

The Simpson's Men's Store Like the New Year, Is Young in Spirit But Old of Experience

Fore!

As he boarded No. 2872 and attempted to move forward in the car, he was met with the opposition of a crowded rear section. In vain did the conductor request those wedged in to "kindly move forward." Finally the young man in question began to elbow his way forward, and in a few seconds had succeeded in reaching his objective—the very front of the car.

As the car came to a stop at the transfer corner the conductor slammed the rear door and in a pert tone of finality said, "Front way out, please!"—Mr. Young Man leading the way to fully two-thirds of those that had occupied the car.

Thus do we find life all through—one leader in every community.

This store is ever striving to maintain its leadership by going into the world's markets at opportune times, seeking the best for its patrons—the best values—the best styles—the best assortments—FORE!

Nestle Into One of These Warm Mufflers

Lack of wearing a muffler does not discredit him as a well-dressed man, but chilly, frosty winds demand just such good-looking mufflers as these. Note the moderate pricings.

Men's Reefer Style Mufflers of pure silk, in neat patterns, with fringed ends. Price, \$1.50.

Men's Reefer Style Mufflers of imported English and American silks; fringed ends. Price, \$2.00.

Men's Reefer Style Mufflers of newest Swiss and Italian silks; fringed ends. Price, \$2.50.

Men's Large Reefer Style Mufflers of best quality Swiss and Italian silks; fringed ends. Price, \$3.00.

Men's Bandana Square Mufflers of Japan silk; red, green and blue grounds. Price, \$1.50.

Men's Japan Silk Bandana Square Mufflers; full size. Price, \$2.00.

You-Need-a-Cap?

Down over the ears and close over the forehead these well-cut, good looking caps will give you both comfort and appearance—you need only pay a moderate price to have one.

Materials in them are wool, of course, in winter weight—some lighter than others.

There are caps with convertible one-piece flap, which folds neatly in the crown, and which can be worn over the ears when weather warrants.

There are also four and eight-piece caps without the attachment. Prices 75c, 95c, \$1.50 and \$2.00.

You'll Select at Least Two When You See These New ARROW SHIRTS

We were fortunate in securing such a wonderful collection of handsome shirts. Men who choose them will be doubly fortunate in getting such good value and such handsome character designs.

The styles, the patterns and the weights are there to make men appreciate them—and what man does not appreciate "Arrow Shirts"?

"Arrow" Silk Shirts

"Arrow" Brand Silk Shirts, in the popular wide cluster stripes of two and three-tone effects. Also fine stripes of blue, green and mauve. Each, \$6.00.

Arrow Wool Taffeta Shirts

Soft, warm and dressy, they are the proper shirt for those men who are susceptible to chilly winds and who require something warm, yet light in weight.

These are obtainable in cluster pin stripes, and in fancy wide stripes—guaranteed color fast. Priced at \$4.00.

Also Wool Taffeta Shirts in wide cluster stripes on cream ground. Priced at \$2.50.

Arrow Shirts of Crepe, Percalé, Dimity and Madras

Take Lunch in The Palm Room Today Sixth Floor

Wool Gloves for Men

Men's Black Wooten Gloves of extra heavy weight; knitted, close-fitting wrist. Per pair, 59c and 75c.

Men's Imported English-made Woolen Gloves, with one dome fastener; natural shade; wrist leather-bound. Per pair, \$1.25 and \$1.50.

English-made Grey Mixture Woolen Gloves, with close-fitting wrist; fleeced-lined. Per pair, \$1.00.

For practical everyday wear there are wool gloves, fancy knitted, in colors; heavy weight. Per pair, 59c and 75c.

"Arrow" Brand Shirts of fine imported crepe cloths, showing a wide range of new and exclusive designs, such as wide cluster stripes of blue, green and mauve and many combinations of stripes. Each, \$2.50.

"Arrow" White Shirts—mushroom bosom shirts—that are good form for either dress or day wear. Each, \$2.50.

Repp, Zephyr, Dimity and Percalé Shirts—"Arrow" Brand—in a wide range of attractive cluster, plain and fancy stripes. They also have soft double cuffs. Each, \$2.00.

Also Fine Percalés and Dainty "Arrow" Brand Shirts, having smart single, double and triple stripes, in the more conservative tones of blue, black and mauve. A serviceable, good-looking shirt. Each, \$1.50.

There May Be Other Stiff Hats, But None is Better Value Than the Christy Hat

There are many little features about the Christy hat which make it superior. It is made of real first quality felt, dyed by a secret process, which prevents the crown from softening or sagging.

The Christy style and shape is original and correct. Also it conforms to almost any shaped head without discomfort to the wearer.

We have all the new styles at \$3.00, \$3.50 and \$4.00.

The Robert SIMPSON Limited

"Collar Corner" and Some 'Arrow' Collars That Don't Stop Long

We have in stock all the old favorites, as well as the newest styles in Men's "Arrow" Collars. Which of the following styles do you prefer?

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| Ashby
Height 2 1/4—1 3/4 in. | Humbert
Height 1 3/4—1 1/2 in. |
| Arthon
Height 1 3/4—1 1/2 in. | Hurlston
Height 1 3/4—1 1/2 in. |
| Albardo
Height 2—1 3/4 in. | Kempton
Height 2 1/4—2 in. |
| Ancover
Height 2 1/4—1 3/4 in. | Lindsay
Height 2 1/4—2 1/4 in. |
| Aurania
Height 2 1/4—1 3/4 in. | Marley
Height 2 1/4—2 1/4 in. |
| Berwick
Height 2 1/4—2 1/4 in. | Margate
Height 2 1/4—1 3/4 in. |
| Contour
Height 2 1/4—1 3/4 in. | Merion
Height 2 1/4—1 3/4 in. |
| Claridge
Height 2 1/4—2 1/4 in. | Meyrick
Height 2 1/4—1 3/4 in. |
| Cantab
Height 2 1/4—1 3/4 in. | Norman
Height 2 1/4—2 in. |
| Capron
Height 2 1/4—1 3/4 in. | Newport
Height 2 1/4—2 in. |
| Devon
Height 2 1/4—1 3/4 in. | Putney
Height 2 1/4—2 in. |
| Dorset
Height 2 1/4—1 3/4 in. | Radnor
Height 2 1/4—1 3/4 in. |
| Doncaster
Height 2 1/4—2 1/4 in. | Severn
Height 2 1/4—2 1/4 in. |
| Falcon
Height 2 1/4—2 1/4 in. | Talbot
Height 2 1/4—2 1/4 in. |
| Gordon
Height 2 1/4—2 in. | Tyrene
Height 2 1/4—2 in. |
| Gothic
Height 2 1/4—2 1/4 in. | Tabhurst
Height 2 1/4—2 1/4 in. |

Yonge and Richmond Sts.



Overcoats

At \$37.50

Men's Overcoats of heather mixed Whitney cloth. Designed in trench style. Convertible collar. Full back is without vent. Sleeves and shoulders satin trimmed. Belt all around, \$37.50.

At \$40.00

Men's Overcoats of grey Whitney cloth. Double-breasted trench ulster with deep convertible collar, centre vent, and patch pockets with top flaps. Sleeves and shoulders satin trimmed. Belt all around, \$40.00.

At \$45.00

Men's Overcoats of brown and red soft finish tweed, in double-breasted trench ulster style. Deep convertible collar, slash pockets, inverted centre pleat at back. Sleeves and shoulders satin trimmed. Belt all around, \$45.00.

At \$50.00

Men's Overcoats of brown Whitney cloth with invisible green stripe. Double-breasted French style ulster. Twin inverted pleats in back; no centre vent. Slash pockets. Sleeves and shoulders satin trimmed. Belt all around, \$50.00.

The Simpson Music Studio Now Carries a Complete Stock of VICTOR VICTROLAS and Victor Records—Hear Them in the Spacious Studio Today

Let Every Man Go Forth Into the New Year With New Clothes and New Courage to Do Things a Better Way

The beginning of a new year finds many men and many institutions possessed of much courage and confidence to accomplish that which makes for improvement, where it is needed—TO DO THINGS A BETTER WAY.

Good clothes of the right sort stimulate courage, give prestige and promote confidence in every man.

Each year finds the Simpson Men's Store DOING THINGS A BETTER WAY, TOO. You'll find MANY IMPROVEMENTS in these "New Year" Overcoats and Suits. They not only embrace good wool fabrics, but also the finest finishings and workmanship, and you can do no better than buy yours today.

Of course there are other coats at \$20.00, \$22.00 and \$25.00.

Winter Suits

At \$28.00

Suits of brown cheviot in double-breasted, two-button style, with slash pockets, yoke back, and twin inverted pleats. Belt all around. Single-breasted vest. Regular style trousers. Price, \$28.00.

At \$30.00

Suits of grey and black fine check tweed, in single-breasted, three-button style. Semi-fitting ventless back. Single-breasted vest. Regular style trousers. A spirited, high-class model for young men. Price, \$30.00.

At \$40.00

Suits of dark green rough-finish cheviot. Two-button, double-breasted style. Slash pockets, centre vent, belt all around. Single-breasted vest. Regular style trousers. Price, \$40.00.

At \$42.50

Suits of dark green vicuna, showing invisible gold stripe. Three-button, single-breasted style. Crescent shape pockets and deep centre vent at back. Belt all around. Single-breasted vest and regular style trousers. Price, \$42.50.

Men --- The Kind of Hose That Keep Away Pneumonia

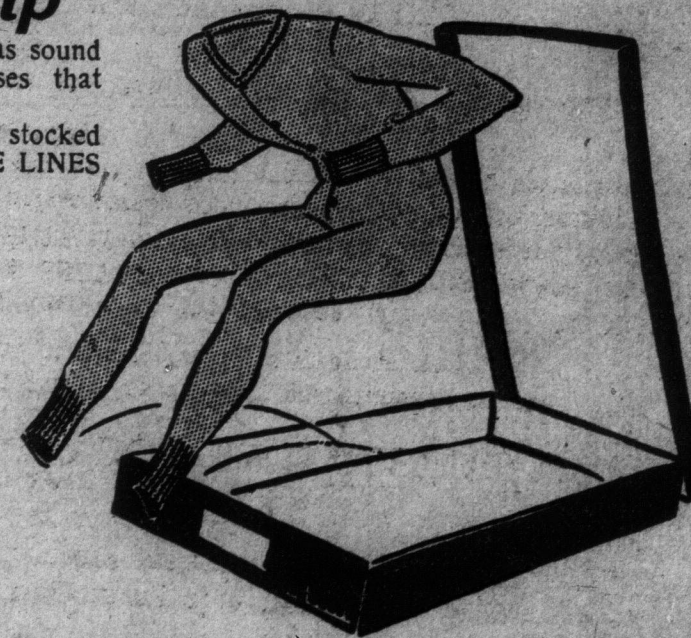
All-wool Plain Black Cashmere Finely-knitted Hose of excellent weight. Per pair, 75c.
All-wool Plain White and Black Cashmere Hose of extra fine quality processed yarn. Per pair, 65c.
All-wool Heather Mixture Worsted Hose of slightly heavier than usual weight. Very popular. Per pair, 50c and 59c.
Lovely silk and wool cashmere, grey shade. Per pair, 65c.
Pure Silk Socks, in splendid quality and weave. Leading shades. Per pair, 75c.

Jack Frost and These Attractive Prices Are Making Underwear Jump

We negotiated for present stocks when the underwear market was sound and going strong—when we were able to contract for large purchases that in some cases resulted in SPECIAL PRICE CONCESSIONS.

Our patrons are sharing the benefits now. Men who have not yet stocked fully in their underwear needs SHOULD NOT FAIL TO SEE THESE LINES, TODAY.

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| Men's Fleece-lined Underwear, shirts and drawers. Sizes 34 to 44. Per garment, 65c. | Men's Fine Silk and Wool Combinations. Sizes 34 to 44. Per suit, \$3.00. |
| Men's Fine Union Merino Shirts and Drawers. Sizes 34 to 42. Per garment, \$1.15. | Penman's Preferred Merino Combinations. Sizes 38 to 44. Per suit, \$2.25. |
| Men's Elastic-ribbed Cotton Fleece-lined Shirts and Drawers; cream shade. Sizes 34 to 44. Per garment, \$1.00. | Men's Fleece-lined Combinations. Soft, fleecy lining. Sizes 40 to 44. Per suit, \$1.50. |
| Combinations as above, suit, \$2.00. | Men's Winter Weight Merino Combinations. Sizes 34 to 44. Per suit, \$1.50. |
| Men's Winter Weight Natural Cashmere Shirts and Drawers. Body Guard brand. Per garment, \$2.00. | Men's Medium Weight Natural Wool Cashmere Shirts and Drawers. Sizes 34 to 44. Per garment, \$1.50. |
| Men's Soft, Fine Silk and Wool Shirts and Drawers. Sizes 34 to 44. Per garment, \$2.25. | Combinations, same as above, at \$2.75. |
| Combinations at \$4.50. | |



Wise Men Will Be "Warming Up" in One of These Big Woolly Sweater Coats

Big values, superb stocks and assortments that cover only the better kinds of sweater coats at surprisingly moderate prices.

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| Heavy Winter Weight Wool Sweater Coats of the fancy kind, with high storm collar, \$2.00. | shades, with storm collars. Special at \$2.00. | Warm Winter Weight Wool and Cotton Sweater Coats, with military collars, \$4.00. | Maroon and Grey, \$6.50. |
| Union Elastic Knit Sweater Coats in slate or khaki | Union Knit Elastic Ribbed Sweater Coats, with big storm collars, \$3.00. | Pure Wool Sweater Coats with great storm collars. | All-wool Sweater Coats of heavy English-spun yarns, hand made. Fancy knit stitch. High storm collar, \$8.00. |