

We have begun to take orders for Soldiers' Supply Boxes to be packed and shipped from London, England. The prices are just what it costs us to have them made up and forwarded. Ask about this practical way of remembering the boy in the trenches as the holidays approach. DO IT NOW!

A Wonderful Value in Boys' English Worsted Suits at \$6.95

Regular \$11.00, \$11.50, \$11.75, \$12.50.
Parents and boys alike will appreciate the values offered today. The suits are beautifully tailored and finished throughout; made from all-wool English worsteds, in seasonable shades of grey and brown, small mixed checks and plain weaves. Coats are single-breasted, three-button fancy yoke Norfolk models, featuring the fancy pointed yoke with inverted pleats down back and front to sewn-on belt; very smart lapels; form-fitting shoulders, and patch pockets, with button; centre vent in back; strong twill serge body linings; full fashioned bloomers are lined throughout, with belt loops and watch pocket at waist, and expanding knee band. Boys 7 to 17 years. Sizes 25 to 35. Regular \$11.00, \$11.50, \$11.75, \$12.50. Today **6.95**

Boys' Tweed Raincoats \$4.95

Regular \$7.50, \$8.00, \$8.50.
These are broken lines from stock and are marked at this attractive price for early morning selling; fashionably tailored in rich shades of grey and brown, in mixed checks and plain weaves, with full-fitting skirt, convertible collar, wind straps on sleeves and fancy check rubberized linings. Boys 7 to 12 years. Sizes 25 to 30. Tuesday **4.95**

Men's 89c, \$1.00, \$1.25, \$1.50, \$2.00 Shirts at 69c

"Arrow," "Star," "Crescent" and "Congress" Makes.

The quantity is immense, the qualities unusually good. The lot consists of counter soiled and broken ranges from our summer selling, which we wish to clear to make room for our new fall patterns. In the lot are half-line, single, double and cluster stripes, on light backgrounds; plain white, blues, blacks, helio, tan, green and two tone effects; collar attached style in white, tan and grey. Laundered and double French cuffs. Sizes 13 1/2 to 18. Reg. 89c, \$1.00, \$1.25, \$1.50, \$2.00. Today **69c**



Men's 75c and \$1.00 Underwear at 69c

Men's Winter Weight Underwear, in Scotch wool, heavy elastic ribbed cotton; also elastic ribbed Balbriggan winter weight shirts and drawers to match. Sizes 34 to 46; not all sizes in each line. Regular 75c to \$1.00. Tuesday **69c**

75c Work Shirts 69c

Men's English and Canadian Drill Work Shirts, collar attached style, in black and white stripe; English Oxford; also blue chambray, double-breasted style (Gladiator Brand); large, roomy bodies. Sizes 14 to 18. Reg. 75c. Tuesday **69c**

100 Only Colored Umbrellas at \$1.98

A special purchase of Umbrellas which, if bought in the regular way, would sell for \$3.00 to \$5.00; they come in pure silk or fine silk mixtures, and the much wanted colors, such as purples, navy or royal blue, green or shot effects. Good range of long, stylish handles. Tuesday **1.98**

Men's Box Calf Blucher Boots

500 pairs Men's Box Calf and Dongola Kid Boots, with dull kid uppers; full neat-fitting last; solid standard screw soles; military heel. This boot is extra good value at \$3.00. All sizes, 6 to 11. Tuesday **2.19**

Boys' School Boots

Just the kind of boots for school, strong but good-looking, made of box kip leather, Blucher cut; solid standard screw soles, round toe shape and low heels. Sizes 11 to 13 and 1 to 5. Tuesday **1.99**

Pure Food Market TELEPHONE Adelaide 6100

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|--|----|---------------------------------------|----|
| Prime Loin Roasts of Young Pork, lb. | 27 | Roman Meat, large package | 34 |
| Boneless Rolled Brisket of Beef, lb. | 27 | Choice Queen Olives, American gem, 30 | 30 |
| Round Shoulder Roasts of Beef, lb. | 17 | 500 lbs. Fresh Cracknel Biscuits, per | 23 |
| Thick Rib Roast of Beef, lb. | 18 | 500 lbs. Fresh Cracknel Biscuits, per | 23 |
| Sweet Pickled Shoulders of Pork, 5 to | 18 | Pure Cold Quick Chocolate Custard and | 25 |
| 7 lbs. each. Only 1 lb. | 18 | Coke's Gelatine, package | 25 |
| Swift's Boneless Premium Back Bacon, | 18 | Arrowroot Puddings, 3 pkgs. | 25 |
| whole or half back. Only 1 lb. | 18 | Arrowroot Puddings, 3 pkgs. | 25 |
| Guin's Essaiifire Shortening, 3-lb. pack, | 24 | Nosco Onion Salt, package | 10 |
| gross weight, per lb. | 24 | St. Charles' Milk, tin | 14 |
| Simpson's Family Sausages, 2 lbs. | 20 | 1,000 dozen Choice California Lemons, | 25 |
| for | 20 | doz., 25c, or 3 doz., 60c. | 25 |
| 100 lbs. | 25 | 100 lbs. Milk Chocolate Cocomut | 35 |
| One car Standard Granulated Sugar, in | 22 | 500 lbs. Milk Chocolate Cocomut | 35 |
| 20-lb. cotton bags, per bag | 13 | 500 lbs. Milk Chocolate Cocomut | 35 |
| Lake of the Woods Five Roses Flour, | 12 | 500 lbs. Milk Chocolate Cocomut | 35 |
| quarter bag | 12 | 500 lbs. Milk Chocolate Cocomut | 35 |
| California Seedless Raisins, 12 1/2 | 12 | 500 lbs. Milk Chocolate Cocomut | 35 |
| Magie Baking Powder, 1-lb. tin | 22 | 500 lbs. Milk Chocolate Cocomut | 35 |
| Finest Creamery Butter, lb. | 39 | 500 lbs. Milk Chocolate Cocomut | 35 |
| Crisco, tin | 29 | 500 lbs. Milk Chocolate Cocomut | 35 |
| Choice Red Salmon, tin | 20 | 500 lbs. Milk Chocolate Cocomut | 35 |
| Peanut Butter, in bulk, our own make, | 22 | 500 lbs. Milk Chocolate Cocomut | 35 |
| lb. | 22 | 500 lbs. Milk Chocolate Cocomut | 35 |
| St. Williams' Strawberry and Rasp- | 17 | 500 lbs. Milk Chocolate Cocomut | 35 |
| berry Jam, new pack, 16-oz. jar | 17 | 500 lbs. Milk Chocolate Cocomut | 35 |
| Macdonald's Kipperd Herring, tin 18 | 18 | 500 lbs. Milk Chocolate Cocomut | 35 |
| Lily Brand Marmalade, large glass | 18 | 500 lbs. Milk Chocolate Cocomut | 35 |
| tumbler | 18 | 500 lbs. Milk Chocolate Cocomut | 35 |
| Fancy Patna Rice, 3 lbs. | 25 | 500 lbs. Milk Chocolate Cocomut | 35 |

Some Exceptional Values at Simpson's Today



If You're Fond of Nice Clothes

there's a treat for you in looking over our new fall lines. Even if you do not ordinarily wear ready-to-wear suits or overcoats, just have a fitting from our stocks of fine new American, Canadian and English goods and you may find you can save quite a bit on your new outfit and be just as well satisfied. In fact satisfaction is guaranteed.

A Special Show of Rainproof Coats is the Feature Today

English Paramatta Waterproof of double texture English paramatta cloth, a greenish fawn color, cut with raglan or square shoulders, all seams sewn and taped, making it proof against rain. Sizes 34 to 44, at **10.00**

The Smart Tweed Waterproof

is most popular, made from a brown and grey mixed English tweed with a fancy check back; cut in one of the popular slip-on styles, with full box back collar, patch pockets. Thoroughly waterproof and nicely tailored. Sizes 34 to 42, at **12.50**

English Tweed Raincoats

Made from splendid quality tweeds, in light brown and grey mixtures; beautifully tailored in the smart slip-on style, with two-way collar; buttoned through and thoroughly proof against rain. Sizes 34 to 42, at **15.00**

English Burberette Slip-on Coats at \$18.50

It is that good quality fine texture English burberette cloth, in a tan shade. It will stand the ordinary shower and make one of the choicest full-weight coats. Single-breasted button-through, slip-on, patch pockets, silk through shoulders and sleeves. Sizes 36 to 44, at **18.50**

English Tailored Burberette Coats, lined throughout, at \$22.00. Unlined, in same material, at \$20.00.

For the Floor That Needs a Surface—for kitchens, bath or hallway, and for soft wood floors around the rugs—patterns for every possible place at these right prices.

- NEW INLAID LINOLEUMS.** Per square yard, \$1.00, \$1.25, \$1.45.
- Scotch Printed Linoeums. 75c**
- DOMESTIC PRINTED LINOLEUMS.**
- Two yards wide, per square yard, **55c** and **65c**; 4 yards wide, per square yard, **70c**.
- FLOOR OIL CLOTH.** Per square yard, **42c** and **48c**.
- English Floorecloth Surrounds,** 18 inches, **30c**; 22 inches, **40c**;
- 27 inches, **50c**; 54 inches, **85c** per yard.
- KEY BORDER PASSAGE LINOLEUM.** 22 1/2 inches wide, per yard, **37c** and **45c**; 27 inches wide, per yard, **43c** and **50c**; 36 inches wide, per yard, **53c** and **60c**.
- STAIR OIL CLOTH.** Canvas back, 18 inches wide, **19c**; 22 inches wide, **23c**. Painted backs, 18 inches wide, **19c**.
- CORK CARPETS.** 1st quality green, per square yard, **\$1.35**; 2nd quality green, per square yard, **\$1.10**; 1st quality brown, per square yard, **\$1.30**; 2nd quality brown, per square yard, **\$1.05**.
- PLAIN LINOLEUMS.** Extra quality, **\$1.35**; 1st quality, **\$1.00**; 2nd quality, per square yard, **90c**.
- Measurements Taken and Estimates Given Free of Charge**

The SIMPSON Company Limited

Pick Your Fall Hat Today

You'll find it easy to choose a new, smart Fall Hat from our big showing of English, Italian and American styles. Everything in Men's Hats for the sporty young chaps, as well as for their more dignified but no less dressy elders. Fedoras shapes, \$4.00, \$3.50, \$3.00, \$2.50, \$2.00 and \$1.50. Hard Hats, \$4.00, \$3.50, \$3.00, \$2.50, \$2.00 and \$1.50. Silk Hats, \$8.50, \$7.50, \$6.50 and \$5.00. See display in Yonge St. windows.

A Selected List From the Great 69c Sale in the Store Today

85c GLOVES AT 69c. Women's French Suede Gloves; soft, pliable, uniform skins; dome fasteners, oversewn seams, neat self point on back; tans and browns; perfect finish. Sizes 6 to 6 1/2 only. Regular 85c. Tuesday **.69**

75c GLOVES AT 69c. Boys' Tan Cape Gloves, Girls' Tan Cape Gloves—English and Canadian makes; dome fasteners; assorted tan shades; pique sewn seam; soft and pliable; all sizes. Regular 75c. Tuesday **.69**

HOSE. Boys' and Women's—English cashmere stockings, seamless finish, good weight and fast black, double heel and toes. Sizes 6 to 10. Regularly 29c pair. Tuesday, 3 pairs **.69**

MEN'S SOCKS. Men's Plain Black Cashmere Socks, English make, closely knitted yarn, good weight; close elastic ribbed cuff; spliced heel, toe and sole. Regular 25c pair. Tuesday, 3 pairs **.69**

HOUSE DRESSES, 69c. Gingham House Dresses, in stripes and checks, greys, blues and black and white; self, chambray trimmed and embroidered collars; three-quarter sleeves; full skirts. Sizes 34 to 44. Regular \$1.00. Tuesday **.69**

HAND BAGS. Misses' Hand Bags, in all fine leathers, as crepe grain seal, morocco, calf and moire silk; colors are black, navy, green, tan, grey, brown and red. Regular 75c and 85c. Tuesday **.69**

LEATHER GOODS. 75 pieces of small leather goods, consisting of folding mirrors, drinking cups, pocket photo cases, 3 folds, bill folds, toy purses, note books, and many other items. Regular 75c to \$1.25. Tuesday Sale price **.69**

ODD SHEETS, 69c. Broken lines from stock and some made from ends of some of our best selling lines of sheeting. All nicely hemmed; size 70 x 90 inches; will fill a limited number of phone orders. Tuesday, each **.69**

BLEACHED COTTON. Madapolam, a fine bleached cotton for women's and children's wear; width 36 inches. Tuesday 7 yards for **.69**

WHITE FLANNELETTE. Soft, warm napping; width 27 inches. Tuesday, 7 yards for **.69**

BATH TOWELS. Brown Linen Turkish Bath Towels, heavy quality. Worth 85c. Tuesday, pair **.69**

BEDFORD CORD WAISTS White and black striped; open front, with large pearl buttons; low scalloped collar; two patch pockets and cuffs of white pique; for a well cut, well made smart waist this is a most unusual price. Sizes 34 to 42 bust. Reg. 1.25. Marked for Tuesday at **.69**

COTTON CREPE WAISTS In a heavy quality; colors are Belgian, navy or helio ground, with narrow white stripes; low convertible collar and long sleeves. Sizes 34 to 42 bust. Regular \$1.48. Tuesday **.69**

300 Smart White Lingerie Waists, in a choice of 20 designs and styles; oddments and small lots to be cleared out. Regular \$1.25 to \$2.00 values. Tuesday, each **.69**

\$1.25, \$1.50 Corsets at 69c

300 only Women's Corsets, broken lines and manufacturers' odd samples; made of coutil, with medium bust and long hip and back, with good quality steel filled boning; lace and embroidery trimmed, and four hose supporters. Cannot promise to fill phone orders after the first half hour's business. Sizes 19 to 30. Regular \$1.25 to \$1.50. Tuesday **.69**

Brassieres at 69c

About 280 Women's Brassieres that are odds and ends of D. & A., H. & W. and Warner's makes; fine cambric and batiste; hooked in the front and crossed in the back styles, with yokes of lace and embroidery, in many pretty designs. Sizes 34 to 44. Regular \$1.00 to \$2.25. Tuesday **.69**

Bathroom Fixtures

Regular 75c to \$1.00. Bath Stools, white enameled; rubber tipped legs. Tuesday **.69**

Towel Bars, nickel-plated brass; 18 or 24 inches long. Tuesday **.69**

Soap Dishes, for wall, bath tub or stand. Tuesday **.69**

Comb and Brush Rack. Tuesday **.69**

Tooth Brush Holder. Tuesday **.69**

Room Lots of Wall Papers at 69c

Clearance sale of broken lines—tied in bundles—some have wall, border and ceiling, others wall and ceiling; eight to sixteen rolls in a bundle; complete assortment of styles and colorings. Regular \$1.50 to \$3.00. Clearing Tuesday, one-price **.69**

Brass Fern Pots

5-inch Brass Fern Pots, in dull and bright finish, three claw feet and lion head, handles. Regular price 98c. Tuesday **.69**

Brass Jardinieres

Brass Jardinieres, to fit 6-inch pot, three ball feet; dull or bright finish. Regular 98c. Tuesday **.69**

Jewelry at 69c

10k Gold Earrings, set with imitation stones. Regular \$1.50, for **.69**

10k Baby Charms, round or heart shaped. Regular \$1.00, for **.69**

9k Beauty Pins. Regular **.69**

10k Pendant, stone set, with pearl drop. Regular \$1.50, for **.69**

10k Baby Rings, signet or stone set. Regular \$1.00, for **.69**

Girls' September Birthstone Rings, 10k gold. Regular \$1.00, for **.69**

Gold Filled and Sterling Silver Earrings, Sterling Silver Brilliant Stone-set Rings, Gold-Filled Pendants and Chains, Jet Brooches, Ladies' Gold-filled Fobs, Men's Gold-filled Waldemar Chains, Gold-filled Crosses, Lockets and Chains, Long Black Guards. These are priced regularly from 75c to \$1.50. Tuesday **.69**

LOT FOR
1115 17th
Southeast corner, W. 7th
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be sold. Apply
M. H. WILLIAMS
38 King Street East.

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