

Two Pages of Simpson Opportunities for Today

**This Morning at 8.30
Men's Black Stiff
Hats \$1.15**



**No 'Phone or
Mail Orders,
and only 2 Hats
to a customer.**

Manufacturers' samples and odd half dozen lots; all extra fine quality English fur felts, in flat and rolling brim shapes, with full and tapered crowns. Regular \$1.50, \$2.00, \$2.50 and \$3.00. On sale Wednesday, 8.30, at **1.15**

A Shirt Special at 49c
550 Only, Regular 69c, 75c, \$1.00.

Men's Negligee Shirts, in plain and fancy hairline and cluster stripes of black, blue, helio and tan stripes; all are coat styles; laundered and French cuff styles; some are slightly counter soiled; sizes 14 to 17½. Regular 69c, 75c, \$1.00. Wednesday **.49**

SOLDIERS' SPECIAL.
Khaki Union Flannel Shirts, made collar attached style; Winter weight; large, roomy bodies; double sewn seams; sizes 14 to 16½. Reg. \$1.25. Wednesday... **.98**

1,200 Pieces of Men's Underwear at 98c
Regular \$1.25, \$1.50, \$1.75, \$2.00.

We cannot promise to fill phone or mail orders. Only two suits to each customer. In the lot are natural wools, merinos, Scotch wools, cashmeres, broken ranges from our regular stock shirts and drawers, in sizes 34 to 44, but not all sizes in each range. Regular \$1.25 to \$2.00. Wednesday each, 98c; suit, \$1.95.

Cashmere Underwear
Men's Fall Weight Cashmere Underwear, made from pure Australian wool yarns; close-fitting cuffs and ankles; bles facings on shirts and drawers. Sizes 34 to 44. Regular \$1.00. Wednesday **.79**

Boys' 50c Sweaters 33c
Berg's Heavy Cotton Sweaters, roll collar style, in fine cardigan stitch; plain grey only; close-fitting cuffs. Sizes 28 and 30 only. Regular 50c. Wednesday **.33**

BOYS' FLEECE-LINED UNDERWEAR.
Natural shade, soft, fleecy wool, lined shirts and drawers. Sizes 24 to 32. Wednesday **.29**

**We Bid Adieu
to Our Earlier
Trimmed Hats**

**On Sale Today
in Four
Great Groups
at Half Price**

Our Millinery stocks must always look fresh and new. All the trimmed hats that have been in stock for a longer period than our system allows will be cleared Wednesday. The sale prices will be half and less than half of what we asked for them formerly. They will be in four groups, at the following prices:
2.95 3.95 4.95 5.95

**Flannelette Nightgowns
55c**

600 Women's Nightgowns, of good quality striped flannelette. Mother Hubbard style. High neck and long sleeves, trimmed with full of self and edge of lace. Sizes 56, 58 and 60 inches. Clearance price Wednesday **.55**

**These Dainty Waists
at \$1.95**

A lovely model of white voile, with broad satin stripe, in either pink or sky blue. Open front, with convertible high or low collar and long sleeves. Sizes 34 to 42 bust. Marked special for Wednesday at ... **1.95**

An Excellent Range of New Styles in The Fall Weight Slip-on Overcoats

The smartest of young men's overcoats, made from light grey or brown mixed Donegal Tweeds. Cut in new style, with loose box back and patch pockets, and satin-lined through shoulders and sleeves. Best tailoring and finish. Sizes 34 to 40, at **20.00**

**A Winter Coat at
\$18.50**

Slip-on style, double-breasted, with velvet collar and patch pockets. The material is English, plain brown, with fancy 34 to 40, at **18.50**

A Tweed Coat

Made from a fine English tweed coating, in grey, with indistinct pattern, cut in a smart slip-on style, with satin sleeve lining; finely tailored. Sizes 34 to 40, at **18.00**

**Boys' Winter Slip-on
Coats \$4.50**

Smartly tailored from heavy weight tweed overcoatings, in seasonable grey and brown shade, featuring diagonal and herringbone weaves; double-breasted slip-on models, with neat self-collar that fastens close to chin; well-formed shoulders, small cuff on sleeves, and warm durable body linings. A dandy warm school coat for boys 2½ to 8 years. Sizes 20½ to 26. Wednesday **4.50**

**Other Good
Values**

In Boys' Overcoats are featured in the season's latest styles and colorings. An early visit to our Boys' Department will make a good selection a very easy matter. Boys, 3 to 10 years. Sizes 21 to 28. **\$6.50, \$6.75, \$7.00, \$7.50, \$8.00, \$8.75, \$9.00, \$11.00.**



Ask to see "Jack and Jill" and "Daintymaid" custom-made boots, for girls and boys. Prices range from \$2.50 to \$7.00.

**8.30 Special Men's Sample
Boots \$2.89**

150 pairs only, Men's Sample Boots, suitable for all kinds of outdoor wear; made with extra heavy and medium weight soles; tan grain urus calf, box calf, Boston calf and chrome tanned leathers; full-fitting toe styles. Regular \$3.50 to \$4.50 boots. Wednesday **2.89**

MEN'S BLUCHER BOOTS, \$2.19.

475 pairs, box kip and dongola kid Blucher boots, made on full round toe last, heavy solid standard screw soles and medium heels. Sizes 6 to 11. Regular \$3.00. Wednesday **2.19**

BOYS' EXTRA WELL-MADE BOOTS, \$2.29.

Boys' Blucher Boots, made of oil grain, box kip and dongola kid leathers. These boots are exceptionally well made and have standard screw soles. Guaranteed counter and box toes. Sizes 4 to 5. Regular \$3.00. Wednesday **2.29**

Fashionable Dress Goods, Silks, and Velvets in a Most Comprehensive Display, Directing Attention to a Number of Exceptional Values

Warm, Cosy Cloakings, Fashionable Dress Goods and luxurious Silks in gorgeous colorings will be the centre of interest to-morrow at Simpson's, when a host of newly-arrived materials will be shown for the first time, and a number of specially priced fabrics will be featured for this one day.

**The Suitings that are
in High Favor**

FLEUR DE POPLIN.
In delightful new tones for suits and dresses.

NEW ONDINE CORDS.
Perhaps the smartest of fashion's new weaves. Rich silky finish. Shades suitable for evening or street wear.

NEW CREAM FOR SPORT COATS.
Smart duffel, chinchilla, lambs' curl and cream ground with smart stripes, checks, block, plaid, etc.

ELEGANT EOLIENNE CHIFFON.
In fashion's favored shades. Specially adapted for the new styles for pleating.

NEW PERMO FABRICS.
For dresses and suits, absolutely uncrushable. Ask to see them in the new shades.

CLOAKINGS.
Special Showing of Creams for Little Folk.
In bear cloths, fancy shell effects, blanket cloths, fluffy chinchillas, plush cords and lamb curls, etc.

POPLIN DE CHENE.
And Bengaline and Arora cords are also leaders in the new tones of greens, purple, greys, blues, wine, royal, navys, browns, sapphire, amethyst, rose, etc.

Cloakings that are in Greatest Vogue

Rich Silk Selettes.

FANCY CURL COATING.
In Russian, African, taupe, navy, tabac, royal, and black; smart and elegant in appearance.

Fancy Caraculs.

VELOUR TWEEDS.
A new tweed coating in lovely mixtures, neutral plaids and block checks.

Beaver Cloths.

SMART CHINCHILLAS.
In new browns, greys, navys, royal, tabac, leather mixtures, also Copen, scarlet, black and cream.

Two Rousing Specials in Dress Goods

An extraordinary offer in two qualities of black and white check dress goods. They are fine, firm worsted makes; guaranteed thoroughly fast coloring. In five sizes of checks, from the fine pin check to the large block check; adapted for smart suits, children's dresses, separate coats, skirts, etc.; 40 and 42 in. wide. Regular 55c and 65c. On sale on the Main Floor near Queen Street elevators, and also in the Dress Goods Dept. Second Floor. Wednesday, per yard **.38**

English made heather mixtures, tweeds and block checks of greys, browns, greens, etc.; also English all-wool suiting serges, in guaranteed qualities; blacks and three shades of blue; fine wearing qualities for suits, separate coats, etc. There are 4,000 yards in this lot, but we anticipate so large a demand that it will be advisable to come early; 40 and 42 in. wide. An extra big special at, per yard **.75**

**Truly Wonderful is this Season's Showing of
Silks and Velvets**

And now while the stocks are full and fresh and selection easy is the best time to purchase. Black Silks, Colored Silks, Crepe Georgettes and Crepe de Chine, stripes, checks and fancy designs. Japanese silks, trimming silks.

Transparent Fabrics have many uses, and new shades and weaves are constantly appearing. "Georgette" holds its wonderful popularity, and is a leader with the designers. "Brocade" are good, the old-fashioned "Paisley" patterns especially so. "Combination Gowns" of brocade, in satin and

crepe, with plain weaves, now in evidence. Crepe de Chine and Pastel Colorings, in satins, are favorites for afternoon and evening dresses. Taffetas, in plain, shot and striped effects are rivals for many of the new full styles of skirts and dresses.

**Most Parisian Garments Show Touches
of Velvet**

Our velvets are from the leading makers of Lyons, France, and every new shade is represented. Burgundy and other wine reds, purple, amethyst, and pearly, Russian and moss greens, and all shades of brown from light golden to the darkest seal and nigger browns. We anticipate a shortage of velvets long before the season is over, so we recommend early selection.

**Charming Silks and
Wool Fabrics**

CHARMING BROADCLOTHS.
In rich, deep tones, for the smart suits and coats; shrunken and spotproof.

GUARANTEED NAVY AND BLACK SERGES.
Simpson's noted qualities, from England's famous looms, thoroughly soap shrunken men's wear cloth. Also gabardines in mid-night navys and raven blacks.

GABARDINE FOR TAILORED SUITS.
In a choice range of new shades for Fall and Winter; beautiful, fine in finish.

NEW STRIPES, CHECKS AND PLAIDS.
For the sporty separate skirts, suits, coats and dresses, in green, brown, royal, navy and black grounds, in block, checks, plaids and stripes of neat contrasting colors.

VELOURS, FOR COATS AND SUITS.
Lovely soft velours, for coats and suits; also pastel shades for opera cloaks.

EXCLUSIVE COLORINGS IN NEW TWEEDS.
For tailored suits, coats and individual skirts; new colorings.

HEAVY COATING BROADCLOTHS.
In the popular, and wanted shades.

Hosiery and Gloves for Fall Wear

Men's Plain Black Cashmere Socks, no seams, fine English yarn, closely knitted in a good weight, close fitting ribbed cuff, spliced heel, toe and sole; sizes 9½ to 11. Wednesday **.25**

Men's Fine Winter Gloves, in a tan suede and cape leather; wool lined; dome fastener, and strong sewn seams; assorted shades; sizes 7 to 10. Wednesday **.85**

**English Tea Sets
Priced Specially Low Wednesday**

Pretty English Tea Sets, \$4.39—Excellent quality thin white bone china, in various pretty pink rose decorations; have gold traced handles and edges; 40-piece set. Wednesday special, the set **4.39**

\$3.50 CLOVER LEAF TEA SETS, \$2.49.
Fine quality thin English ware; 40-piece set. Wednesday special, the set **2.49**
DAINTY "AYNSLEY" CHINA TEA SETS, \$14.95.
A new rosebud border and black line edge design; 40-piece composition; beautiful quality "Aynsley" English china. Wednesday, the 40 pieces in all. Wednesday, the set **11.95**
35c ENGLISH CUPS AND SAUCERS, 23c.
"Aynsley" and "Chelsea" English bone china; several designs, gold line handles and edges. About 800 in the lot. Reg. 35c. Wednesday **.23**

**Linens, Blankets, Etc.
Temptingly Priced**

10c and 12½c Longcloth at 7½c. A fully bleached, good, general purpose cotton; 38 inches wide. Regular 10c and 12½c per yard. 5,000 yards on sale Wednesday at **7½c**

White Flannelette, a lovely, soft quality, for women's and children's wear; 32 inches wide. An exceptional value, per yard **.15**

White Union Blankets, closely woven and evenly napped; weight 7 lbs.; size 84 x 82 inches; considerably underpriced, special for Wednesday, per pair **3.95**

Bleached Sheds, serviceable quality; hemmed; size 78 x 90 in. Wednesday special, per pair **1.59**

Pillow Cases, hemmed; sizes 42 x 33 and 44 x 33 inches. Wednesday, per pair **.49**

Fancy Striped Turkish Bath Towels, heavy quality; size 22 x 45. Wednesday, per pair **.65**

Extra Heavy Semi-bleached Irish Crash Towelling; splendid quality for kitchen use; width 18 inches. Wednesday 8 yards for **.79**

Damask Table Cloths, all pure linen, assorted designs; size 2 x 2 yards. Specially priced on Wednesday at **2.48**

**Things You May Need
at the Drug Counter**

Epsom Salts, 10c. Special, 2 for **.17**
Powdered Borax, Special, 2 for **.19**
Sulphur, lb. **.5**
Norwegian Cod Liver Oil, 20 ozs. **.75**
Castor Oil, 8 ozs. **.25**
Quinine and Iron Wine, 50c. Special, 2 for **.78**
Syrup Hypophosphites, 50c. Special, 2 for **.43**
Tasteful Cod Liver Oil, 75c. Special, 43 **.31**
Blaud's Iron Pills, Special, 100 for **.11**
Blaud's Soft Capsules, plain and combination, 100 for **.40**
Parliet's Chemical Food, 25c. Special, 21 **.31**
Fruit-atives, 31 **.31**
Dodd's Pills, 31 **.31**
Doan's Pills, 31 **.31**
Pink Pills, 31 **.31**
Pinkham's Compound, 60 **.60**
Burdock Blood Purifiers, 40 **.40**
Hot Water Bottle and Syringe, \$2.00. Special, 1.63 **1.63**
Hot Water Bottle, \$1.50. Special, 1.21 **1.21**
Fountain Syringe, \$1.25. Special, .99 **.99**
Fountain Syringe, \$2.00. Special, 1.39 **1.39**
These Prices include War Tax.

L. SIMPSON DRUGS

**95c for Corset Waists
Worth Again as Much**

Broken lines of H. & W. and Ferris Waists for women and children. Made in the newest styles, with soft boning and button front. Suitable for delicate women, growing girls and small children. Pretty trimmed and have four hose supporters. The sizes are 19, 20, 21, 22, 23, 24, 25 and 26. Wednesday special at **.95**

The Market
Direct Phone Ad. laide 6100

MEATS.
1,000 lbs. Fresh Beef Tenderloin, V.E.D. neday, special, lb. **.25**
200 Smoked Picnic Hams, 5 to 7 lbs. each, Wednesday, special, lb. **.17**
Shoulder Roasts, Finest Beef, lb. **.14**
Sirloin Steak, Simpson quality, lb. **.25**
Porterhouse Steak, Simpson quality, lb. **.28**
Roiled Boneless Triplet Pot Roast, lb. **.17**
Family Sausage, our own make, lb. **.12½**
GROCERIES.
4,000 packages Red-put's Standard granulated sugar, in 5-lb. packages, 50 packages, 1.25 **1.25**
Ogives or Purty Flour, 2½-bags, 1.50 **1.50**
2,000 stone Fresh Roiled Oats, per stone **.56**
Macaroni or Spaghetti, 3 packages, 25 **.25**
Upton's Marmalade, 4-lb. pail **.63**
Kkova's Custard Powder, 3 tins, 25 **.25**
Finest Table Salt, Ivory Brand, 3 packages, 25 **.25**
White Wine Vinegar, XXX, per gallon, 25 **.25**
Finest Pickling Spice, lb. **.18**
Mustard, in bulk, lb. **.18**
Park's Catsup, Flavor, bottle, 22 **.22**
Fancy Japan Rice, 3 lb. **.25**
Finest Mild Cheese, per lb. **.25**
Telfer's Soda Biscuits, tin, 25 **.25**
Finest Pot Barley, 4½ lbs. **.25**
Rus Bell's Jelly Powder, assorted, packages, 20 **.20**
Choice Lima Beans, 3 lb. **.12½**
Post Toasties, 25 **.25**
Morton's Kinnered Herring, ¼-lb. tin, 13 **.13**
Roman Meal, large packages, 25 **.25**
Heinz Pickles, in bulk, qt. **.35**
St. Julien Cream Cheese, pkg., 10 **.10**
Choice Pink Salmon, tall tin **.14**
FRESH ROASTED COFFEE, PER LB. 5c.
1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with cutters. Wednesday **.27**

**Also See Back Page for
Great Suit Sale**

The SIMPSON Company Limited

FRUIT SECTION.
One Car New Brunswick Delaware Potatoes, peck, 34c; per bag, \$1.98. Not more than one bag to a customer.
Choice Parapips, peck **.33**
Medium Size Citrons, each, 10 **.10**