

STORE HOURS
8.30 a.m. to
5.30 p.m.

At Simpson's Today

The New Fall Overcoats---

Are featuring all the characteristic lines in cut and patterns, in materials that have come to be recognized as belonging to the best custom-made coats. Some of the models:



A Slip-on Coat at \$15.00

We have this coat in both men's and young men's sizes, 34 to 42, as it looks well on men of all ages. It has the single-breasted, button-through front, box back, patch pockets and satin lined shoulders and sleeves. The material is light grey Donegal tweed, making a very smart coat. Price 15.00

A Very Dressy Coat \$18.50

The material is an English chevrot in a dark Oxford grey color. Cut on one of the smartest single-breasted, fly-front, Chesterton models. Finished with fine twill mohair linings and finely tailored. A coat for every day and also for dress wear. Sizes 36 to 44. Price 18.50

A Slip-on Coat at \$12.50

Another fine coat for men and young men, and a very small price for so good a garment, is this one in light grey English tweed. It is the regulation slip-on model, with patch pockets, box back, self collar and single-breasted, button-through front. It's a coat that will please you. Price 12.50

Young Men's Coat at \$25.00

This is a real swagger coat, made of fawn color covert cloth, satin lined through sleeves and shoulders. It is perfectly tailored in a semi-fitting, buttoned-through model, an ideal style for smart young men, and of a quality that will please you. Sizes 35 to 40. Price 25.00

The New Knit-Cloth Coat

There is nothing newer or more distinctive for men than these coats of heather mixture knitted cloth. The model is single-breasted, button-through, with patch pockets and satin lined shoulders and sleeves. Sizes 36 to 40. Made for men who know good clothes and good value. Price 25.00

Men's Black Stiff Hats on Sale Wednesday at \$1.00

Manufacturers' samples and odd lines from our regular stock; full and tapered crown shapes with flat set and rolling brims; all well-known English makes, and every hat a real bargain; sizes 6 3/4 to 7 3/4. On sale Wednesday at 1.00

Men's Soft Hats at \$1.95

New fall shapes in medium and broad brim fedoras, with silk bound and welted edges; shades of steel, carbon, green, brown and navy. Wednesday 1.95 special at 1.95

Children's Rah-Rahs 45c

Smart little telescope and dome crown shapes in children's Rah-Rah hats; a good choice of fancy tweeds in shades suitable for fall wear. Wednesday .45 special 45c

Two High-Grade Suits for Boys, Both Are of Extraordinary Value

All-Wool Blue Serge Suit on Sale Wednesday at \$6.95

This is a handsome suit, made of all-wool navy serge, durably lined and finely tailored. The coat is a single-breasted yoke Norfolk model with pleats, patch pockets, form-fitting shoulders and fashionable lapels. Bloomers are lined throughout, have belt loops and expanding knee-bands. Sizes 24 to 34, for boys 6 to 16 years of age. A very fine, dressy and good wearing suit for 6.95

Tweed Norfolk Suits Wednesday at \$5.85

These suits are priced for Wednesday at less than wholesale cost. They are made of rich shades of grey and brown tweed in neat stripe and broken check patterns, Norfolk style coats with belt, pleats and patch pockets. Bloomers are cut full, are strongly sewn, are lined throughout and have expanding knee-bands. For boys 7 to 16 years of age. A splendid suit for 5.85

A Few of Our Men's Hats

"The Windsor"
The newest fall shape, broad flat brim, with raw edge; an American hat, with medium high crown; comes in shades of pine and clover green and steel grey 3.50

Borsalinos
Flat set and curling brim shapes, in moss, myrtle and olive greens; pearl, steel and Oxford greys; brown and black 4.00

Christy Fedoras
with broad brims, silk bound and welted edges; shades of laurel, sage, moor grey, walnut, pearl and black, \$2.50, \$3.00 and \$3.50.

Smart Fall Fedoras
In all the new shapes; shades of fawn, seal brown, myrtle, sage, steel and black 2.50

Cotton Hose 19c

Women's Plain Black and White Cotton Hose, seamless finish and good weight; spliced heels and toes; they are comfortable and will wear satisfactorily. The pair 19c

65c Cashmere Hose 49c

Women's Black Cashmere Hose, a manufacturer's samples and floor stocks; various weights, but all fine qualities; sizes 8 1/2 to 10; usual 65c hose. On sale Wednesday, the pair 49c

The **SIMPSON** Company Limited

HOT LUNCH
Served from 11.30 to 2 p.m. in the Lunch Room.
Roast Leg of Veal, with Savory Dressing, Creamed Potatoes, Mashed Potatoes, Creamed Carrots, With Bread and Butter, Cup of Tea, Coffee or Glass of Milk.
S. H. WILLIAMS
410 King St. East.

One of Our Men's Suits Wednesday at \$15.00

From our big assortment of fine suits at \$15.00 we have selected this one to tell you about, for it is an extraordinary suit at the price. Made of good quality English worsted cloth in an attractive brown pattern. Coat is single-breasted, 3-button saque with soft roll lapels and nice, smooth fitting shoulders, and good quality mohair lining. Pants, vest and coat are all nicely finished, making a suit of superior character and value. 15.00
Sizes 36 to 44. Price 15.00

Men's 'Hanan' New York Boots at \$7.95

The sale of "Hanan" Boots continues, and men who know high-grade footwear will appreciate the exceptional character of this offer. Our entire stock of "Hanan" Boots is yours to choose from at this reduced price. Regular \$10.00, now... 7.95



Men's Fall Boots

450 pairs of Men's Box Calf Blucher Boots, dull kid uppers, dressy full fitting last, McKay sewn soles, with covered channel smooth sock lining; flat heel pad; military heels; sizes 6 to 11. Regular \$3.00. Wednesday 2.19

Sturdy Boys' Boots

Made of heavy box kip leather, Blucher cut, heavy standard screw soles; medium height heels. This boot will take good shine and will retain its shape. Sizes 11 to 13 and 1 to 5. Regular \$2.50 value. Wednesday at 1.99

September Blanket Sale

\$6.50 WHITE BLANKETS, WEDNESDAY AT \$6.85.

Made from finest quality Canadian wool combined with a small percentage of cotton. A splendid washing and wearing quality. Size 68 x 86 inches. Regular \$8.50. Wednesday, per pair 6.85

\$16.50 BLANKETS FOR \$13.45.

Finest Quality All Wool Scotch Blankets, weight 9 lbs., extra large size, 84 x 104 inches. They are beautifully napped and are finished singly; warm, serviceable and excellent value. Worth \$16.50. Wednesday, per pair 13.45

Woolnap Blankets, light weight, will wash easily and are very serviceable. Snowy white with pink borders. Size 72 x 84 inches. Wednesday, per pair 3.69

Red Comforters, fancy stitched, silkline covering, in pretty colorings, with plain panels. Size 60 x 72 inches. Regular \$3.00. Wednesday, 2.65

Hemstitched Pillow Cases, size 45 x 38 inches. Wednesday, 3 pairs for 1.10

Bleached Sheets, extra large, size 78 x 90 inches. Wednesday per pair 1.65

Scarlet All Wool Flannels, splendid quality for middies, etc. Priced per yard, 40c, 50c, 60c, 65c and 75c.

Bleached Table Damask, assorted designs, 72 inches wide. Wednesday per yard59

All Linen Hemstitched Huckaback Bedroom Towels, fancy "Old Bleach" make. Wednesday, per pair75

White Flannellette, closely woven, soft napped finish, 33 inches wide. Wednesday, per yard15

Stoves and Ranges for Heating and Cooking

"THE PRINCE" COAL OR WOOD RANGE.
Gurney-Oxford make, large oven, reversible grates, nickel trimmings; a very satisfactory stove in every respect. With tea shelf, \$18.00; with high shelf, \$20.50.

"THE PRINCE" COMBINATION COAL AND GAS RANGE.
Is practically two stoves, but takes up very little more than the space of one; coal or gas may be used separately or at the same time. Price 32.50

"THE VICTOR" CABINET GAS RANGE
embraces all the important features of a high-class cabinet range, including glass door, enamelled tray and star drilled burners. Price 25.00

PERFECTION OIL HEATER.
Smokeless and odorless; will heat a good-sized room; safe and convenient; nickel-trimmed. Price 4.25

Aluminum Preserving Kettles

At less than present factory prices. Wed. nesday59
8-qt. size, wine measure, \$1.00 value. Wed. nesday79
10-qt. size, wine measure, \$1.50 value. Wed. nesday99
12-qt. size, wine measure, \$2.00 value. Wed. nesday 1.29

Fruit Jars and Crocks for Preserving Time

TELEPHONE YOUR ORDER, MAIN 7841
Improved Gem Sealers, pints, per doz. .55
Improved Gem Sealers, quarts, per doz. .65
Improved Gem Sealers, 1/2-gallons, per doz. .75
Perfect Seal, pints, per doz. .80
Perfect Seal, quarts, per doz. .90
Metal Rings, per doz. .20
Red Rubber Rings, per doz. .20
Glass Tops for Crown Jars, per doz. .20
Glass Tops for Perfect Jars, per doz. .20
Glass Measuring Cups, each 10
Jelly Glasses (tin tops) 6 oz., per doz. .50
Jelly Glasses (tin tops) 8 oz., per doz. .55
Jelly Moulds (tin tops), per doz. .80
CROCKS
Best Quality, Salt Glazed Heavy Stoneware 1-gallon size, with cover, each31
2-gallon size, with cover, each34
3-gallon size, with cover, each48
4-gallon size, with cover, each54
5-gallon size, with cover, each74

The Semi-Annual Sale of Toilet Goods Begins Today

This morning is the beginning of our Semi-Annual Toilet Goods Sale. This sale will afford you the opportunity of procuring your toilet goods for the winter months at prices considerably lower than ordinarily. Watch the papers each day for further announcements.

Telephone Orders Will Be Given Careful and Prompt Attention—Phone Main 7841

- Real Ebony Hair Brushes, Regular price 26c. Sale price75
- French Tooth Brushes, Regular price 35c. Sale price25
- Nail Brushes, Regular price 75c. Sale price39
- Shaving Brushes with bristles set in rubber. Regular price 75c. Sale price49
- Women's White Celluloid Dressing Combs. Regular price 20c. Sale price14
- Real Ebony Hand Mirrors, Regular price \$4.00. Sale price 1.98
- Grained Ivory Shoe Horns, Regular price 50c. Sale price31
- Soldiers' Folding Kit Mirrors, Regular price 25c. Sale price13
- Odd Line of Toilet Sets, Shaving Sets and Collar and Cuff Boxes. Sale price Half Price
- Mirrors with plush backs, Regular price 25c. Sale price13
- Brown Windsor Toilet Soap, Sale price 24 cakes for25
- Crown Oatmeal Toilet Soap, Sale price 4 cakes for25
- English Verbena Round Bath Soap, Sale price, cake9
- Palm Olive Toilet Soap, Sale price, 3 cakes for24
- White Rose Toilet Soap, Sale price, 3 cakes for198
- Olive Oil, Cucumber and Buttermilk Toilet Soap, Sale price, 6 cakes for15
- Ivory Soap, Sale price, 22 cakes for 1.00
- Transparent Rose and Violet Glycerine Toilet Soap, large cake, Price9
- Canthor Shampoo, Regular price 50c. Sale price35
- Toilet Paper in packages, Sale price 3 for11
- Vaudiville Toilet Paper, 1-lb. roll, Sale price, 3 for23
- Soap Powder, Regular price 10c and 20c. Sale price5 and .10
- Santal Hair Tonic, Regular price 26c. Sale price16
- Imported Perfumes in boxes, Regular price 75c. Sale price43
- Floral Perfumes, 1-oz. bottle, Regular price 26c. Sale price19
- Tantyl's Sachets in silk bags, Regular price 85c. Sale price25
- Pinaud's Quinine, 8-oz. bottle75
- Roger and Gallet's Cologne, Sale price, bottle40
- Johnson's Shaving Cream18
- Sempre Glorine Beautifier, Regular price 47c. Sale price24
- Liquid Peroxide Face Cream, Regular price 37c. Sale price22
- Simpson's Massage Cream, Regular price 26c. Sale price16
- Dr. Charles' Flesh Food39
- Imported Violet and Lilac Talcum Powder, 1/2-lb. tin, Sale price10
- Princess Skin Food, Sale price 1.15
- Sozodont Liquid Mouth Wash15
- Ongoline Nail Bleach, Regular price 40c. Sale price28
- Dorin's Theatre Rouge, Regular price 11c. Sale price7
- Florida Hand Lotion, Regular price 16c. Sale price10
- Bourjois French Face Powder, Regular price 26c. Sale price19
- Mennen's Talcum Powder, Sale price 2 tins for27
- Antiseptic Tooth Paste, Regular price 16c. Sale price12
- Malvina Face Cream, Regular price 52c. Sale price21
- Camphor Ice, in tins, Regular price 11c. Sale price7
- Stillman's Freckle Cream43
- Lambert's Pure Cold Cream, Regular price 21c. Sale price13
- Italian Balm, Sale price17
- Tooth Powder, Regular price 16c. Sale price10
- War Stamps Included in These Prices.

These Gloves Will Prove Entirely Satisfactory

Women's Wash Cape Gloves for fall and winter; tan, pongee and grey shades; dome fasteners, black stitching on back, and outsewn seam. They fit nicely and will give fine wear. The pair 1.75

Women's Wash Leatherette Gloves, for fall and winter wear; suede finish; dome fasteners, pique sewn seam; plain white and white with black point. The pair 1.00

FOR SA...
The Queen's Park, opposite...
S. H. WILLIAMS
410 King St. East.

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LITTLE LIGHT I...
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