

# Make a Profitable Visit to Simpson's Today

## The News of the Day for a Man

includes a glance over these excellent offerings in cold weather wear, all exceptional in value.

## An Early Morning Sale of Men's Sweater Coats

There are 360 Sweater Coats in this special lot, but you are advised to come early if you want one, for the values are so remarkable that they are sure to go with a rush. It's a special purchase—sweaters that we cannot duplicate from our regular stock under \$2.50, \$3.00 and \$3.50. Sizes 36 to 42. While they last the sale price will be **1.95**

### Men's Underwear

Men's Natural Wool Shirts and Drawers, "Admiral" brand, made from fine English wool yarns. Sizes 34 to 44. Per garment **1.00**

Men's Fleece Lined Shirts and Drawers, natural shade, with soft fleecy wool lining. Sizes 34 to 44. Per garment **.50**

Also Combination Suits same as above. Sizes 38 to 44. Per garment **1.00**

### Military Flannel Shirts

Men's English Union Grey Flannel Shirts, collar attached style; large roomy bodies; sizes 14 to 16½. Regular \$1.00. Monday at **.75**

### Munition Workers' Coats

Made from a serviceable khaki drill material; buttoned to the chin; long outside pockets. Keep you clean and it is light in weight. Sizes 34 to 44. Priced **1.75** at

### Men's English House Coat

This is a specially attractive coat, made from a dark Oxford grey blanket cloth, with fancy plaid collar, cuffs and pocket trimmings. Single-breasted and beautifully finished. Sizes 36 to 44. Priced **8.50** at

### Men's Tweed Trousers

These trousers are made of strong, good wearing tweed, in plain brown and brown mixtures. The materials and the making are both designed for good service. Sizes 32 to 44 waist. Price **1.75**

### Men's Worsted Trousers at \$3.50

Made from a good quality worsted fabric in grey striped pattern, neatly tailored and finished with five pockets, belt loops and side straps. Sizes 32 to 44. Good fitting trousers of fine appearance. Price **3.50**

## The Pure Food Market

Telephone Direct to Department  
Adelaide 6100

- MEATS.**
- Stewing Beef, boneless, lean, 2 lbs. for... 25
  - Shoulder Pot Roast Beef, 2 lbs. for... 25
  - Brisket Boiling Beef, 2 lbs. for... 25
  - Family Sausage, our own make, 3 lbs. for... 25
  - Sirloin Steak, Simpson quality, lb... 25
  - Porterhouse Roast, Simpson quality, per lb... 25
  - Sweet Pickled Ox Tongues, per lb... 25
  - Smoked Finnan Haddies, 2 lbs. for... 25
- GROCERIES.**
- Monarch Flour, 4-bag... 1.15
  - Pure White Clover Honey, 5-lb. pail... 23
  - Quaker Oats, large round package... 23
  - Osprey Herring, per tin... 11
  - Feis Nappa Soap, 6 bars... 25
  - Sunlight, Surprise and Lifebuoy Soap, 6 bars... 25
  - Comfort and Taylor's Borax Soap, 6 bars... 25
  - Simpson's Big Bar, per bar... 10
  - R. & S. Soap, per bar... 10
  - Heather Brand Soap, 7 bars... 25
  - Whelan's Carbolic Soap, 6 bars... 25
  - Pearline, large package... 10
  - Gold Soap, 5 bars, 25c; 22 bars, \$1.00... 15
  - Soap Chips, in bulk, 2 lbs... 15
  - Ammonia Powder, 4 packages... 25
  - Diamond Cleanser, 3 tins... 20
  - Sapolio, per cake... 12
  - Old Dutch Cleanser, 3 tins... 25
  - Eucalypti Cleanser, 3 tins... 25
  - Naptha Powder, package... 25
  - Lux, 3 packages... 25
  - Taylor's Soap Powder, 2 packages... 9
  - Canada White Laundry Starch, package... 8
  - Royal Blue, 2 packages... 23
  - Gold Dust Washing Powder, large package... 23
  - Panshine Cleanser, 3 tins... 25
  - 2½ LBS. PURE CELONA TEA, 74c.
  - 1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, bulk or mixed, Monday, 2½ lbs... 74
- FRUIT SECTION.**
- Choice Spanish Onions, 6 lbs... 23
  - Finest Jersey Sweet Potatoes, 6 lbs... 25
  - Choice California Sublimated Oranges, per doz... 38
- POULTRY FOOD.**
- Mixed or Scratch Feed, 10 lbs... 20c; 100 lbs... \$2.75
  - Brand or Sherpa, 10 lbs... 25c; 100 lbs... \$2.00
  - Mica Cris or Oyster Shell, 10 lbs... 10
  - Cracked or Whole Corn, 10 lbs... 25c; 100 lbs... \$2.75

**Provision Boxes for Soldiers**  
shipped from our London office direct to the trenches or to prisoners of war—samples of boxes on display in our Grocery Department.



## Two Splendid Coats for Boys, and You Can't Beat the Values

One is a double-breasted reefer, made of warm chinilla cloth, blue or grey. It has black velvet collar, warm, durable linings and emblem on sleeves. Sizes 21 to 28 for boys 3 to 10 years of age. A really splendid coat for **5.95**

The other is a warm ulster, made of grey and brown diagonal weave coatings in a number of neat patterns. It is double breasted, has convertible collar, half belt on back, storm tabs on the sleeves and warm, durable lining. A very satisfactory coat for school wear. Sizes 28 to 35 for boys 10 to 17 years of age. The price is **7.95**

We also want to direct your attention to this opportunity of getting your boy a suit of thorough excellence at the small price of **\$4.95**. It's a Norfolk model, made of grey and brown tweeds, bloomers style pants. For boys 7 to 16 years of age.

## Men's Khaki Riding Breeches

Made from strong, heavy cotton Bedford cord material in khaki color; cut in the regulation style, with buttoned side and belt loops. Sizes 32 to 42. **3.00**

## Coats to Match

Single-breasted, four outside pockets, two-way collar and yoke Norfolk back. Sizes 36 to 44. Price **4.00**

## Special Sale of Bedspreads Some Slightly Soiled

The sale includes white English satin, honeycomb, fringed and hemmed spreads. All are double-bed size. Regular \$2.50 **1.98** values. Clearing Monday at

Bleached Sheets, serviceable quality; hemmed. Size 70 x 90. Worth \$2.75. Selling Monday, per pair **2.15**

Hemstitched Pillow Cases, size 45 x 33 in. Regular 45c per pair. Monday, 3 pairs for **1.10**

Twilled Unbleached Sheet, 70 in. wide; a good, heavy English quality. Worth 35c per yard. Monday **.33**

Bleached Longcloth, 36 in. wide. Clearing Monday 33c per yard **.10**

Unbleached Cotton, 36 in. wide; heavy quality. Regular 12½c per yard. Monday **.10**

White Saxony Flannelette, 35 in. wide. Selling Monday, per **12½** yard

Strongly woven Striped Flannels for men's shirts, pyjamas, etc.; a splendid range of stripes to choose from; width 30 in. Monday, **.35** per yard

Hickaback Bedroom Towels, size 18x36 inches; hemstitched and fancy borders; all white. Monday, per pair **.33**

Turkish Bath Towels, of heavy, close, thick pile; Greek key borders; all white, blue and pink borders. Extra special, per **1.00** pair

**Our Lunch Room**  
at your service. The menu we provide is of assured quality.

Roast Lamb, Mint Sauce.  
Creamed Parsnips. Boiled and Mashed Potatoes.  
With White Bread and Butter.  
Fresh Apple Pie.  
Cup of Tea, Coffee or Glass of Milk.

## A Wonderful Sale of Framed Pictures

Extensive alterations are being made on an sixth floor and we want to dispose of about 500 Framed Pictures to enable us to do our work better. The following groups go on sale this morning:

- FRAMED OIL PAINTINGS AT \$1.95.**
- Of landscapes, size 9 x 12. Gold burnished frames. Reg. \$3.95. Monday **1.95**
- MIRRORS, \$1.95.**
- For bathroom or kitchen, framed in white enamel. Sizes 14 x 24 and 16 x 20. Regular \$2.75. Monday **1.98**
- OVAL FRAMED PICTURES.**
- All sorts of subjects, size 16 x 20, gold frames. Reg. \$1.79 to \$2.50. Monday **.79**
- LARGE FRAMED PICTURES.**
- Suitable for halls, sitting-rooms or dining-rooms. Beautiful figure studies, framed in mission, walnut, mahogany and antique gilt. Regular \$7.50 to \$15.00. Monday **3.95**

## The Lace Event of the Season

We're Going to Sell \$1,500 Worth of Laces Today for \$500

- The assortment includes styles and widths suitable for trimming the handsomest frocks and blouses; 9, 12, 48 and 45-inch flouncings; 18 and 36 all-overs; 3½ to 9-inch laces; for collars and vestees; all clearing at the following prices:
- \$4.50 per yard Laces, marked down to 1.98**
- \$2.50 Gupure Laces, marked down to .69**
- \$1.50 Laces, marked down to .69**
- 75c Net All-overs, marked down to .38**
- 45c Net Top Laces, marked down to .19**
- 25c Net Top Laces, marked down to .15**
- 25c Net All-overs, marked down to .10**
- 50c Lace Flouncings, marked down to .25**

## Monday in the Basement Sale 7,800 Pieces of Enamelware Seconds Selling at Half Price

- 7,800 pieces in the lot, slightly defective in finish, or slightly chipped, good grade Canadian-made Enamelware; grey, blue and white. The prices are half and less than half. Come at 8.30.
- The conditions of this Enamelware Sale are: No phone orders; no exchanges or refunds; no C.O.D.'s, and quantities limited to each customer. We do this to protect our customers from dealers buying large quantities for re-sale purposes.
- At 10c Each**
    - 101 Wash Bowls.
    - 18 Milk Pans.
    - 12 Soup Dishes.
    - 78 Blanc Mange Moulds.
    - 10 Pudding Pans.
    - 29 Soup Bowls.
    - 92 Oblong Pudding Dishes.
    - 19 Funnels, 2-pint size.
    - 53 Custard Cups.
    - 80 Basting Spoons.
    - 7 Preserving Kettles.
    - 102 Pie Plates, assorted sizes.
    - 91 Soup Plates, assorted sizes.
    - 8 Dinner Plates.
    - 25 Mugs, large size.
    - 28 Tea Steepers, 1-pint size.
  - At 15c Each**
    - 81 Seamless Pails, 3-quart size.
    - 6 Dish Pans, 8-quart size.
    - 115 Scoops, assorted sizes.
    - 123 Wash Basins, large size.
    - 95 Milk or Water Pitchers, small sizes.
    - 59 Milk Pans, 10-quart size.
    - 77 Lipped Saucepans, assorted sizes.
    - 84 Covered Saucepans, 1-quart size.
    - 16 Covered Saucepans, 4-quart size.
    - 28 Oval Meat Dishes, medium size.
    - 28 Funnels, large sizes.
    - 28 Tea Pots, small sizes.
    - 20 Coffee Pots, small sizes.
    - 19 only, Stock Pots, 40-quart size. Sale price... 1.50
    - 33 only, Stock Pots, 24-quart size. Sale price... .95
    - 14 only, Oval Covered Roasters. Sale price... .55
    - 76 only, Preserving Kettles, 24-quart size. Sale price... .75
  - At 25c Each**
    - 76 Seamed Covered Pails, 6-quart size.
    - 63 Bean Pots, 3 and 4-quart sizes.
    - 50 Water Pitchers, 2 and 3-quart sizes.
    - 53 Imperial Measures, quart and half-gallon sizes.
    - 80 Milk Pails, 2 and 3-quart sizes.
    - 113 Seamless Cupboards.
    - 25 Spitoons.
    - 29 Oblong Pudding Pans.
    - 24 Mixing Bowls, large size.
    - 36 Globe Tea Pots, assorted sizes.
    - 21 Oblong Meat Dishes, 24 inches size.
    - 58 Coffee Pots, large size.
    - 46 only, Preserving Kettles, 20-quart size. Sale price... .80
    - 46 only, Convex Kettles, 18-quart size. Each... .80
    - 24 only, Steamer and Saucepan Combination. Each... .59
  - At 39c Each**
    - 119 Chamber Pails, 12 and 14-quart size.
    - 30 Hotel Jars, 10-quart size.
    - 60 Tea Kettles, 5, 4 and 5-quart sizes.
    - 9 Convex Covered Kettles, 8 and 12-quart sizes.
    - 20 Covered Pails, 12-quart size.
    - 9 Covered Pails, 16-quart size.
    - 70 Preserving Kettles, 12 and 14-quart sizes.
    - 17 Oval Baths.
    - 28 Cereal Cookers, two sizes.
    - 64 Coffee Boilers, 4, 6 and 8 quarts.
    - 28 Tea Boilers, 6 and 8 quarts.
    - 36 Milk Cans, 4 quarts.
    - 86 Oval Meat Dishes.
    - 21 Oblong Meat Dishes, 24 inches size.
    - 58 Coffee Pots, large size.



## 1.99 Two Great Groups of Women's Boots of Remarkable Merit at These Prices Monday 3.19

At 8.30 Monday morning we place on sale several hundred pairs of Women's Boots, including patent colt, gummetal calf and vici kid leathers; some have 8-inch high dull kid and cloth tops; plain vamps; light and medium weight and McKay sewn soles; Cuban and Spanish leather heels. They are all new and stylish goods. The values are \$3.50 and \$4.00. Monday, 8.30 **1.99** special

## These Boots for Men, Boys and Girls Priced Low

- Men's Goodyear Welt Boots**  
Men's Button and Lace Boots, made with Goodyear welt, rubber fibre and leather soles, in light and medium weights, several different toe shapes. They come in patent colt, gummetal and box calf leathers. Sizes 6 to 14. Regular \$4.50 and \$5.00 boots. Mon-  
**3.39**
- Boys' Strong Boots \$2.29**  
715 pairs of good-looking, strongly made Blucher Boots, in box kip and tan oil grain leathers; solid standard screw viscolized soles; bellows tongue, solid leather counter and box toes. The kind of boots that will "stand the racket." Sizes 1 to 5. Regular \$3.00. Mon-  
**2.29**
- Girls' Good School Boots**  
Well-made Lace Boots, designed on perfect fitting lasts; good strong gummetal calf leather, strongly finished inside; have medium McKay sewn soles and low heels. They are particularly good values. Sizes 8 to 10, **\$1.85**; sizes 11 to 2, **\$2.29**.

## Nurses' and Artillerymen's Wrist Watches \$10

A neat thin model 15-jewelled Wrist Watch, nickel lever movement, thoroughly tested, and guaranteed for one year; clear dial with large sweep second hand, sterling silver case with adjustable leather straps. Special at **10.00**

**LADIES' 15-JEWELLED WRIST WATCH, \$10.00.**  
A very small and neat expansion bracelet watch, set with 18 jewels, an accurate timekeeper, guaranteed for one year; fitted in Fortuna quality gold-filled case and gold-filled detachable bracelet. A splendid watch for **10.00**

**SUGAR BOWL AND SPOONS, \$2.75.**  
Large size silver-plated Sugar Bowl and one dozen Tea Spoons. In fancy pattern. Regular **2.75** \$4.00. Monday, **2.75**

## Silk Specials for Monday

- Wide Wale Woven Cord Velvets, exceptionally good wearing cords for boys' suits and misses' dresses. A full color range, 27 inches wide. Regular 75c quality. Monday at **.59**
- Black Dress Satins, 200 yards at \$1.50 1.33** quality. Monday at
- Ivory Habutai Silk, 1000 yards of 36-inch silk. Regular 55c quality. Monday, per yard. **.49****
- Black Chiffon Velvet, made by Martin, of Lyons. Regular \$3.50 per yard. Monday, 200 yards, at **2.75****

## Scotch Tapestry and Velvet Rugs Both Noted for Resisting Qualities

If you want a rug for the dining-room or living-room you will choose wisely if you decide on a Scotch tapestry or velvet rug. They are the best for rooms where rugs are subjected to hard wear, and also they are the easiest to keep clean.

## Our New Shipments of These Splendid Rugs

- enables you to choose from a most comprehensive assortment of rich patterns, Orientals, florals and conventional; also two-tone effects, with pretty chintz borders, in rose, blue, green and fawn centres. We have them in the various grades, but quote only the following as examples of the values:
- SEAMED TAPESTRY SQUARES.**
    - 7.6 x 9.0 11.25
    - 9.0 x 10.8 14.25
    - 9.0 x 9.0 12.25
    - 9.0 x 12.0 15.95
  - SEAMLESS TAPESTRY SQUARES.**
    - 7.6 x 9.0 12.75
    - 9.0 x 10.6 17.50
    - 9.0 x 9.0 15.75
    - 9.0 x 12.0 19.25
  - VELVET RUGS.**
    - 7.6 x 9.0 24.75
    - 9.0 x 10.6 33.00
    - 9.0 x 9.0 28.50
    - 9.0 x 12.0 39.50
    - 10.6 x 12.0 47.50

## Six Big Special Offers in Furniture

- 4 only, Damaged Parlor Suites,** mahogany finished frames, seats upholstered in mixed silk. Suite consists of arm chair, rocker and settee. Regular prices from \$37.50 to \$54.50. Monday, **27.50** your choice at
- Dining-room Chairs,** in solid oak, fumed or golden finish; box frames; seats upholstered in genuine leather; five side and one arm chair. Regular \$49.50. **13.95** Set
- Dining-room Chairs,** in solid oak, golden finish only; box frames, slip seats, 5 side and 1 arm chair. Reg. \$28.50. **18.25** Set
- Dresser,** of genuine quarter-cut oak, golden finish only; two large and two small drawers; top fitted with large beveled plate mirror. Size 22 x 28 inches. Regular \$21.50. Monday, at **13.95** each
- 30 only, Mattresses,** in 4 ft. 6 in. and 4 ft. sizes only; filled with fibre and covered on each side with a good layer of cotton. Regular \$7.75. Monday **5.95**
- Couches,** fumed or golden finish; imitation leather. Regular \$14.75. **8.75** Monday

## Re-upholstering

A phone message to our Drapery Department is all that is necessary to bring a thoroughly experienced upholsterer to your house to estimate for the re-covering, repairing or re-finishing of any piece of furniture that may need freshening. It costs nothing to get our price for this work. Phone at once and decide to have your work done now, while we are in a position to do your work quickly. Call Main 7844.

**At \$3.50, \$4.00, \$4.50 and \$4.75 Per Yard**  
A large assortment of unusually fine designs of English and Scotch wool tapestries, floral and conventional designs, in all shades and marvellous patterns; 50 inches wide.

The **SIMPSON** Company Limited