

Today's Big Value in the Men's Store at Simpson's Includes

Men's Soft Felt Hats Today \$1.85

Fedora shapes for fall wear, all new, all becoming, offered to you today at mill price. They are in flat set and pencil brim shapes, in correct shades, tan, green, brown, grey, navy and also black. Today, special 1.85



Children's Tams Today 85c

Smart little man-o-war shapes with gold lettered bands, navy blue and black felt and navy blue velvet. Today, .85

Men's Caps Going Today at 45c

Tweed caps for men and boys in all the new shapes, made from imported and domestic cloths, in a large range of patterns. Today .45

We pay express charges to any station point in Ontario on all purchases of ten dollars or over.

VISITORS

Are reminded that breakfast, lunch and afternoon tea are served each day in our well-appointed Palm Room, on the sixth floor, at a moderate price. They are also reminded that the various store conveniences are at their disposal. Use the rest and waiting room, from there you may drop a letter home, using the stationery supplied by the store and procurable in the rest room.

Other store conveniences:
INFORMATION BUREAU—BASEMENT AND MAIN FLOOR.
FREE PARCEL CHECK ROOM—BASEMENT.
TELEGRAPH STATION—BASEMENT.
POSTAL STATION—MAIN FLOOR.
TELEPHONE BOOTHS—ALL FLOORS TO THIRD.
EXCELLENT BREAKFAST AND LUNCH IN PALM ROOM—SIXTH FLOOR.

The Home-lovers' Club is Not Only City Wide, But Canada Wide.

It costs nothing to join the Home-lovers' Club, nor are there any fees or dues to pay after becoming a member—and absolutely no interest.

City and out-of-town members enjoy and share equal advantages—enabling them to buy home-furnishings at the same low prices as those paid by cash patrons, with the option of having payments spread over arranged period.

Trustworthy out-of-town people are eligible for membership in the Home-lovers' Club.

For full particulars consult or write club secretary, fourth floor, store.

Men's Fall and Winter-Weight Suits at \$10.45

A remarkable low price in view of the good quality grey and brown tweeds shown.

Each suit represents a substantial saving---all are nice, clean, new merchandise in checks and stripes, showing single-breasted three-button coats, strong wear-well linings and stout interlining. Sizes 36 to 44. Today 10.45



Men's Paramatta Raincoats Special Today \$6.45

What man would want to expose himself or his clothes to the cool mean fall rains, when he can choose a dependable raincoat at such a very low price?

They are staunchly made from tested quality fawn paramatta cloth, with all seams thoroughly sewn.

Guaranteed shower proof and wind proof. Sizes 36 to 42. Friday special 6.45

Broken Ranges of Men's Beautiful 50c Neckwear---Today 29c

Another 1000 lot of rich beautiful 50c neckwear for a stirring Friday sale. They constitute the broken ranges and discontinued lines from one of Canada's leading neckwear firms. They are made in new full flowing four-in-hand shapes from pure Swiss, English and American silks---this season's newest stripes and all over designs in grey, blue, navy, green and brown. Regularly 50c quality.

Men's \$1.25 Flannel-ette Nightrobes 98c

Choose pink, blue, tan and grey stripes, collar-attached style; all seams double sewn, bodies large and roomy. Sizes 14 to 20. Regularly \$1.25. Today .98

Men's natural shade merino shirts and drawers, made from finely spun wool and cotton mixtures to match. Sizes 34 to 42. Today, each. .49

\$1.25 Neglige Shirts, Today 98c

Plain and fancy hairline and cluster stripes on light grounds. Laundered double or French cuff styles. Sizes 14 to 16. Regularly \$1.25. Today .98

Men's Sweater Coats 98c

Made of fine cardigan stitch in plain grey with shawl collar and two pockets. Sizes 36 to 42. Today, special. .98

Only \$14.00 For Men's Dressy Black Melton Overcoats With Big Warm Collars of Real Fur

An uncommon occurrence, indeed—directed to Exhibition visitors—men's overcoats of good quality Melton cloth with big warm shawl collars of glossy rich marmot fur, at a saving of many dollars.

Each coat is exceptionally well made in dressy double-breasted style, with barrel and loop fasteners.

Each coat has good quality quilted lining and interlinings.

It's not a bit too early to think about a winter coat, especially when you can choose such dressy good wearing coats at such a low price. Sizes 36 to 44. Friday special at 14.00



Warm Body Bands---for Soldiers and Others---75c Grade at 49c

These have proven a decided boon to the men in the trenches. Indeed, many men have blessed the chap whose clever wits conceived such a comfort-bearing idea.

Today we offer these English, elastic knit wool bands at a tremendous saving. They are 12 inches wide and guaranteed unshrinkable, and afford invaluable protection against catching cold, they also keep the body warm and erect. Regularly 75c. Today, each .49

Men's Shoes--One Dollar Less Today

425 pairs Men's Blucher Boots, made of gunmetal and box kip leather, with heavy solid soles, slugged and wax sewn; made on three different toe shapes; military and low heels. Sizes 6 to 11. Today, per pair. .289

Boys' Active Service Boots

No. 7275 1/4. Boys' Blucher Boots, made of box calf leather, with extra heavy solid leather sole, solid leather box toes and heels, full plain quarter. Sizes 1 to 5 1/2, \$3.25; sizes 11 to 13 1/2, \$2.75.

Special Value in Men's Strong Work Trousers \$1.75

Made from dark cotton tweed in neat hairline stripe. The low price warrants the buying of them in two or more pairs. Made with three pockets. Sizes 32 to 44. Today, special 1.75

Misses' Excellent Suits and Coats at \$15.00

These Suits Are Very Special. They are a regular line priced at a lower figure than usual, to make an interesting Friday bargain. Made of reliable wool serge in navy, black, brown, green and Burgundy. Braid and button-trimmed models with belts, novelty pockets, large pointed collars and satin lining. In the misses' section today at 15.00

Handsome Coats at \$15.00

Young women's styles are fashioned into these splendid, cozy, beautiful winter coats of navy and black Jersey cloth. They have large plush trimmed convertible collar, deep pockets and belt, finished with plush and buttons. Two large black buckles adorn the back, and they are all half lined. Sizes 14 to 20 years. Price 15.00

The Robert SIMPSON Company Limited