleeves "Durward" made.

### For \$26

Most desirable Donegal tweed in Balmacaan style, loose full sleeve, Raglan coat. Excellent street coat—plain street design, a single-breasted Chesterfield, with ordinary shoulders. Beautifully tailored garment.

## The Best Values in Boys' Suits

That we have ever offered. We cannot give a detailed description of each suit, as they are broken lines taken from our regular stock and include the very finest worsted cloths and most popular styles. Two-piece bloomer suits, Norfolk suits and three-piece suits. A splendid range of shades. Regular values \$7.50, \$8.50, \$9.00 and \$9.50. Special today, sizes 28 to 34. **\$4.49**

## To Be Made a Millionaire

Next Monday (Labor Day) being a statutory holiday, this

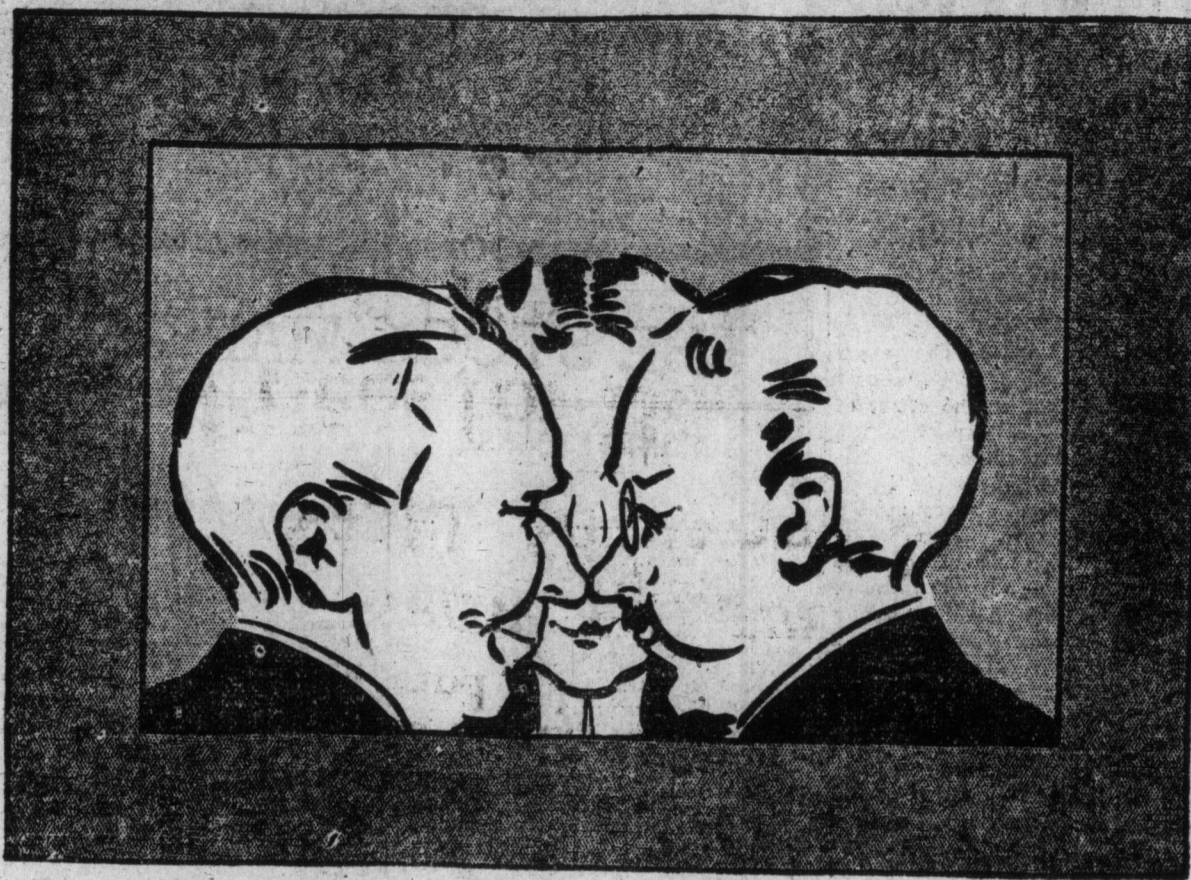
### Store Will Be Closed

It will be Citizens' Day at the Great National Exhibition, and we invite everybody to join us in helping to

### Boost the Fair to the Million Mark

The Exhibition management have made an attendance of one million the objective for this year, and every last member of the Simpson organization intends to be counted in that number.

Meet us at the Fair on Monday. The store is closed on Saturday at 1 p.m. as usual during the summer months.



## Celebration Day Sale at Simpson's

The formal opening of the Simpson store after several years of continuous work in building and rebuilding takes place on

## Tuesday, September 3rd and will be recorded in our store annals as CELEBRATION DAY

Even now we have to say everything is not quite complete, but the entire area of each great floor is at last open to customers, and we propose to welcome them with music and flowers, the brilliance of electric lights, and most of all, with hearty appreciation and enthusiastic service.

In preparation for this great day and the great days to follow, our buyers have assembled the most attractive stock of Autumn and Winter goods ever displayed in Canada. Without going into detail, we invite you to see for yourselves the latest products of the wide world for arraying the person, storing the mind, and beautifying the home.

Besides all this, manufacturers have co-operated with our managers to enable us to make on Tuesday an

## Opening Sale of Brand New Goods

at very special prices, which will mean an immense saving to customers in providing for the season's needs.

Store Closes at 1 p.m. Today and Remains Closed All Day Monday

## THE VICTOR SHOES FOR MEN

The "Victor" is our own production, of which we and Toronto are justly proud. No finer leather, no smarter or more dignified style, no longer wear, no better fit is obtainable in any shoe at any price. Whoever wears "Victor" shoes enjoys two sensations—that of being smartly shod and that of being comfortably shod; the most important details seldom combined in any other shoe.

"Victor" shoes are made over lasts that conform to the true proportions of the human foot. They fit all over—not in spots—and hold their shape until the end.

LET US SHOW YOU THE NEW STYLES  
**\$4.00, \$4.50 and \$5.00**

## Rush Prices for Boots and Oxfords Today

Big reductions in High-Grade Boots and Oxfords to command your attendance at 8 o'clock (See Yonge Street windows).

**Men's \$3.50 to \$5.00 Boots, \$2.95**

1200 pairs Men's High-grade Button and Lace Style Boots, every pair made by the Goodyear welt process, in patent colt, dongola kid, gunmetal, and tan Russia calf, with self and fancy uppers; high, medium and low heels; high or receding toes. These are all new Fall styles and perfect in every way. Sizes 5 to 10. Saturday, 8 o'clock **\$2.95**

The Robert **SIMPSON** Company Limited

## Just a Little Bit Different Simpson's Men's Furnishings

Every man's sartorial ambition is to be individual. Did you ever consider how great a variety of patterns, styles, cuts, new ideas and combinations it takes to give you that privilege of individuality?

The huge stocks and rapid turnover of the Simpson Furnishings offers unusual opportunities for the exercise of personal taste.

New goods just received for Fall wear are just a little different from those of previous years.

A finely woven pure wool taffeta shirt is going to be quite fashionable among the better dressed men. They are shown today at Simpson's in very narrow stripes in blue. They have double soft cuffs and coat front. All sizes **\$3.50** each.

Men's four-ply white silk underwear in shirts or drawers. Stalian Brand, sizes 34 to 44. Low priced at **\$3.50** a garment.

Silk Pyjamas are brighter in color this season. Our range of designs gives you a good choice. Put up in boxes, they make excellent gifts. All sizes, each **\$6.00**

Heavy Pure Wool Flannel Pyjamas of the newest designs for winter wear. All sizes **\$3.50** a suit.

Men's Heavy and Medium Weight "Wolsey" Brand Underwear, made from the finest yarns, are guaranteed absolutely unshrinkable. All sizes **\$2.00, \$2.50 and \$3.00**.

Our "Body Guard" Brand Combinations are being backed by Simpson's guarantee. All sizes at **\$3.00, \$3.50 and \$5.50**.

The Majority of the "New Model Neckwear" has bordered ends, but there are still many stripes in vertical or bias effect; Persian designs, brocades and plain bengalines are still among the new goods, of which we have an exceptionally large assortment, ranging in price from 50c to **\$2.50**.

## 500 Stiff Hats for Men

Samples, finest qualities English fur felt and up-to-date shapes, black only. Regularly **\$2.00 and \$2.50**. Saturday, 8 a.m. at each **\$1.00**



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