

# The Value-Giving Policy of the Simpson Men's Store is Most Emphatically Demonstrated in These Groups of Men's Overcoats

**Heralding the Newest and the Cleverest of the New Styles in the Military, Form-Fitting and Box-Back Coats**

We figure that a large volume of business will counter-balance our small profits.

We believe in giving you extra value when you need the merchandise, that is why you get more here for your "Clothes-Money."

The Overcoats we have assembled here at \$22.50, \$25 and \$28 are exceptional quality. The styles are distinctive and are the individual models that are regarded as exclusive. Every coat is hand-tailored and perfectly modeled. Every coat is man-made and pressed into shape by the strength of man.

May we not show you these styles today?



**Overcoats of Unusual Merit and Exceptional Value, Many New Styles at**

**\$22.50**

Here is one of the season's most genteel slip-on overcoat styles of grey and black check extra heavy weight tweed. Designed with patch pockets and heavy turn-back cuffs and full back without vent. Shoulders and sleeves lined only. Priced at **22.50**  
Another ultra-smart slip-on style is developed of rich dark brown wool cambucha cloth. It has patch pockets with flaps, full back without vent and is lined throughout with twill serge lining. Priced at **22.50**  
Still another ventless full back slip-on style is this coat of brown and black check tweed, showing mainly patch pockets and set-in shoulder. Warmly lined throughout with serge lining. Priced at **22.50**  
**Also Belted and Form-Fitting Styles at \$22.50**

The Boys in the Trenches Need Your Help---  
**BUY A VICTORY BOND**

**Overcoats by the Most Distinguished and Talented Designers**

**\$28**

There is unusual style and dash to these Trench or Military Coats of Makinette cloth. They are, in addition to being light and warm, wind and shower-proof. A noteworthy style leader is this Military Makinette Cloth Coat, showing olive green ground with black overcheck pattern. Designed with double breast, full back with vent and belt that completely encircles the waist. Priced at **28.00**  
Slash pockets, shoulders and sleeves lined only. Priced at **28.00**  
This big Trench or Military Ulster of heavyweight overcoating, is built along stylish speedy lines. It is a combination of style and comfort. The cloth shows a handsome mixed heather pattern. Designed with military pleats at back and big belt at waist. Also slash pockets, big convertible collar and cut on sleeves. Priced at **28.00**  
If you would have a coat of distinctive appearance, one that is really "different," choose one of these fashionable double-breasted styles. Made with deep storm collar, full back with deep centre vent and turn-back cuffs on sleeves. Material is heavy grey overcoating. Priced at **28.00**  
**Also Other Styles and Materials at \$28**

**Models, Materials and Colorings That Will Please You, at**

**\$25**

A practical, becoming winter coat, and one that can be depended upon to hold its handsome shape appearance, is this coat of rich dark (Oxford) grey cheviot. Designed in slip-on style, it conveys not only the newest thing in this particular style, but also the most popular. It has patch pockets with flaps and full ventless back. Lined throughout with twill serge lining. Price **25.00**  
Dark brown tweed of unusually rich quality is used in the developing of another cleverly styled slip-on coat. Patch pockets have flaps, back is made without vent. Satin lined through shoulders and sleeves. Priced at **25.00**  
Handsome is no name for this dressy green tweed slip-on coat—the material shows tasteful interweaving of red and mixed color flaking. It has huge patch pockets with flaps and plain full back, satin lined through sleeves and yoke. Priced at **25.00**  
**Also Other Styles and Other Cloths at \$25**

The **SIMPSON** Company Limited

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