SABURDAY MORNING

An Overcoat Opportunity at Simpson's Today THE SIMPSON STORE FOR MEN is

"shelling out" these fine Overcoats for a great Hallowe'en Sale \$9.90

The old cry of "Shell Out" on Hallowe'en never had a more liberal response than in this great Overcoat Sale for Saturday. They are made up of materials bought six months ago, all wool, fast in color, and of a quality that is simply unobtainable today.

Only one piece of these fine materials has been used in each pattern, so that the selection and variety is very wide.

There are 267 coats all told, and at close regular prices they would be marked at \$13.50, \$15.00, \$18.00 and \$20.00, medium and heavy weight, all the most desirable shades---plenty of young men's styles, single and double-breasted, some velvet collars, some regular ulsters with belts, sizes 34 to 44. This is the greatest **J.JU**

Men's \$5.50 Silk and Wool Underwear \$2.98 Combinations, Watson make, closed crotch style, cream shade, guaranteed unshrinkable, sizes 32 to 46. Regular \$5.50. Saturday

Men's Wool Underwear, heavy winter weight; sizes 36 to 44; shirts and drawers. Regular \$3.50 garment. Saturday 2.29 Men's Natural Wool Underwear, Mercury brand, shirts and drawers, sizes 34 to 44. Special 1.00 Men's Neglige Shirts, sizes 14 to 161/2. Regular 89c and \$1.00. Saturday, .55; 2 for 1.00 Men's Wool Sweater Coats, sizes 38 to 44. Regular \$5.00 and \$6.00. Saturday 3.79 Flannelette Pyjamas, heavy winter weight, sizes 34 to 46. Regular \$2.00. Saturday 1.49

Men's \$18, \$20, \$21 and \$25 Suits Saturday \$15.00

Broken lines from our regular stock; English worsteds and tweeds; single-breasted sacque, with soft roll lapels, and high-cut vest; sizes 36 to 44. English Coats for Chauffeurs, double-breasted ulster style; brass or nickel-plated buttons; English beaver cloth, in navy blue; sizes 36 to 42. Price 20.00 Same style as above, in dark Oxford gray cheviot; buttons plain black; sizes 36 to 44. Price 20.00

Men's \$2.00 Stiff Hats at 98c

Sample and broken lines "Arrow," "King," "Battersby," "Thorobred," "Maple" and other English and American makes; not all sizes in each line, but the general assortment runs 6½ to 7%; black only; \$2.00 qualities. Satur-

Soft Hats, Italian, British and American; half dozen lots. Regular \$1.50, \$2.00 and \$2.50. Saturday 1.00 Christy's English Derby and Federa Hata. Special 2.50 "King" Brand Stiff Hats 2.50

Boys' Suits and **Overcoats \$7.85** \$10.50 TO \$15.00 OVERCOATS FOR \$7.85.

200 Only Winter Ulster Over-coats, double - breasted, with shawl or notch convertible col-lars; full and medium lengths; belted back; diagonal serge lin-ings; Scotch and English ulsterings, in browns and grays; sizes 26 to 35.

300 BOYS' OVERCOATS, SIZES 3 TO 9 YEARS, \$4.85. R e g ular \$6.00, \$6.50, \$7.00 and \$8.00; snappy Balmacaans slip-on Russians Russians,

box back and pleat-

THE BOOT SALE of the SEAS

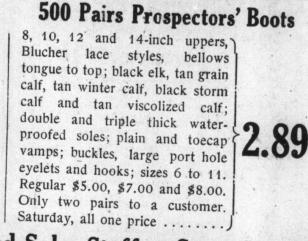
IT MAY SEEM AN EXTRAORDINARY THING TO OUR CUSTOMERS THAT WE ARE ABLE TO GET SUCH OVERWHELMING BOOT VALUES SO OFTEN, BUT THAT IS BECAUSE THEY DON'T KNOW HOW CLOSE WE KEEP IN TOUCH WITH MANUFACTURERS, AND HOW DESIROUS THEY ARE OF HAVING THIS GREAT OUTLET FOR THEIR STOCKS.

WE HAVE THE CALL, AND TODAY'S SALE IS ONE OF THE BEST EXAMPLES POSSIBLE TO DEMONSTRATE THE GREAT ADVANTAGES SIMP-SON'S SHOE CUSTOMERS ENJOY.

TWENTY-FIVE THOUSAND DOLLARS WAS THE TOTAL OF THE PURCHASE FOR THIS SALE, SECURING THE FALL AND WINTER STOCKS, CANCELED ORDERS AND TRAVELERS' SAMPLES OF SOME OF THE BEST MAKERS. TRADE-MARKED BRANDS ARE MANY. UNUSUAL RANGES OF STYLES AND SIZES. IF YOU SAW THE CORNER WINDOW YOU REALIZE THE WISDOM OF AN EARLY START AT THIS SALE TODAY.

7000 Pairs Men's Boots

"Astoria," "Bostonian," "Ames) Holden," "McCready" and "Liberty" brands; selected tan winter calf, black storm calf, patent colt, tan willow calf, box calf, vici kid, English military calf, French army calf and gunmetal calf leathers; best grade oak bark tanned Goodyear welt soles; toe and heel styles to suit any and every man; superior militia and civilian boots in all sizes, 6 to 11, and C, D, E and EE widths. Regular \$4.00 to \$6.50. Saturday



7500 Pairs Women's Boots "Julian Kokenge," "Classic"

Increased Sales Staff to Serve You Efficiently

and "Strootman" Boots, different from anything heretofore shown; button, side lace, military lace and Blucher patterns; new leathers and leather colors; colored of and black cloth uppers; dress and

street weight soles; toe and heel styles to suit every and any woman; sizes 21/2 to 7; widths A to E in the lot. Regular \$4.00 to \$6.00. Saturday, all one price...

900 PAIRS BOYS' FALL BOOTS.

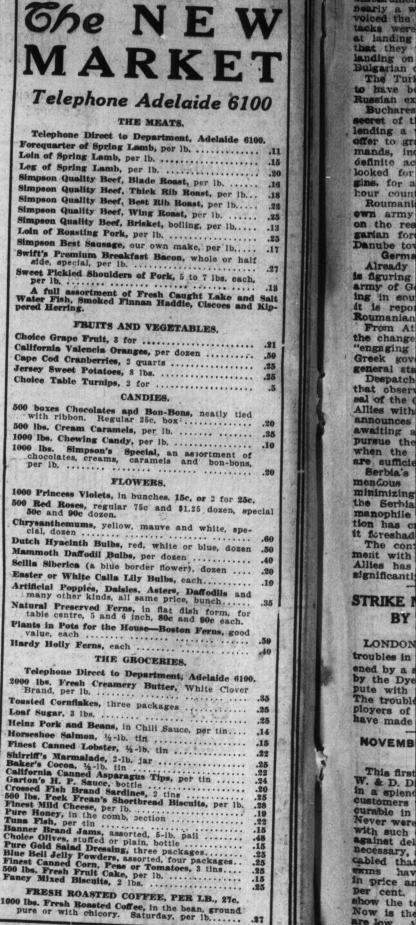
Button and Blucher styles, made of highgrade patent colt, tan willow calf, gunmetal calf and Russia tan calf leathers; best grade oak bark tanned soles; English and popular shape toes; number one quality linings; perfect fitting, stylish Fall and Winter Boots; sizes 1 to 5 1/2. Regular \$2.50 to \$3.50. Saturday

No Mail or Phone

650 PAIRS MISSES' "CLASSIC" BOOTS.

Exclusive styles, latest lasts, best trimmings; Button and Lace Boots, in black calf, patent colt, vici kid and tan calf leathers; flexible street and dress weight soles; College Girl and Baby Doll heels; plain and toecap styles; brown, fawn, white, black and tartan cloth, and dull black matt calf tops; some storm styles; sizes 11 to 2. Regular \$2.40 to \$3.25

420 PAIRS GIRLS' "CLASSIC" BOOTS Button and lace, in select patent colt, gunmetal calf and box calf leathers, with white, chocolate, fawn, gray and tartan tops; flexible street and dress weight soles; spring and low heels; Educator toe shapes; sizes 5 to 10 1/2. Regular \$1.95 to \$2.50. On sale Saturday at Orders Filled The Robert Simpson Company, Limited



OCTOBER 80 1915

0

RUSSI

hour coun Roumani

own army

Already

army of G ng in sou it is repo

From At

BY

LONDON

roubles in

NOVEMB

This first

the change