

A Simpson Page Directed to the Needs of His Majesty the Boy

"Shell-Out"

What a melancholy world this would be without children, especially real, regular, every-day boys! And when we open the book of thought pertaining to our own boyhood days and think of the frolicking times indulged in, we heartily join with Douglas Jerrold in saying: "Blessed be the hand that prepares a pleasure for a boy, for there is no saying when and where it may bloom forth."

But some of us sometimes forget that we were at one time boys ourselves. Particularly does this apply to the merchant who, it is said, last Halloween dashed a pail of cold water over a gathering of small boys who had congregated about the outside of his store, demanding that he "shell-out."

Needless to say, the feelings of these fearless young hearts were dimmed beyond description, but only for the time being, for at the next corner they were received with more manly spirit—this big-hearted grocerman "shelled-out," in true old-time style, big, rosy, red apples, that sent these men-to-be on their way rejoicing. Nor were the incidents closed there. Did not most of these boys acquaint their parents with the contempt meted out to them in one place; also the kind-heartedness of the bigger man's act?

One man at least last Halloween struck a responsive chord of rejoicing in the hearts of a few boys, who in turn sent his inspiring impulses out to others of mature age.

The boys' division in our men's store is continually aiming to reach the boy's heart, to give him the smart little styles and the improved little clothing features that are so dear to him. Quite often we are enabled to "shell-out" to their parents big savings, which are brought about by advantageous buying opportunities that come to our boys' store.

The boy of today demands the same smart style "frills" in his clothes as those shown in men's division. With that knowledge in view we have had these mannish little suits and overcoats tailored in the same high-class manner as those that feature the men's garments.

Their designing in the work of specialists in the art of cutting boys' clothing.

They embrace materials that are characteristic of the men's suits and overcoats.

Boys like them for their individuality, and parents buy them because they are good sound value.

Some of the Suits Described

The assortment of fancy grey and brown check tweed tailored suits covers everything smart in the pinch-back style. Coats are single-breasted with natural shoulders, patch pockets and three-piece belt.

Made with durable warm body linings. Full fashioned lined bloomers with belt loops and expanding kneebands. Sizes 7 to 16 years. Sizes 25 to 34. \$8.50.

Another fancy pinch-back model is shown in a grey check pattern, single-breasted style with neat lapels, patch pockets with flap, yoke in back and three-piece all-around belt. Rich twill serge body linings.

Lined bloomers are full fitting, with belt loops and expanding kneebands. Sizes 7 to 16 years. Sizes 25 to 34. \$9.00.

Tailored from a medium grey Scotch tweed suiting we show a smart fancy Norfolk suit style. Single-breasted with peak lapels, patch pockets, with flap and all-around belt.

Durable twill serge body linings. Full fashioned bloomers are lined and made with belt loops and expanding kneebands. Sizes 25 to 28, \$11.00. Sizes 29 to 35, \$12.00.

Another fashionable style is shown in grey tweed suiting, in diagonal stripe and plain weaves. Single-breasted yoke models with box pleats down each side of back and front to stitched belt at waist. Snappy lapels and flap pockets. Rich twill serge body linings. Lined bloomers are full fitting, having expanding kneebands. Sizes 25 to 28, \$11.00 and \$13.00. Sizes 29 to 35, \$12.00 and \$14.50.



An exceptionally fine navy blue cheviot suit is shown, tailored same style as above, from an all-wool guaranteed navy blue cheviot. Boys 7 to 16 years. Sizes 25 to 29, \$15.00; 30 to 34, \$17.50.

We are showing an exceptionally smart little model for boys 4 to 8 years, tailored from medium grey tweeds, showing small herringbone and diagonal patterns. Single-breasted style with close-fitting lay-down collars, full yoke, cluster knife pleats down front, and pinch back, all-around belt at waist and patch pockets. Twill serge body linings.

Straight knickers, lined. Sizes 22 to 28. Prices, \$6.75 and \$7.25.

Boys Can Still Be Boys With These Warm Sweater Coats

Boys' Sweater Coats, fancy stitch, shawl or storm collar, in grey, Oxford, maroon, brown. Sizes 26 to 34, \$3.00.

Boys' Sweater Coats, fancy stitch, shawl collar, in Oxford and navy, fawn and brown. Special, \$1.50.

Boys' Heavy Penangle Brand Sweater Coats, in grey only, military collar. Extra special, 59c.

Boys' Sweater Coats, in Jumbo stitch, shawl collar, in fawn or Oxford, \$2.25.

Boys' Warm Underwear that Squares with the Best We Have for Men



The same excellent wools, skilled workmanship, and careful selection, indicative of our underwear for men, characterize these boys' garments.

Highest values at the lowest wearing underwear is obtainable.

all sizes, 22, 24, 26, \$2.25; 28, 30, 32, \$3.50.

Boys' Wool Combinations, in elastic rib; all sizes, 22 to 32, \$3.00.

Boys' Natural Wool Combinations, all sizes, 22 to 32, \$2.50.

Boys' Elastic Rib Combinations in natural and cream shades, all sizes, 22 to 32, \$1.50.

Boys' Elastic Rib Combinations in brushed wool, all sizes, 22 to 32, \$2.00.

Boys' Shirts and Drawers, in elastic rib, brushed wool, all sizes, 22 to 32, \$1.00.

Boys' Wool Shirts and Drawers, natural shade, sizes 20 to 30, \$1.00.

Boys' Elastic Rib Shirts and Drawers, cream shade, sizes 22 to 32, 75c.

Boys' Wool Jerseys, in navy, navy and white, navy and cardinal, brown and cardinal button on shoulder; sizes 22 to 32, \$1.50.

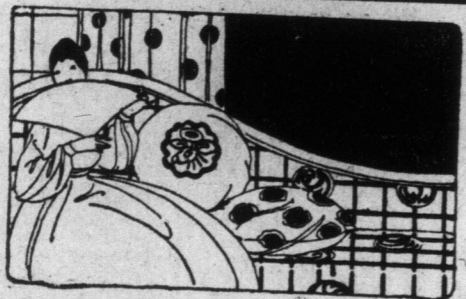
Boys' Wool Pull-over Sweaters, in navy and white and navy and cardinal; sizes 20 to 32, 85c.

Boys' Wolsey Combinations, sizes 22 to 32, \$1.25.

Boys' Better Fitting Corduroy Bloomers

These are the ideal bloomers for cold weather. Tailored in large, roomy bloomer styles, from heavy corduroy materials, in dark brown and olive shades. Made with belt loops at waist. Warm linings and strap and buckle knees.

For boys 7 to 16 years. Sizes 25 to 34. Price, \$1.65.



The Ideal Time to Have Furniture Overhauled IS NOW!

Whether it is just a favorite chair that needs new springs or a whole suite to be re-covered, our upholstery workroom is splendidly prepared to execute your order; and remember that we GUARANTEE PERFECT SATISFACTION on any work that you entrust to us.

Our stock of new coverings is exceptionally well assorted, including a fine range of imported English, Scotch and French Tapestries and Damasks; also some elegant silks and broadcases of Italian manufacture. The prices run from \$1.45 to \$8.50 yard.

Phone Main 7841 (Drapery Dept.) and we will gladly send a man to see your furniture and give you an estimate for any work of this nature. We make no charge for the latter service.

Comfortable Armchairs and Chesterfields Made to Order

If you are unable to find just what you are needing in a ready-made chair or Chesterfields, see the new sample furniture in our Drapery Department, Fourth Floor.

We specialize on this branch of homefurnishing and can make any style, shape or size of armchair, rocker, couch or Chesterfield to your particular requirements. Satisfaction guaranteed. Phone Main 7841 today.

prices for which warm, good-

Boys' Flannellette Pyjamas, sizes 24 to 30, \$1.25.

Boys' Flannellette Nightrobes, sizes 8 to 14 years, 69c.

Boys' Flannellette Nightrobes, sizes 8 to 14 years, 79c.

Boys' Heavy Cotton Jerseys, sizes 24 to 32, 59c.

Boys' Neckwear in latest colors, 25c and 50c.

Boys' Braces in Boy Scout, Police and Duplex brands, at 25c.

Boys' Warm Bath Robes

Full-fitting, cosy-looking Robes for boys 6 to 16 years; variety of grey, fawn, blue and red patterns.

Made with close-fitting, lay-down collars, and rope girdle at waist.

Boys 6 to 10 years, \$4.00 and \$5.00.

Boys 12 to 16 years, \$4.50 and \$5.50.

Boys' Handkerchiefs

Boys' Mercerized Handkerchiefs, with navy borders, at 4 for 25c, 5 for 25c.

Boys' White Lawn, with colored borders, 3 for 25c.

Boys' All-white Lawn Handkerchiefs, 4 for 25c, 4 for 28c.

Boys' Sport Handkerchiefs with colored borders. Very fine lawn, each 25c.

Boys' White Silk Handkerchiefs, 25c each.

These Manly Little Overcoats Are Big Brothers to All the Boys

We are still showing a full range of our Boys' Blue Chinchilla Reefers with red flannel linings. Smart double-breasted styles, with close-fitting black velvet collars, loose box back with side vents, brass G. R. buttons and flap pockets. Sizes 21 to 28, \$10.50.

A very dressy little trench overcoat is featured in a mottled green ulstering, in smart double-breasted style, with convertible collar, inverted pleat at back, all-around belt with buckle at waist and patch pockets.

Piped seams and saddle lining in shoulders and sleeves. For boys 3 to 9 years. Sizes 21 to 27, \$14.50.

Another stunning little style and one that is very neat, too, is this slip-on model, shown in fancy grey and brown mottled coating. Double-breasted, with form-retaining fronts and shoulders. Made with full-fitting box back and patch pockets. Durable, warm body linings. For boys 9 to 16 years. Sizes 27 to 34. Price, \$16.50.

Still another smart little coat is shown in a dark navy blue Whitney cloth, with fancy check body linings.

Designed in double-breasted style, with well-formed shoulders, black velvet collar, belt at waist and brass buttons. For boys 3 to 9 years. Sizes 21 to 27. Priced at \$8.00.

For the very little fellows we are showing a smart Russian model in dark brown chinchilla. Double-breasted model, with close-fitting velvet collar, full-fitting back, with side vents, and all-around belt at waist. These manly little coats have brass G.R. buttons. Made with heavy wool body linings. For boys 3 to 9 years. Sizes 21 to 27. Priced at \$7.50.

We are featuring a very smart double-breasted Chesterfield overcoat, tailored from a dark grey Whitney cloth, with deep lapels, black velvet collar, semi-fitting back, slash pockets and neat cuff on sleeves. These are warmly lined throughout.

Boys 9 to 16 years. Sizes 27 to 34. Price, \$18.50.

The above style may also be had in grey tweed ulstering, for boys 9 to 17 years, sizes 27 to 35, at \$13.50.

In the Ulsterette model we have a good selection in grey and brown wool ulsterings, showing neat stripe patterns. Double-breasted, with wide convertible collar. Natural shoulders, pinch-back and fancy patch pockets.

These handsome coats have warm twill body linings.

Boys 9 to 17 years. Prices, \$18.50 and \$22.00.



Not in Many Moons Have We Held Such an Overcoat Sale for Men

Some of the Materials

Blue Chinchillas, Black and Grey Check Tweeds, Brown and Black Mixed Tweed Effects, Harris Tweeds, Brown and Blue Whitneys

Made in These Good Styles

Double-breasted Ulsters, Double and Single-breasted Trench Models, Lloyd Style and the Exceedingly Popular Slip-on Models

If you come early you may get a \$50.00 or \$35.00 coat—but no matter when you come, as long as there will be any left, you will get a coat of remarkable merit. Most of these are advance trial models for next winter (the manufacturers are all others are splendid coats from our regular stock. Sizes 36 to 44. No coat in the lot worth less than \$22.00. All on sale today at

18.45

Use this Store's conveniences when in Toronto.

The Robert SIMPSON Company Limited

Take Lunch in the Palm Room Today's Menu

Served From 11.30 a.m. to 2.30 p.m.

60c

Consomme Brunoise. Chicken Gumbo Creole. Fried Fillet of Trout, Tartare Sauce, or Roast Loaf of Pork, Apple Sauce, or Roast Ribs of Prime Beef, au Jus. Potatoes, boiled or mashed. Canadian Peas. Choice of Dessert marked thus* Rolls or Bread, and Butter. Pot of Tea or Coffee.

For the Kiddies Rich, Deep, Full Furred Coats of Muskrat

Made of rich, full-furred Muskrat skins, which will offer excellent service; lined with brown satin. Price, \$22.50.

Muskrat Caps, in Hussar and Turban shapes, at \$4.50.

Toggles, in plain and combinations of such shades as cardinal, grey, khaki, navy, white and brown, at 35c, 39c, 45c, 50c and 65c.

Caps—All the smart shapes for boys, in one, four and eight-piece top styles; made from chinchilla, Whittneys, meltons, etc., at 95c and \$1.50.

Boys' Shirts

Boys' Khaki Shirts, sizes 12 to 14, 75c.

Boys' Black Sateen Shirts, sizes 12 1/2 to 13 1/2, 75c.

Boys' Oxford Shirts, sizes 12 1/2 to 14, 75c.

Boys' Flannel Shirts, sizes 12 1/2 to 13 1/2, 59c.

Boys' Warm Hosiery

2-1 Ribbed Cashmere Stockings, English make, seamless, excellent quality. Sizes 7 1/2 to 8 1/2, 75c.

2-1 Ribbed Union Cashmere Stockings, seamless, winter weight, extra good wearing. Sizes 8 1/2 to 10, 35c.

2-1 Ribbed Black Cashmere Stockings, all wool yarns. Good heavy weight, seamless. Sizes 7 to 8 1/2, \$1.25 and \$1.50.

Boys' Warm Gloves

English Tan Cape Gloves, unlined, assorted shades, one dome fastener, outsewn seam. Sizes 000 to 7, \$1.50.

Tan Leather Gloves, wool lined, soft pliable leather. Warmly lined, one dome fastener, strong sewn seams. Sizes 2 to 6, \$1.25.

Carry a Stove in Your Pocket or in Your Muff

It is safe, economical, efficient, compact, smokeless and odorless. The flame of a match provides the spark that gives eight hours' continuous heat.

Keeps the hands and body warm. Size 4 x 2 1/2 x 1 1/2 inches. Weight two ounces. Price 25c.

Extra refills for the pocket stove, per tube, 5c.

On sale Notion Dept., Main Floor.

We Pay Freight

On all purchases of \$10.00 or more, we pay transportation charges to any station in Ontario.

FOR NORTHWEST...
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