

SIMPSON'S

Store Opens at 8.30 a.m.

SIMPSON'S

Store Closes at 5.30 p.m.

SIMPSON'S

As You Wend Your Way Through The Simpson Picture Galleries

You See a Truly Wonderful Collection of Pictures, Including the Fine Art Prints of the Old Masters and Latest Original Works of Modern Artists

Original Etchings and Mezzotints \$1.50 to \$50

And the fact that they are limited editions makes them the more exclusive. Done in black and white—also color reproductions. —Sixth Floor.

Here, on the Sixth Floor, is the mecca of the picture lover—the unfailing source of interest and delight to those who would view with acclamation the myriad of subjects which comprise nearly every known work of art.



The World Standard "Medici" Prints \$5 to \$15

These color prints of rare excellence by the masters are done in fadeless colors, and unsurpassed in fidelity of line. Choose from a wide variety. —Sixth Floor.

Photographic Platinum Proofs Taken Direct From Original Masterpieces, \$1.50

This wonderful process of picture taking retains the effective lines of the original canvases. They're in grey and black in unusual combination and blending. Sizes 4 x 6, 8 x 10 and larger. Price, \$1.50.

Sepia carbon reproductions similar to above, 85c. —Sixth Floor.

The "Little Picture Series" \$2.25 to \$4.50

These comprise handsomely framed copies of subjects by old masters. Mostly small sizes. An almost endless variety offers splendid choosing at \$2.25 to \$4.50.

The Newest Picture Productions by Noted Artists of Today, \$1.00

If you are looking for modern art in color you will be enamored of these. They are framed in single studio style with thin black or brown edging. This, by the way, is the only form in which these current works are obtainable. The coloring is exquisitely done, and will please the most artistic temperament. Moderately priced at \$1.00. —Sixth Floor.

Don't Miss This One Today \$2.00 Table Damask at \$1.50 Yard

Linen and cotton mixed. Good, strong, serviceable quality. 70 inches wide. \$2.00 value. Clearing today, yard, \$1.50.

\$3.50 Damask Table Napkins, \$2.85 Doz.

Made in Ireland. Size 20 x 20 inches. Hemmed ready for use. \$3.50 value. Clearing today, dozen \$2.85.

All-Wool Military Grey Blankets, \$4.95.

Mill seconds. Joined in centre. Size 70 x 84. Just 65 to clear. Today, each \$4.95.

Tarantulle.

40 inches wide. For dainty home-sewn lingerie. Supplied in three weights. Standard, priced, yard, 50c. Fine, priced, yard, 59c. Superfine, priced, yard, 75c. On sale at Cotton Counter.

Bath Robe Lengths.

Warm and serviceable for convalescent soldiers, soldiers, etc. Size 72 x 90 inches. Beautiful range of colorings, with girdles to match. Priced at \$4.95, \$5.95 and \$6.25.

Cambric Comforters, Today \$10.95.

Down filled. Pretty colorings. Size 72 x 72 inches. Today, special, \$10.95.

Japanese Comforters. Couch Throws.

Size 70 x 84 inches. Blues, tan, greens, pink and lavender colorings. Today, special, \$9.50.

Heavy Twilled Cotton.

36 inches wide, for nightgowns, pyjamas, etc. Just 500 yards to clear. 80c value. Today, yard, 24c. Fourth Floor.

Exceptional Values in Crepe de Chine \$5.95 Blouses \$3.95

We secured the crepe at a big price concession, and had it made up, hence we can offer these smart blouses at much below usual.

Rich quality crepe, with heavy 1-inch satin stripes. Two charming designs, featuring tuxedo or convertible collars, hemstitched seams, and solid pearl buttons. Colors flesh, white and black. Sizes 34 to 42. Regular value \$5.95. Today \$3.95.

2750 Pairs Women's Silk Gloves 65c

REGULARLY 85c, \$1.00 AND \$1.25—A manufacturer's floor stock of perfectly finished tulle and milanese silk gloves. Extra close heavy weight, two dome fasteners and strong-sewn seams—black, white, and a few colors. All sizes. No phone orders. A wonderful glove offering. Today 65c.

Girls' Fall Sweater Coats, \$4.50

For weight of wool, perfection of fit and smart style, this little sweater coat has no equal at the price. In fact, we could not replace it at \$6.50 today.

Norfolk style, with convertible roll collar, patch pockets and belt. Colors sage, coral, Irish and pink. Sizes 6 to 14 years. Extraordinary value, today, \$4.50.

"Pte. Peat" And Other Good Books, 65c

"Private Peat" A true story of a soldier's experience as a prisoner in Germany. By Harold R. Peat. ALSO THE FOLLOWING AT 65c. "The Secret Witness." By Geo. Gibbs. "Bab, a Sub-Deb." By Mary Roberts Rinehart. "Adventures in Friendship"; "Adventures in Contentment"; "The Friendly Road." By David Grayson. "The Long Lane's Turning." By Hallie E. Rives. "Second Violin"; "With Juliet in England." By Grace S. Richmond.

Simpson's Wednesday MARKET

Phone Adelaide 6100

Canada Food Board License No. 5-7051.

FISH.

All Fresh Fish Advertised Subject to Arrival. Fresh Frozen Sea Herring, lb. 12c. Fresh Frozen Haddock, dressed, per lb. 12c. Fresh Frozen Cod, headless, dressed, per lb. 11c. Fresh Frozen Whitefish, dressed, per lb. 18c. Best Finnan Haddies, per lb. 17c.

MEATS.

Exhibition Beef, Finest Round Steak, per lb. 48c. Exhibition Beef, Finest Sirloin Steak, per lb. 48c. Exhibition Beef, Finest Rib Roast, per lb. 44c. H.A. Pure Lard, 7-lb. pails, gross weight, per pail \$1.10. Domestic Shortening, 3-lb. pails, gross weight, per pail 90c.

GROCERIES.

Quaker Flour, 24-lb. bag \$1.74. Fresh Rolled Oats, stone 90c. Kitchen Ammonia, 3 packages 25c. Egg-O Baking Powder, per tin 25c. Pork and Beans, Belmont Brand, per tin 20c. Bleached Sultana Raisins, 2 lbs. 25c. Finest Olomargarine, per lb. 22c. Golden Hoop, per tin 21c. Orange Marmalade, 4-lb. pail 82c. Choice Pink Salmon, 1/2-lb. tin 14c. White Wine Vinegar, gallon. Mustard, in bulk compound, lb. 22c. Finest Pickling Spice, per lb. 25c. Crisco, 1-lb. tin 35c. Port Toasties, 2 packages 25c. Peanut Butter, in bulk, per lb. 22c. Macaroni or Spaghetti, 2 pkgs. 22c. Tabin Syrup, 2-lb. tin 25c. Kilim, per tin 15c. Patna Rice, 2 lbs. 25c. Toiler's Soda Biscuits, package 35c. Edwardsburg Laundry Starch, 2-lb. package 37c. Finest Canned Peas, per tin 15c. Pure Gold Jelly Powders, assorted, 2 packages 25c. Coward's or Lowrey's Cocoa, 1/2-lb. tin 25c.

FRESH ROASTED COFFEE, PER

2000 lbs. Fresh Roasted Coffee, in the ground pure or with chicory. Today, per lb. 25c.

FRUIT SECTION.

One car Choice Potatoes, pack 80c. 1000 Choice Hard Cabbages, each 10c. California Valencia Oranges, doz. 65c.

Precious Oriental Rugs In the New Fall Displays

Including Some of the Finest Specimens of Eastern Art and Handiwork



Visit the Display on Fourth Floor

Includes some of the finest specimens of eastern art and handiwork. Rugs of various makes, including Kirmanshah, Irans Sorouks, Bokhara, Kazacs and other Persian varieties, with their luxurious colorings and beautiful lustre. Rugs woven from the finest grades of wool, camel and goats' hair, that shine like silk, and besides their fast colors and wonderful texture, are the most durable of any make of rugs.

The great majority are in those popular sizes ranging from 3 ft. x 5 ft. to 5 ft. x 8 ft., and prices range from \$55.00 to \$375.00.

English Shadow Cloths Yard, \$1.50

Almost limitless is the variety of new effects in this popular and durable fabric. For drapes and light upholstery. Delicate, medium and dark color combinations, showing lovely effects in verdure and floral designs. 30 inches wide. Today, yard, \$1.50.

Same fabric, 60 inches. Yard, \$2.25. English Lace Curtains, in white. Pair, \$1.75. Tapestry Portieres, green and brown, fringed at both ends, \$7.50. Tapestry Portieres, self tones of green and brown, \$4.95. Velour Portieres, different color on each side, or both sides alike—\$27.50.

Imported Wall Papers Half Price

\$1.00 Papers, Today 50c; 75c Papers, Today 37 1/2c.

Newest color treatments of grey, blue, tan, green and brown in tapestries, blended effects and conventional designs. Many high-class English papers taken from stock included. Regular 75c. Half-price today, single roll, 37 1/2c. Regular \$1.00. Half-price today, single roll, 50c.

Dainty Papers and Cut-out Borders for Bedrooms. Regular 20c Wall Papers, 10c; 20c Cut-out Borders, yard, 10c—Narrow stripes make pretty walls for bedrooms when used with floral cut-out borders. Grey with pink, grey with mauve, grey with blue, and white with yellow. The Cut-out Borders have base bandings to match. Regular 20c Wall Papers, today, single roll 10c. Regular 20c Cut-out Borders, today, yard, 10c.

New Fall Suits and Topcoats for Men

Simpson clothes are developed in the very best materials, both inside and outside, and are shown in exclusive patterns, in sizes and models to suit every type of figure.

NOBBY FALL SUITS, \$32.00. The man who prefers a dark grey pick-and-pick pattern in beautiful worsted fabric will want one of these suits. Single-breasted, 3-button saque model. Sizes 36 to 44, at \$32.00.

YOUNG MEN'S FALL SUITS, \$40.00. There's quality written all over these nobby new models from their superb fabrics to the clean cut, snap and style. Tweed in dark brown shade with small check pattern. Single-breasted, 3-button model. Sizes 35 to 42, for \$40.00.



MEN'S NEW FALL OVERCOATS, \$20.00.

Stylish, smooth fitting coats are these—developed in medium grey cheviot—standard fly-front Chesterfield model, approved by thousands of particular dressers. Sizes 36 to 46, for \$20.00.

MEN'S WINTER OVERCOATS, \$40.00 TO \$70.00.

Buy your winter coat now while present moderate prices obtain. Made of extra heavy English coating (pre-war fabric) in ulster model. Browns, greys and heather mixtures. Sizes 36 to 48.

NEW FALL LINCOLN HATS FOR MEN, \$5.00.

In all the leading shades of greys and greens, flat set and slightly curled brim shapes, \$5.00. Leeds, an exceptionally fine quality hat, several smart shapes for fall wear, \$4.00.

50c SILK COLLARS, 29c.

Men's and Boys' Fancy Striped Silk Collars, fancy colored stripes, double-fold standing style. Sizes 13 1/2 to 17. Regularly 50c. Today, 29c.

The Right Kind of School Clothes for Your Boy

Boys' Blue Serge Suits, \$15.00, \$16.00 and \$17.00. Beautifully tailored of all-wool imported mill finished serge, in the popular trencher effect. Single-breasted—military back, with centre inverted pleat—all-around buckle belt, sewn at back only. French slash welt pockets and twill serge body linings. Bloomers are full fitting. Boys 7 to 12 years, \$15.00; 13 to 16 years, \$16.00, and 17 years, \$17.00.

Boys' Fancy Norfolk Suits, \$11.50. Made from imported English tweed suitings—cheviot finish. Medium and dark grey mixtures, single-breasted, three-button models with dip yoke back and front.

Breast and side patch pockets—pinch-back with centre box pleat to waist, three-piece belt, and cuffs on sleeves—twill serge body linings. Bloomers are full fitting, warmly lined. Boys 7 to 17 years, \$11.50.

Boys' Junior Trench Overcoats, \$13.50. Smart style for boys 3 to 10 years. Of heavy brown chinchilla coating—fancy check wool body lining. Double-breasted, with convertible storm collar—full-fitting back—cuffs on sleeves—loose belt with buckle—slash pockets. Sizes 21 to 28, \$13.50.

Boys' All-Wool Pullover and Cashmere Jerseys. Buttoned shoulder. Plain navy and color combinations. Sizes 20 to 22, \$2.25.

The Robert **SIMPSON** Company Limited