



Telephone Orders
Given Prompt and
Careful Attention

Meats and Groceries Adel. 6100
Main 7841 Connects With All Departments

Attention Please, Mothers!

Simpson Boys' Clothes Have Got the Style---the Service and Value Are There Too. They Are Extraordinary Clothes For the Money

Boys have pretty generally their own ideas about clothes. They know for themselves when a suit or overcoat "has the goods." A great army of Toronto boys are wearers of Simpson clothes, and good reason why. Mothers, who pay for the clothes, are satisfied that Simpson styles and values are away better than the average. That, we believe, accounts for the rapidly increasing business in the Simpson boys' section.

Boys' Heavy Tweed Suits at \$10.00, \$11.00 and \$11.50

Made of a dark mixed grey, heavy tweed---the very thing for a warm school suit. The style is a semi-Norfolk with stitched-down belt at waist and knife pleats from yoke to belt. Full fitting bloomers with belt loops and expanding knee band. Sizes 24 to 36. 7 to 12 years, \$10.00; 13 to 16 years, \$11.00; 17 and 18 years, \$11.50.

Boys' Worsteds Suits, \$14 to \$15.50

These worsteds are very scarce and we are lucky in having such fine qualities at these prices. They come in in several styles; your attention is directed to the latest one. It is made with septi-pinch back, all around belt with buckle, stitched across back. Patch pockets with button-down flaps. Large fitting bloomers are lined and have belt loops and the guaranteed governor fasteners. Sizes 25 to 36, 7 to 12 years, \$14.00; 13 to 16 years, \$15.00; 17 and 18 years, \$15.50.

Boys' Green Worsteds Finished Tweed Suits, \$18.50 to \$20

Made up in a good style---plain back, all around loose belt with buckle. Patch pockets with flaps. Indeed, very dressy. Full fitting bloomers with belt loops and expanding knee bands; 13 to 16 years, \$18.50; 17 and 18 years, \$20.00.

Little Boys' Suits, \$7.00

Sizes 21-2 to 8 Years

Grey Tweed with black invisible stripe patterns, yoke front, plain back; coat buttons up close to neck; turn-down collar with extra white pique (detachable) collar, fastens at throat with silk cord and tassel. Sizes 2 1/2 to 8 years, \$7.00.

Black and Green Velvet Suits in Russian models; coat buttons up close to neck, with deep turn-down collar; white Bengaline tie; all around belt at waist. Coat is finished with white pearl buttons. Sizes 2 1/2 to 6 years, \$9.50.

Navy Blue Velvet Corduroy Suits in junior military model; military stand collar, with detachable white pique collar and cuffs; slash pockets; all around belt at waist. Coat is finished with white pearl buttons. Sizes 2 1/2 to 6 years, \$9.00.

Boys' Tweed Suits, \$12 to \$14

Swagger suits of warm blue, brown mixed heather tweed. Two-button, double-breasted, with loose belt and buckle. The back is made with two inverted box pleats from shoulder to bottom of coat. Full fitting bloomers with belt loops and expanding knee band, are lined throughout. These make very smart suits for fall and winter. In all sizes, 25 to 36, 7 to 12 years, \$12.00; 13 to 16 years, \$13.00; 17 and 18 years, \$14.00.

Boys' Blue Worsteds Serge Suits At \$17, \$18 and \$19

Two-button, double-breasted style, with buckled belt, stitched at back. Pockets set in vertical; backs made with neat pleats from yoke to belt at waist, and inverted military box pleat vent. Bloomers full sized with belt loops and governor fastener---expanding knee bands. Lined throughout. Sizes 26 to 36, 8 to 12 years, \$17.00; 13 to 16 years, \$18.00; 17 years and up, \$19.00.

Boys' Overcoats in Big Variety

Reefers \$11.00; Tweed Coats \$13.50; Raglan Coats \$10.00; Trencher Coats \$17.00, and Others

Boys' Blue Chinchilla Reefers, \$11.00

Blue Chinchilla Reefer, buttoned up close to neck---turn down velvet collar. Double-breasted model with G. R. brass buttons, half belt at back. Sizes 3 to 8 years, \$11.00.

Boys' Raglan Overcoats, \$10.00

Brown and Fawn Fancy Check Tweed, Raglan shoulder, double-breasted model, convertible collar, all around loose belt with buckle at waist; 3 to 8 years, \$10.00.

Boys' Tweed Overcoats, \$13.50 to \$16.00

Grey Firm Finish Tweed, with invisible diagonal pattern, double-breasted model with convertible collar. Regular pockets with top flaps, half belt at back. Sizes 28 to 30, 10 to 12 years, \$13.50; sizes 31 to 34, 13 to 16 years, \$15.00; sizes 35 and 36, 17 and 18 years, \$16.00.

Boys' Trench Overcoats, \$17.00 to \$20.00

Brown Frieze Trench Model Overcoats, double-breasted model, slash vertical pockets, all around loose belt with buckle at waist. Sizes 28 to 30, 10 to 12 years, \$17.00; sizes 31 to 34, \$19.50; sizes 35 and 36, \$20.00.

Boys' Whitney Overcoats

Double-breasted model, convertible collar, slash pockets, all around loose belt with buckle at waist; lined throughout with a heavy check lining; built for warmth and comfort. Sizes 3 to 8 years, \$13.50.

Boys' Double-Breasted Overcoats, \$16.50 to \$21.00

Brown with red overcheck pattern frieze, double-breasted model, deep convertible collar, vertical pockets, all around loose belt with buckle at waist. Sizes 28 to 30, 10 to 12 years, \$16.50; sizes 31 to 34, 13 to 16 years, \$18.50; sizes 35 and 36, 17 and 18 years, \$21.00.

Boys' Overcoats, \$16.50 to \$19.00

Dark grey, heavy weight frieze, double-breasted model, convertible collar, regular pockets with top flaps, all around loose belt with buckle at waist. Sizes 28 to 30, 10 to 12 years, \$16.50; sizes 31 to 34, 13 to 16 years, \$18.00; sizes 35 and 36, 17 and 18 years, \$19.00.

The Robert SIMPSON Limited

Making Hallowe'en Preparations

By Means of Many

Fantastic Novelties



'Tis coming soon---ALL HALLOW'S EVE, when sprites and hobgoblins hold high carnival, and the very air is potent with magic.

Celebrating it is such fun, particularly when you can obtain appropriate fancies to add witchery to the many pastimes. All kinds of witches, elves, gnomes, goblins, imps, cats, owls, bats, pumpkins, and many other symbols of the night have made gay the various party needs---set out for your choosing in an artistically decorated corner of the Stationery Department.

There, everything from tiny pumpkin cut-outs to garish luncheon sets---cleverly fashioned, fearfully and wonderfully designed, and moderately priced---will delight you.

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Decorations That Glimmer With Mystic All-Hallow Symbols

Among the most important features of the party are the decorations---their weird or comic designs and lurid colorings shedding magic everywhere.

For instance, there are great rolls of crinkly crepe paper, in a dozen fascinating designs. Orange paper aglow with great black cats on baleful mission bent---crepe papers with grey ghosts among dusky shadows, and, of course, the ever-popular pumpkin decorations are among them. Priced at 25c and 35c a roll.

STREAMERS, too, make a gay decoration, and come in two and three-inch widths. Priced at 10c and 15c a roll.

Lampshades in Bright Colorings

---add greatly to the appearance of your rooms---leading delicate or uncanny coloring as the case may be.

There are pumpkin-colored shades adorned with black cats, owls, bats, etc.---cunning little affairs, priced at only 5c each. Beautiful tulip-shaped shades of crepe paper are in yellow, pink, orange, red, green, etc., or in exquisitely combined tones. Priced, 15c, 30c and 45c.

CUT OUTS, for decorating rooms or tables, take such spooky forms as enormous black cats, grinning pumpkins, witches astride brooms, bright red imps, etc. Priced from 3 for 5c to 10c each. Also 10c a package.

COMIC CAPS, for your guests to don for the Hallowe'en supper, are in orange, yellow, and white; while Novelty Ties, in gay designs and in colors to match the caps, are a quaint feature. Each, 10c.

Invitations

---take the most artistic forms. Some are in booklet style with cut-out fronts and spooky rhymes inside. They are pumpkin yellow in color, adorned with black witches, lanterns, etc. Others, also gaily colored and designed, are in post-card form. Priced 20c, 50c and 75c a dozen.

The Palm Room

Canada Food Board
License No. 10-1522.
Breakfast, 8.30 to 10 a.m.
Dinner, 11.30 a.m. to 2 p.m.
Afternoon Tea, 3 to 5.30 p.m.
A la carte Lunches, all hours.

A Letter to "Connoisseur"

---with inquiries about Hallowe'en novelties, games, etc., will bring instant response and solve the problem of your party needs.

Or, if you wish to order directly from this page, enclose the amount you wish to spend, being careful to give exactly the number of each novelty you require. An experienced Shopper will choose for you. Always address---
Robert Simpson

The Robert SIMPSON Limited



Other Important Hallowe'en Needs

PAPER TABLE CLOTHS, with orange red and black the predominating shades. Price, 35c.

TABLE NAPKINS, to match. Priced at 7c a dozen, or 15c and 35c a package.

PAPER TABLE SETS, in sanitary sealed packages, are priced at 90c.

ICE CUPS AND NUT BASKETS. Each, 5c.

PLACE CARDS, in great variety. Price, 30c a dozen. MASKS---A very important feature. Priced at 10c each.