

**SIMPSON** Store Opens 8 a.m. Closes at 5:30 p.m. H. H. Fudger, Pres. J. Wood, Manager **PROBS.** Moderate S. W. and N. winds, becoming easterly at night; fine and cool. **The Robert SIMPSON**

# On the Relation of Clothes to Colds

How many men do you meet in the course of a day—especially these Woodbine days—dressed in the height of fashion, yet taking no pleasure out of life, *thanks to a bad cold?*

Of course it's a "bromide" to say that the exercise of a little common sense will prevent most colds. But the particular phase of this common sense that we would like to see exercised is in the matter of *seasonable* clothes.

Few and far between are the men of this town who have come through September without an Overcoat *and* without a cold. It's still more dangerous to tackle October without one. Exercise your common sense by coming here to-day or Monday and purchasing one of the following:

**A New Fall-Weight Overcoat**—Made from a specially fine English grey cheviot cloth, in single-breasted fly front style, beautifully tailored and finished with silk facing; a very desirable coat for good dressers. Price ..... 13.50

**A Heavy Winter Overcoat**—Made from a heavy English tweed overcoating, in good shade of brown diagonal weave, made single-breasted style, with convertible collar, draw straps on sleeves, slash pockets. This coat is very warm, yet not too heavy, and has satin lining through shoulders only. Price ..... 28.00

**A Heavy Ulster**—Made single-breasted style, with the two-way convertible collar, from an English dark grey ulstering in diagonal weave; full ulster length, with centre vent, good linings, perfect fitting, and one that will give entire satisfaction. Price ..... 15.00

## Nearly Five Dollars Saved On a Blue Suit

A blue suit of English twill worsted would probably suit you just a little better than any other suit you could buy. It's a safe investment at regular prices. What do you say, then, to this opportunity of buying one for **eight-ninety** on Monday? Mostly single-breasted, three-button sacques, but a few double-breasted. Sold in the regular way up to \$13.50. Monday ..... 8.90

### Hunters' Coats

After a man has taken out an extra insurance policy he then wants a good warm hunting coat, made from a heavy brown duck, corduroy collar, large game pockets, and lined with warm wool lining; an extra well-made coat. Monday ..... 3.50

### Boys' Double-Breasted Overcoats

The style is a double-breasted, with collar made to button up to the neck. The cloth is an imported Scotch tweed, in a medium grey shade. This coat is well tailored and trimmed with first-class linings; sizes 25 to 31, Monday, 7.00; sizes 32 to 35, Monday ..... 7.50

### Boys' Fancy Overcoats at \$4.50

Fancy Overcoats, in a dark, rich grey, with black stripe and faint touch of green; the cloth is a Scotch tweed, in a heavy weight; the black velvet collar, fancy buttons, cuff on sleeve, and general get-up makes this a popular coat for the boy from 3 to 9 years; sizes 21 to 27. Monday ..... 4.50

## The New Silk Hat

"The correct thing" for the races this afternoon, or for church to-morrow. If you didn't win one on the recent election, the next best thing is to get one here, where the following striking values will be found.

**Christy's English Make**, finest finish, in the new Fall shape, with medium or heavy brim ..... 5.00 and ..... 6.00

**Correct American Blocks**, very dressy hats, and exceptionally light in weight ..... 3.50 and 5.00



"Ah-Tchoo!"

Whether or not this is the acknowledged onomatopoeic representation of a sneeze, here, at least, is the acknowledged accompaniment, at prices that are difficult to match.

If you're a devotee of the "All-Linen" Handkerchief, you'll be glad to note the savings here indicated. The Irish lawn and the mercerized ones are proportionately good value.

**Men's Genuine All-Linen Handkerchiefs**, 1/4 and 1/2-inch hem; full size, and with fine, smooth Irish bleach ..... 3 for .38

Other qualities at ..... 3 for .50 and 3 for .68

**Men's Mercerized Handkerchiefs**, with floral (colored) borders, also blue and white polka dot borders ..... 3 for .25

5000 dozen Men's Irish Lawn Handkerchiefs ..... 5 for .25

## New Styles in Collars and Ties

The changes from year to year in Men's Collars are very subtle, but never neglected by good dressers. Most of the changes are in the direction of comfort—ties now slip through good double collars without difficulty, yet the collar preserves a neat snug appearance.

The new Austrian collars fit well and look superior to any other collar yet made; the tie slips easily through the double folds; they are made from pure four-fold linen, and the finish of them is perfect in every detail; a large range of styles to choose from at the popular price of ..... 3 for .50

Both shapes and shades are new in the Autumn Neckwear; the new Ties in the paddock are as easily picked out as the new Millinery in the enclosure.

There is now a new range of Fancy and Plain Silk Neckwear in stock. All the new shapes and styles for Fall wear are represented. The knitted neckwear is specially noticeable. Prices from 1.00 to 2.50; Silks ..... .50 to 1.50

# COLONIAL Drapery Fabrics

## The Opening Display

The making of the fine Colonial fabrics, the perfection of the process of dyeing fast colors, the reproduction in an inexpensive material of the most beautiful decorative cloths of this and former periods, marked a new era in home decoration. Formerly the home beautiful was possible only for those procuring the most costly block printed and finely woven fabrics. Now one's taste and the amount of pleasure one takes from beautiful surroundings alone restrict the possibilities of the most artistic furnishings.

### For the Living Room

For Hangings, Monastery Cloth in the fine rich verdure effects reproducing the beautiful colorings of old French tapestry at 65c the yard.  
For Coverings, Chair coverings, couch coverings, cushions or willow chair pillows, the Osman tapestries are a most effective and durable material—and the price for 36-inch width is 65c the yard.  
For Loose Covers, Curtains and Cushions, exact copies of the beautiful old English block printed taffetas and reps; the colorings and designs are unusually beautiful. The price, 40c and 50c the yard.

### For the Bedroom

For Curtains, French Volles made with plain centre and shadow printed borders for window curtains, the daintiest effects to match any color scheme at 50c the yard.  
For Over Curtains, taffetas and dimities in pink, blue, mauve, rose, green and yellow, a beautiful collection of dainty and yet effective materials, 40c the yard.  
For Bedspreads, plain white dimities, taffetas and reps, to be trimmed with band decorations and appliques to match the draperies. Dresser covers and bedroom boxes may also match perfectly.  
For the Dining-room, the heavy double printed serims with stencilled borders make inexpensive but most effective curtains, 30c the yard.  
A special display showing the many effective treatments in which these materials may be used will be made in our department during this week.  
These fabrics are obtainable in Toronto only at The Robert Simpson Co.'s Drapery Department, 4th Floor.

The **SIMPSON** Company Limited

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