

A Style Exhibition for Men and Young Men in the Men's Store at Simpson's Today
Exemplifying Better-Looking Fall Clothes—Makes of Known Merit at Prices That Will Please You

The leading spirits among the young fellows, keen and alert to the new style touches, will welcome the dashing new fall suit and topcoat styles and the sterling values we can offer them this season.

Substantial business and professional men who ask for current, correct fashion, tempered with dignity—clothes that are right but not conspicuous—will find in our extensive collection models especially adapted to their individual requirements.

We ask you to come to the Men's Store today and look at the new high-class Canadian and American makes which we have assembled for fall wear. Both the men's and young men's styles are right, and you can be fitted more accurately because of the many special sizes.

An outstanding value today for men is this topcoat of Donegal tweed, designed in military form-fitting style with yoke across back, from which extends to bottom hem an inverted pleat. Belt across back only. Sizes 36 to 42. Special value at \$20.00.



Model Top-Coat
For Men and Young Men

One of the season's smartest topcoats for both men and young men and fit for any kind of weather is this "Mackinette" shown in olive green melton cloth. It is made in trench or military style with all-around belt, slash pockets and velvet or self collar. If you don't want to wear the belt outside, as illustrated, it can be worn inside. Satin trimmed. Sizes 36 to 40. Good value. Priced at 27.50

Another Top-Coat
For Men and Young Men

A daring military or trench style topcoat, typically labeled "Tourist," is of handsome worsted mixture. It is altogether the season's smartest style, and will no doubt become immensely popular among the outstanding young men and men. Designed with twin inverted pleats at back, convertible collar, slash or saddle pockets and all-around belt. For all weathers. Sizes 36 to 40. Priced at . . . 30.00

Here's a Special Model for the Keen, Alert, Very Young Man, Rare Good Value, \$20.00

A particularly youthful suit model for the leading style lights among the very young men is shown here today at an extremely moderate price. It features rich dark brown, firm finish tweed in self pattern. Two-button, single-breasted coat has patch pockets, alert rolling lapels, and front as well as shoulders are soft and pliable. Slim straight lines to the trousers and vest. Really a striking model and very moderately priced, too. Sizes 32 to 36. Priced at 20.00

Still Another
The Trencher

Winter weight, double-breasted, three-button Ulster of heavy ulster cloth, in dark brown with red invisible overcheck. Has slash pockets and belt all round. Sizes 36 to 42. Priced at 32.50

Yet Another Top-Coat
For Men

Smartly ahead of the style-drift is this double-breasted trench style ulster of heavy red and brown mixed fancy coating. Designed with huge inverted pleat down centre back from yoke to hem, lending wide-flowing military skirt effect, while inverted side pleats add to its dashing appearance. Trimmed with satin. Sizes 36 to 42. Priced at 45.00

For Young Men and Men Who Want to Stay Young

You will want to know these popular "Beltsacs"—a remarkable range of suit models with pleated back, pinch-back and three-quarter or all-around belt. One of the many is of rich dark brown cheviot with stripe of gold and white interwoven. This model gives you style and smart appearance combined with a new sense of outdoorish feeling. Coat cut with high waist and single-breasted soft front and soft natural shoulders. Vest and trousers in youthful mannish style. Priced at 35.00

Business Men— Professional Men, Attention!

Look around wherever you see smart, upstanding men and you'll find the "Cornell" there. It is a handsome three-button suit model especially designed for the substantial business or professional man. Its lines are dressy and distinctive, but tempered with dignity. Built of black and white tweed with interwoven touches of red, blue and green showing prominently. This special model will prove a very useful model for the hard-to-fit man. Sizes 36 to 42. Priced at 30.00

A Clever, Full of "Punch" Suit Model for Young Men

At the theatre—on the avenue—wherever smart young men gather—you will see the "Regent"—a modified military suit style of red and black silk stripe vicuna. You are bound to like the trim waistline, the soft roll front and its well-bred lines generally. Three-button, form-fitting coat. Sizes 36 to 42. Priced at . . . 22.00



Fall Opening Display of Women's Fashions Begins Today

It is with the guiding spirit of a great civic duty as much as with the pride of this business at heart, that this store-organization with its many commercial outposts has fulfilled its vast tasks in gathering, housing and making ready for this wonderful new season

Great Stocks of New Fall and Winter Merchandise

Stocks so ample that in spite of the difficult market conditions the people of Toronto may continue to be supplied with the best of the goods the entire world is producing, in quantities sufficient to meet every demand, in varieties complete to make selections pleasing and satisfactory, in qualities worthy to make certain of service and value, and to give in their possession a sense of natural pride and a feeling of worth. We cordially invite your inspection of these splendid new stocks.

The Robert **SIMPSON** Company Limited

We Make it Easy for Stout Men to Dress Correctly

We have our latest style ideas adapted each season for the stout and semi-stout figures. They are designed without sacrifice of ease and comfort where most required.

If you are neither stout nor thin we have special models which we have termed the "go-between."

We offer you the same good values in these special models as we offer in our regular styles.