

Winter Overcoats at Simpson's Today For \$9.90



Get Ready NOW For This Sort of Weather---

No trouble to get regular prices for these coats later in the season---BUT TO START OUR HEAVY OVERCOATS WITH A RUSH TODAY we're going to turn 9.90 them over on the narrowest kind of margin and offer them all Today at 9.90

Here's a concrete instance of the advantages Simpson customers are in line for. We were able to land 250 excellent Overcoats at a price that would have enabled us to make a big profit if we disposed of them in the regular way.

Instead of doing this, however, we prefer to turn them over quickly, and give our customers an early chance to secure Winter Coats for dollars less than they'll pay later.

TO BUY THIS MORNING IS SO MUCH TO YOUR ADVANTAGE THAT IT'S WORTH WHILE REVISING YOUR WINTER OVERCOAT PLANS. SOME OF THESE COATS ARE WORTH NEARLY DOUBLE OUR PRICE OF NINE-NINETY.

Manufacturers' samples and overmakes; two, three and four coats of a pattern, in different materials, all English goods. In the lot are blue and gray chinchillas, black and Oxford gray meltons, all staple goods which have advanced 40 to 50 per cent. in price, owing to war conditions; also fancy tweed ulsterings in brown and gray combinations, made up in the latest young men's styles; some slip-ons and close-fitting, single and double-breasted smart coats, also some of the more staple Chesterfield style, and ulsters with shawl or convertible collar. Sizes in the lot 35 to 44. To clear Saturday at

9.90

Boys' "Rombo" Chinchilla Overcoats at \$4.95

100 only, in blue and gray wool chinchilla; the costliest coats that little fellows wear; double-breasted style, with velvet collar, belted back, emblem on sleeve and flannel lining. Sizes 2½ to 8 years. Regular \$8.00. Saturday 4.95

BOYS' FALL AND WINTER SUITS, \$4.95

50 Suits, regularly \$7.50, \$8.00, \$9.00 and \$10.00; the season's best styles; English and Scotch cheviot tweeds, in grays and browns; serge linings; sizes 26 to 34. Saturday 4.95

BOYS' WINTER ULSTERS, \$6.00, \$9.00 AND \$10.00.

From our regular stock, three of the season's best styles; double-breasted ulster, double-breasted swagger Overcoat and Balmacaan; grays and browns; sizes 26 to 35.

Men's Underwear and Furnishings

Comfortable, well-fitting Underwear is a prime factor in winter comfort, and ill-fitting Underwear may make you "hot," but for winter warmth and real comfort you want Underwear that is light, soft and pure. Here it is today.

- Pure Wool Elastic Rib Underwear, guaranteed unshrinkable, satene trimmed, reinforced seat, sizes 34 to 42. Regular \$2.50. Saturday 88
- Silk and Wool Combinations, guaranteed unshrinkable, cream shade, closed crotch, sizes 32 to 46. Regular \$5.50. Saturday 3.89
- Scotch Wool Underwear, natural shade, winter weight, Penman's make, shirts and drawers; sizes 34 to 44. Each 1.00
- Fleece-lined Underwear, fall and winter, shirts and drawers, sizes 34 to 44. Special 50
- Boys' Natural Wool Underwear, Penman's '95 make, natural shade, shirts and drawers, sizes 22 to 32. Special 39
- Also Combinations, sizes 24 to 32. Special 1.50
- Boys' Fleece-lined Underwear, blue-gray, shirts and drawers, sizes 22 to 32. Special 39
- Men's Flannel Pyjamas, sizes 34 to 44. Regular \$2.50. Saturday 1.98
- Men's Pure Wool Sweater Coats, \$3.79—A manufacturer's samples and overmakes, high shawl collar, two pockets, range of colors, sizes 36 to 44. Regular \$5.00, \$6.00 and \$7.00. Saturday 3.79
- 1260 Men's Neglige Shirts, in plain and fancy stripes; sizes 14 to 16½. Regular 89c and \$1.00. Saturday 49
- Men's Pure Silk Ties. Special 25

English Made Stiff Hats

- New styles, samples of latest shapes for Fall and Winter wear. Regular \$2.00 and \$2.50. Saturday 1.00
- Men's Soft Hats, in rough, scratch, mixed or smooth finishes; \$2.00 hats. Saturday 95
- Men's and Boys' Golf Caps, in serges, worsteds, chevots, cravenettes and tweeds. 39, 49, 75 and 1.00
- Christy and King English Derby and Soft Hats. 2.50
- Italian-Made Soft Hats 3.50 and 4.00

Another Great Distribution of New Boots Today

Our great footwear business is like a mighty rushing torrent that sweeps everything before it—there are no backwaters in our shoe stock. That is why people come to these great sales, expecting and finding only new, clean stock—merchandise that is the last word in high-class shoe making. Today's prices are even more attractive than usual. You'll find these values incomparable.

"Queen Quality" Boots, Today \$2.49

900 pairs, lines we are not re-ordering, and certain styles from our regular stock, in selected patent colt, gunmetal calf and vici kid leathers; button and lace boots, with colored and black cloth and dull calf uppers; light and street weight soles; new spool, Cuban and kidney heels; an exceptional sale of "Queen Quality" fall boots; plenty of sizes in the lot; widths C, D and E. Our regular \$4.50 to \$6.00 boots. No mail or phone orders. Saturday 2.49

4500 Pairs of Men's \$4 to \$6 Boots, Today \$2.89

Button, Lace, Blucher and Elastic Side Boots, in gunmetal calf, patent colt, tan Russia calf, vici kid, tan winter calf and black box calf leathers; every pair Goodyear welt; one, two and three-ply leather soles; military, common-sense, and English heels; cloth and dull calf uppers; canvas and leather linings, and some unlined; golf and military boots in the lot; made by Canada's best makers; sizes 5 to 11. Regular \$4.00 to \$6.00. Saturday 2.89

"Boy Scout" Boots, Today, \$1.99

Popular, Dressy, Serviceable Boots, in selected box kip, gunmetal calf and box calf leathers, some patent colt boots in the lot; flexible McKay and double reinforced soles; several hundred pairs of "Active Service" boots will be included in today's 1500 pair lot. Plenty of all sizes 1 to 5. Regular \$2.50 to \$3.50. Saturday 1.99

P.S.—1200 Pairs Patent, Gunmetal and Box Kip Boots, sizes 11 to 13½. Saturday 1.69

Misses' Boots, Today \$1.49

1800 Pairs Sunday and School Boots, in black kid, patent colt and pebble calf leathers, with flexible fall weight soles, low heels, round and wide toe shapes; dressy cloth and dull calf uppers; sizes 11 to 2. Regular \$1.95 to \$2.40. Saturday 1.49

N.B.—1000 Pairs Children's 5 to 10½ Boots. Saturday 99

THE NEW MARKET

Telephone Adelaide 6100

FRESH MEATS

- Forequarter of Spring Lamb, per lb. 12½
- Loin of Spring Lamb, per lb. 18
- Leg of Spring Lamb, per lb. 21

- Simpson Quality Beef Shoulder Roast, per lb. 15
- Simpson Quality Beef Thick Rib Roast, per lb. 18
- Simpson Quality Beef Rib Roast, per lb. 22
- Simpson Quality Beef Brisket, per lb. 14
- Simpson Quality Beef, boneless, for stewing, per lb. 12½
- Simpson Quality Beef, Round Steak, per lb. 22

- York Brand Smoked Ham, whole or half ham, per lb. 20
- Finest Breakfast Bacon—H. A. Brand—Very mild, whole or half side, per lb. 28
- Domestic Shortening, 3-lb. p. a 1 l s. gross weight, per pall 39
- Pure Lard, 1-lb. prints, per lb. 17
- Choice Spring Chickens, for roasting, per lb. 24
- Simpson Family Sausage, per lb. 15

Vegetables and Fruits

- Choice Sweet Potatoes, 7 lbs. 35
- Cape Cod Cranberries, 3 quart 35
- Choice Grape Fruit, 3 for 31
- Select Celery, 10c each, 2 bunches, 25c.

- 2000 Violets, in bunches of 25, at 15c bunch, 2 for 35c. Not less than 2 bunches delivered unless with other flowers.
- Chrysanthemums, pink, yellow, white or bronze, long stems, best quality, per doz. \$1.50.
- Roses, in colors of pink, white, yellow, red. Per doz. 75c, \$1.25, \$1.75.
- Roses, American Beauty, \$1.00, \$2.00, \$3.00 and \$4.00 doz.

- Only the best quality of Cut Flowers handled.

The Groceries

- Telephone Direct to Department, Adel. 6100.
- 2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 35
- Tonated Cornflakes, 3 packages 35
- Leaf Sugar, 5 lbs. 35
- Clark's Pork and Beans in Chili Sauce, large tin 11
- Horseshoe Salmon, ½-lb. tin 15
- Finest Canned Lobster, ½-lb. tin 25
- Shirley's Marmalade, 3-lb. jar 25
- Baker's Cocoa, ½-lb. tin 25
- Finest Canned Fruit, Raspberries, Strawberries and Cherries, per tin 18
- Choice Canned California Asparagus Tips, per tin 34
- Finest Mild Cheese, per lb. 18
- Gorton's H. F. Sauce, bottle 30
- Crossed Fish Brand Sardines, 2 tins 25
- 500 lbs. Peck's Fresh's Shortbread, per lb. 28
- Pure Honey in the Comb, section 22
- Tuna Fish, per tin 15
- Banner Brand Jam, assorted, 5-lb. pall 46
- Choice Olives, stuffed or plain bottle 18
- 500 lbs. Fresh Fruit Cakes, per lb. 15
- Fancy Mixed Biscuits, 2 lbs. 30
- Pure Gold Salad Dressing, 3 packages 25

Bulbs, Plant Them Now

- Daffodils, 12½c and 25c doz.
- Narcissus, 10c and 15c doz.
- Hyacinths, 50c and 75c doz.
- Tulips, 12½c, 15c, 18c and 35c doz.
- Sellias or Snowdrops, 30c doz.
- White Calla Lilies, 15c each.
- Easter Lilies, 10c, 12c and 25c each.
- And other varieties. Get our price list.

Candies

- 500 lbs. Tonated Marshmallows, regularly 30c. Per lb. 25
- 1000 lbs. Licorice All-sorts, Per lb. 13
- 1000 lbs. Butterscotch Drops, Per lb. 10

Fresh Roasted Coffee, Per Pound 27c

- 500 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Saturday, lb. 27

The Robert Simpson Company, Limited

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