

Some Items of Particular Interest

This Borsalino Hat at \$4.00

One of the Season's Best Sellers

It's an Italian make Hat—comes in all the fashionable shades, and is leading them all with smart dressers. The price is \$4.00.

Other Popular Hats for Men Are:

- McKibbin. Leading American make, the new broad brim shape; 6 shades 3.50
- Stetson Hard Hats. The last word in style from this famous American maker 4.00
- Christy's Hard Hats. England's foremost make, in smart young men's shapes 4.00
- Soft and Stiff Hats. Popular priced, in English and American makes, \$2.00 and \$2.50.

Those Men's Wool Sweaters at \$4.98

They are simply wonderful values. We are selling them faster than we've ever before sold any one line of sweaters. We got them in a manufacturer's clearance sale at a big discount. If bought in the regular way, the price to you would be \$6.00 and \$7.00. They are heavy and warm, and good fitting; perfect in every way, and wonderful value. Sizes 36 to 46. Saturday, each 4.98

Men's Fine Reported Flannelette Pyjamas, in a variety of neat striped patterns, soft fine material, finished with silk frogs and buttons, military or V neck; sizes 34 to 44. Regular \$2.50 value. Saturday 1.98


Men's Flannel Shirts, made from fancy striped union taffeta, starched neckband, double French cuffs and separate collar; all new goods for Fall and Winter. Sizes 14 to 18. Moderately priced at 1.50

Men's \$4.00 Combination Underwear \$2.73

Men's Fall and Winter Combination Underwear, of fine all-wool cashmere yarns, in flat or elastic rib knit, made with closed crotch; they are broken stock lines, and some are slightly counter-soiled. Sizes 34 to 44. Regular \$4.00. On sale Saturday, per suit 2.73

Six Big Values in the Furniture Section

- Library Table, solid oak, golden or fumed finish, mission design, double drawers, bookcase in each end. Regular \$20.50. Sale price 14.95
- Dresser, in genuine quarter-cut oak, mission design, golden finish only, two large and two small drawers, mirror 22 x 28 inches, beveled. Regular \$20.50. Sale price 14.95
- Kitchen Tables, in 4 ft. size only, maple legs and rims, golden finish, white maple top, natural finish. Saturday sale price 3.00
- Dining-room Chairs, fumed or golden finish, upholstered seats and backs, covered in genuine leather; set consists of five side and one arm chair. Regular \$36.50. Sale price 24.50
- Baking Cabinet, made of selected hardwood, natural finish, white top, size 28 x 40 inches; one large drawer divided. Regular \$6.25. Sale price 5.25
- Pillows, extra well filled with mixed feathers, covered in good grade ticking. Sale price, pair95



The outstanding feature of our store news to-day is the

FRENCH GOVERNMENT EXHIBIT

for the benefit of the Canadian Red Cross Society, consisting of

War Trophies and Munitions of War

Uniforms Machine Guns Aeroplanes
Shells French "Seventy-fives" Gas Bombs

and a host of interesting trophies captured from the enemy. Of special interest will be the captured German Taube and Albatross Aeroplanes. There are also several vivid paintings of air encounters and other war scenes done right in the trenches.

This Exhibit opens Monday, Oct. 30, and will continue daily from 10 a.m. to 5 p.m. on the 6th Floor. The north-eastern section of this floor is gaily decorated and has been placed at the disposal of the

**Toronto Branch,
Canadian Red Cross Society**
WHO WILL CHARGE AN
ADMISSION FEE OF 25c

A committee of ladies of the Red Cross Society will be in charge of the sale of tickets. The entire proceeds of the Exhibit go to the Red Cross Society.

Military Band in attendance daily.
Our Yonge Street Elevators will run direct to Exhibit.

Men's Fall and Winter Overcoats Today \$10.95

We say that it is a "Rush Sale," for they will certainly go with a rush at this price. The poorest one in the lot is worth \$14.00, while the others are \$15.00 and up to \$18.00 values. There are only 89 coats, so they will not last all day; the earlier you come the better selection you will get. About two-thirds of them are black English melton and beaver cloth coats, in single-breasted Chesterfield style, and the rest are double-breasted mixtures, with shawl or convertible collar. Sizes 36 to 44. On sale at 8.30 Saturday morning, 10.95 each

Two Very Superior Overcoats for Men

Chamois Lined Overcoats
Made by one of the high-grade English manufacturers from choice English coating, in a dark rich brown color; a swagger English slip-on style; double-breasted, with patch pockets and self collar; silk through shoulders and beaver cloth sleeves. Sizes 36 to 44. Price 32.00

The English Greatcoat
For durability, warmth and style, this coat will surpass any fur-lined garment; made of heavy dark grey English coating, with twill mohair lining, interlined with chamois to the bottom; a double-breasted ulster style, with 2-way storm collar, belt at back. Sizes 36 to 44. Price 28.00

Men's and Young Men's Suits That Are Carefully Tailored and Moderately Priced

Young Men's Suits \$10.00
A particularly natty suit for young men; it is a smart single-breasted style, with close-fitting soft roll lapels; neat vest and the right width of trousers, with cuff bottoms; the material is an English tweed, brown, with neat pattern. Sizes 33 to 36. We recommend it as splendid value at 10.00

Men's Tweed Suits \$16.50
This is a specially good value suit, made from English tweeds, in two good shades, a medium grey and a splendid brown, in small pattern; nicely tailored, in a fashionable soft roll single-breasted three-button sacque style. Sizes 36 to 44. A suit of noteworthy excellence for the price 16.50

A Rich Worsted Suit Priced at \$22.00

It's a swagger suit, made of brown worsted, in a neat striped pattern; while the material is of fine all-wool, and of fashionable appearance, it is the tailoring that makes this a suit of special merit. It's made to fit and to retain its shape; and as soon as you'll slip it on you'll know that you're wearing "regular" clothes. Sizes 36 to 44. Price, 22.00

A Boot Sale of Mighty Importance

5000 Pairs of Men's, Women's and Children's Boots bought from the Ames Holden and McCready Company at prices that make possible this mighty sale.

These boots consist of samples of the Ames Holden and McCready Co., and a lot of broken lines from our own stocks. The quantity is enormous, and the values offered are immense. In view of the advancing prices of boots, this is a particularly interesting sale.

This is the price of Women's Boots **3.39** that are easily worth from \$4.50 to \$7.00 a pair

Ames Holden, McCready and Queen Quality Boots

In this lot are 3,250 pairs of Women's Boots, in patent colt, vicid kid, black buck, white, grey, champagne and combination leathers, in lace and button styles, with Goodyear welt and McKay sewn soles; black kid, colored kid and black and colored cloth, high and medium tops; exclusive and conservative trimmings and foxings; toe cap and plain vamps; low Cuban and Spanish heels; the sample sizes are 3, 3½ and 4 only; the floor stocks come in all sizes from 2½ to 7. Regular values are \$4.50, \$5.00, \$6.00 and \$7.00. Saturday morning they 3.39 go on sale at

Men's Bluchers at \$4.50.

450 pairs men's genuine black calf blucher boots, made on the new Marcher last. Guaranteed Goodyear welt, Neolin sole and catspaw rubber heels. All sizes, 6 to 10. Saturday special, per 4.50 pair

Boys' Boot Special.

375 pairs of Boys' Sample Boots, in patent colt, gunmetal and tan calf leathers; Goodyear welt and McKay sewn soles; size 4 only. Regular \$3.00 and \$4.00 values. Saturday 2.79

Boys' School Boots.

Made of box kip and casco calf leather, full-fitting toe shape, solid standard screw soles; medium height heels. Sizes 11 to 13, \$1.99; 1 to 6, \$2.29.

Girls' Sample Boots.

250 pairs Sample Boots, sizes 13 and 1 only. Patent colt, gunmetal calf and black kid leather. Medium weight McKay sewn soles, low heels. \$3.00 and \$3.50 values. Saturday 2.39

"Weston's" Boots for Girls

Girls' Button Boots, made of fine don-gola kid leather, with patent toe cap, full-fitting toe shape. Sizes 8 to 10½, \$1.89; sizes 11 to 2, \$2.29.

Girls' Lace Boots.

Made of heavy even stock, box kip leather, full-fitting last; heavy solid outer and inner sole. Guaranteed to give perfect satisfaction. Sizes 5 to 7½, \$1.69; sizes 8 to 10½, \$1.89; sizes 11 to 2, \$2.39.

1500 Pairs Men's Boots Saturday at \$3.24

Button, lace and blucher boots, made of velour, patent colt, gunmetal, box kip and kid leathers. Light and medium fibre rubber and leather Goodyear welt soles; new records, English military and popular toe styles. We are positive that these boots cannot be duplicated at our Saturday's price, for the values are \$4.00 and \$5.00. Sizes 5½, 3.24 to 10. Our Saturday price

Boys' Suits 6.95

Values, \$9.50 to \$12.50



We've got suits just like these in stock at \$9.50, \$10.00, \$11.50 and \$12.50—but we got them in a manufacturer's season-end clearance, so that we can sell them at the wonderfully low price of \$6.95. Included are double-breasted two and three-button models of English worsteds and Scotch tweeds, and handsome Norfolk styles with pleats and belt. Greys, browns and mixtures; stripe and check patterns; real high-class suits for boys, 7 to 17 years of age, at the special price of 6.95

Boys' Dollar Sweaters, 79c

All-wool Pull-over Sweaters, elastic ribbed knit; navy with red or white striped collars. Good weight. Sizes 24 to 32. Regular \$1.00. Saturday, .79 each

Boys' Sample Overcoats

67 Hand-tailored Slip-on Ulsters, for winter wear. Single and double-breasted styles, with natural shoulders and full-fitting back. Convertible collars that will button close up to chin. Scotch wool materials in browns and greys, with will serge linings; sizes 21 to 35, for boys 13 to 17 years. Saturday at 9.45

Boys' Chinchilla Overcoats

Smart Russian Style Coats of winter weight grey chinchilla; have convertible collar, loose half belt on back, and warm checked body linings; 2½ to 10 years; sizes 20½ to 28. A splendid coat 5.00 for

The Robert SIMPSON Company Limited

The Pure Food Market Call Adelaide 6100

- MEATS.**
- Forequarter Spring Lamb, per lb. 18
 - Loin Spring Lamb, per lb. 24
 - Leg Spring Lamb, per lb. 27
 - Shoulder Roasts Prime Beef, per lb. (14c and 16c) .. 25
 - Blade Roasts, per lb. 16
 - Brisket Boiling Beef, per lb. 14
 - Finest Portmouche Roast, per lb. 25
 - Sirloin Steak, Simpson quality, lb. 25
 - Breakfast Bacon, select, mild, by the piece, 3 lbs. and up, per lb. 27
 - Choice Smoked Ham, mild, whole or half, per lb. 27
 - Pure Lard, 20-lb. pails, net weight, per lb. 25
 - Domestic Shortening, 5-lb. pails, gross weight, per pail .. 55
- GROCERIES.**
- 4,000 lbs. Finest Creamery Butter, R.S. Brand, per lb. 45
 - Kellogg's Toasted Cornflakes, 3 packages, per lb. 25
 - Leaf Sugar, 3 lbs. 20
 - Clark's Pork and Beans, in Chili Sauce, tall tin 14
 - Finest Canned Hawaiian Pineapples, per tin 25
 - Quaker Oats, large round packages, per lb. 25
 - Fray Bentos Corned Beef, 1-lb. tin 25
 - Canned California Asparagus Tips, per tin 25
 - Peanut Butter, in bulk, our own make, per lb. 17
 - Crossed Fish Brand Sardines, 2 tins 25
 - H.P. Sauce, bottle, per lb. 25
 - Finest Mild Cheese, per lb. 25
 - Pure Honey, in the comb, section, per lb. 25
 - St. William's Raspberry and Strawberry Jam, 16-oz. jar 24
 - Choice Olives, stuffed or plain, bottle, per lb. 10
 - 500 lbs. Peak Brand's Shortcake, lb. 20
 - Blue Bell Jelly Powder, assorted, 3 packages, per lb. 20
 - 500 lbs. Fresh Fruit Cake, per lb. 19
 - Finest Mixed Biscuits, per lb. 22
 - Choice Red Salmon, tall tin, per lb. 22
- FRESH ROASTED COFFEE, LB. 27c.**
- 1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Saturday, per lb. 27
- FRUIT SECTION.**
- New Carrots, large bunches, 3 bunches 25
 - Choice Lettuce, 2 bunches 25
 - Finest Jamaica Onions, per dozen 25
 - Fresh Sage or Savory, bunch, 5c bunches, 27c. 25
- CANDY SECTION—Main Floor and Basement.**
- Simpson's Social, an assortment of Chocolates, Creams, Tomboes, etc. Retail, per lb. 25
 - Maple Walnut Puddings, 1 lb. each 25
 - Neilson's, Lowney's and Cowan's Overseas Bars, ¼-lb. cake 25
- FLOWER SECTION.**
- Choice Mums, assorted colors, per dozen 50
 - Roses, assorted colors, per dozen 50
 - Caranations, per dozen 50
 - Fern Ferns, well filled, each, 25c and 37c.
 - Boston Sword Ferns, each, 37c and 50c.
 - Rubber Plants, each 50