

THERE'S NOTHING ELSE TO IT! WE'VE GOT TO BUY VICTORY BONDS TO WIN THE WAR!

Victory Bonds are so absolutely necessary and are such a sound investment that nobody can really afford to pass them up. We must buy Victory Bonds if we are to have peace. The Germans will give us peace---when we crush them. Victory Bonds are convertible into cash at any time should you find it necessary to do so. But you should use every endeavor to hold on to your Bonds, because they're the greatest investment in the world today.

Yours for Victory Loan 1918 — Simpson's

Simpson Clothes Are Highly Thought of By Men Who Seek Full Measure in Quality, Style and Value



The Overcoat Styles Include English Ulsters, Double-Breasted and New Waist Seam Coats.

The Suit Styles Include Every Good Model Wanted by Men and Young Men.

Style at a price---Just a dash of smartness in the patterns---of individuality in the cut of the garments---with fabrics that stand up under exacting service. Simpson clothes give the most in wear and are marked at the lowest prices safe to pay for good clothes. There are assortments wide enough in patterns and colorings for any man to choose as his preference dictates. All sizes in all proportions obtainable now.

High-Class Overcoats \$22.50, \$25.00, \$32.00

English Ulster Overcoats, made from dark grey coating with fancy overcheck--large storm collar--half belted back--regular pockets. Sizes 35 to 44. For men and young men. Decide your purchase today when stocks are complete, offering excellent choosing, \$22.50.

Double-breasted Overcoats, made up in rich dark grey coating, semi-fitted, self collar, long soft roll lapels. The coats have the fabric and style found in higher priced models. Sizes 34 to 42, \$25.00.

New Waist Seam Overcoats, developed in rich heather brown coating; convertible collar, slash pockets, sleeve finished with small cuff. This style is a decided hit and will be popular this season. Sizes 35 to 40, \$32.00.

Superior Suits at \$22.50 and \$25.00

Men's and Young Men's Suits, developed in dark navy blue serge, made up in the 3-button soft roll semi-fitted sacque model. Sizes 36 to 44, \$25.00.

Men's and Young Men's Suits, made up in plain black cheviot, 3-button soft roll semi-fitted sacque model. Tailored and finished with infinite care to ensure lasting shape and perfect fit. Sizes 36 to 44, \$22.50.

Youths' Suits, developed in dark navy blue serge, made up in the trencher model with all-round belt. Styled especially for the youth who wants "pep" in his clothes. Sizes 32 to 35, \$22.50.

Men's Stylish Hats

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

Vanity Soft Hats, \$6.50—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.

Lunch in Simpson's Palm Room

Canada Food Board License No. 10-4322. This delightful restaurant is accorded the superior of any in Toronto by reason of its appointments, food, service and moderate charge. BREAKFAST, 8.30 to 10 a.m. DINNER, 11.30 a.m. to 2 p.m. AFTERNOON TEA, 3.00 to 5.30 p.m. A LA CARTE LUNCHEES at all hours. Sixth Floor.

Men's Hose

Men's Hose, "Penangle" brand, all-wool cashmere—red linen special heel and toe. Medium weight and seamless. Sizes 9½ to 11. Pair, \$1.10.

Men's Hose—ribbed worsted, all-wool, black and grey—good heavy weight—seamless foot. Sizes 9½ to 11. Pair, \$1.00.

Men's Hose—hand machine knitted, all-wool, grey, natural and black, soft, pure wool, closely knitted, good weight. All sizes. Pair, \$1.50.

Men! At the First Sign of a Chill--- Snuggle Into Simpson Underwear

The weather man's as fickle as the wind—nobody knows when the first wintry blast will strike. Get ready. Keep a supply of good warm underwear handy. It means safety first in the health program. Just skim over this list:

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| Penman's
Penman's Merino Combinations—Sizes 34 to 44. Priced at, suit, \$2.00.
Penman's Fleece Lined Combinations. All sizes, 32 to 46. Garment, \$2.00.
Penman's Heavy Fleece Lined Combinations. All sizes, garment, \$2.50.
Penman's Ribbed Wool Combinations. All sizes, 32 to 46. The suit, \$3.00.
Penman's Preferred Merino Combinations. Sizes 34 to 44. The suit, \$3.25.
Penman's Combinations—Light weight wool. Sizes 36 to 38. The suit, \$5.00. | Wolsey's
Wolsey Wool Underwear, shirts and drawers, medium weight. Sizes 32 to 46. Garment, \$4.25.
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. Suit, \$9.00.
Watson's Silk and Wool Combinations. Sizes 36 to 46. The suit, \$5.00. | Stanfield's
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.
Duofold Combinations, wool and cotton mixture. Sizes 34 to 44. The suit, \$7.50.
Men's Flannelette Pyjamas—All sizes, \$2.75, \$3.00, \$3.25 and \$4.25.
Men's Flannelette Nightgowns—All sizes, \$2.25, \$2.75 and \$3.00. |
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Men's Sweater Coats Big Choice \$6 to \$12

Pure Wool Sweater Coats—In plain elastic rib stitch; V neck; fine and soft. Splendid sweaters for house wear. Brown, khaki, oxford, navy. Sizes 38 to 44, \$7.00.

Sweater Coats—In wool and cotton mixture; fancy stitch high storm collar. Grey, brown, maroon, navy, royal, oxford; also grey with navy, grey with cardinal, grey with royal, grey with oxford. Sizes 38 to 44, \$6.00.

Pure Wool Sweater Coats—Fancy stitch varsity collar; hand finished and seamed. Colors are cardinal and black, black and orange, also plain brown, khaki, white. Sizes 38 to 44, \$12.00.

Pure Wool Sweater Coats—Plain elastic rib stitch, military collar. Brown, navy, oxford. Sizes 38 to 44, \$11.00.

Pure Wool Sweater Coats—Fancy knit, high close-fitting storm collar. Brown, maroon, grey; also plain stitch in same colors. Sizes 38 to 44, \$9.00.

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