

TELEPHONES

Groceries and Meats—Adelaide 6100. All Other Departments—Main 7841. Prompt, Careful Service for Every Telephone Order.

Bedding, Staples and Linens

A REMARKABLE LIST FOR FRIDAY

- 45c Sheets at 37c — Twilled, bleached, heavy quality, 2 1/2 yards wide. Regular 45c yard. Friday .37
Hemstitched Pillow Cases — Linen finish, size 45 x 33 inches. Friday, pair .48
Reversible Silkline Bed Comforters — White, fluffy cotton filling; size 72 x 72 inches. Regular \$2.00. Friday .1.69
Wool Napped Blankets — Tan coloring, with pink or blue borders; size 72 x 84 inches. Friday selling .2.48
Genuine Red Hudson Bay Blankets — Splendid for military purposes; 10 pounds. Friday, pair .10.00
Striped Flannelettes — Dark, medium and light colorings; 34 inches wide. Friday selling, per yard .13
Round Scalloped Damask Table Cloths — Dainty designs, size 68 x 68 inches. Friday .2.75
Hemstitched Damask Table Cloths — Range of pretty designs; size 58 x 80 inches. Regular \$2.00. Friday 1.69
Crash Roller Towelling — Serviceable quality; 17 inches wide. Friday, yard .10
White Terry — Good heavy quality, 20 inches wide. Friday, yard .19

Friday Bargains in Carpets

TWO SPECIAL LINES OF BRUSSELS RUGS.

These Rugs are exceptionally good value, prices being below the prices previous to the advance. There is a very good range of designs and patterns, in small conventional and two-tone effects. Friday special prices as follows:

- 6.0 x 7.6 13.75 and 8.25
6.0 x 9.0 16.75 and 9.95
6.0 x 10.6 18.75 and 11.25
9.0 x 9.0 21.75 and 12.95
9.0 x 10.0 24.75 and 13.95
9.0 x 12.0 26.75 and 17.95

2000 YARDS CHINA MATTING.

All new clean straw, this season's goods. In check and stripe patterns; red, green and brown; for sun-rooms and little bedrooms. Regular 15c. Friday, 10c or lots of 40 yards for .375

NEW HEAVY QUALITY FLOOR CLOTH, 32c.

Hundreds of yards of well-printed floor cloths, all new 1916 designs, perfect goods in every way, in block, tile, matting, floral and hardwood effects. Friday, square yard .32

VELVET MATS, \$1.95.

Several good patterns, mostly in Oriental effects, nice soft colorings, very good wearing mats; size 27 x 54 inches. Friday .1.95

REVERSIBLE SMYRNA RUGS, \$2.25.

Tan and green ground, Oriental design, wool, reversible, size 30 x 60 inches. Friday .2.25

Umbrellas 79c

Strong, Serviceable Umbrellas, men's or women's styles, with coverings of fine taffeta-finished cloth, paragon steel frames, good range of nickel mounted or plain natural wood handles. Friday, special.. 79

Sample Boots at Bargain Prices

700 PAIRS MEN'S BOOTS.

Box calf Bluchers, made on neat, full-fitting last, with double weight reinforced standard screw soles, solid heels, sizes 6 to 11. Regular \$3.00. Friday . 1.95

600 PAIRS WOMEN'S BOOTS.

Tan calf, black velvet, patent colt and gummetal; button and lace; made on newest toe shapes with black cloth uppers, plain and toecap vamps; Goodyear welt and flexible McKay sewn soles; Cuban and low heels; sizes 2 1/2 to 7. Regular \$3.00 and \$3.50. Friday 1.99

600 PAIRS BOYS' BOOTS.

Box calf and gummetal leathers; button and Blucher style; full fitting toe styles; solid standard screw or McKay sewn soles. Sizes 11 to 13, Friday bargain, 1.69. Sizes 1 to 5, Friday bargain 1.99

Rubbers to fit any size or style of boots for less than manufacturers' prices.

Simpson's Friday Bargains

Exceptional Bargains on This Page for Men and for Homefurnishers in Needed Merchandise on Sale Today.

Feather Your Nest for Spring and Summer NOW!

HERE ARE SOME OF THE THINGS YOU NEED IN THE INEVITABLE READJUSTMENT FOR THE NEW SEASON, AT PRICES MANY OF WHICH WILL NOT BE POSSIBLE A MONTH HENCE.



Canada-Made Furniture

Dining-room Chairs — Consisting of five small and one arm chair; made of solid quarter-cut oak; fumed or golden finish; have loose slip seats, covered in genuine leather. Regular \$25.00. Friday 19.00

Dining-room Chairs — Five side and one arm, in solid quarter-cut oak, fumed, the loose slip seats are well upholstered and covered in genuine leather. Regular \$33.50. Friday 24.50

Extension Tables — Quarter-cut oak, fumed or golden finish; 45-inch top, extending to 6 feet; massive pedestal. Regular \$21.00. Friday 12.15

Extension Table — Solid quarter-cut oak, fumed or golden finish, 48-inch round top; dividing pedestal and claw feet. Regular \$23.00. Friday selling 14.50

Buffet — Very heavy, massive design, in genuine quarter-cut oak, fumed or golden finish; 52-inch case; cutlery and one long linen drawer; double cupboard; fitted with British bevel mirror. Regular \$34.50. Friday 23.75

Buffet — "Colonial" design, in genuine quarter-cut oak, fumed or golden finish, 52-inch case; two cutlery drawers; one long linen and one doily drawer; double cupboards; top fitted with British bevel mirror. Regular \$39.50. Friday 29.50

Parlor Suite — Solid mahogany frames, neat design, seats and backs covered in mixed silk tapestry; settee, arm chair and arm rocker in suite. Regular \$47.00. Friday 34.50

Arm Chairs and Arm Rockers — Well upholstered, and covered in art leather. Regular \$8.00. Friday 5.25

Couch — Comfortably upholstered, and covered all over in art leather; full size. Regular \$11.00. Friday 7.25

Friday Bargains in China and Glass

FISH GLOBES.

- One-pint size, 15c; half-gallon, 29c; 1 gallon, 50c; 2 gal. long, 75c; 3 gallons, \$1.00.
Four-piece Colonial Glass Table Sets 40
Optic Water Sets, Regular 40c 34
Pressed Glass Berry Sets, Regular 80c 59
"Nu-Cut" Vases, in various shapes and cuttings, Friday 39
Salt and Pepper Shakers, semi-cut, pair 25
35c Glass Candlesticks, each 25
Table Glassware at 15c—Syrup Jugs, Vinegar Bottles, Bon Bon Dishes, Pickle Trays, Spoon Trays, Cream Pitchers, etc. Friday, each 15
ODD DINERWARE, "REGINA" PATTERN.
Bread and Butter Plates, each 5
Tea Plates, each 7
Soup Plates, each 7
Fruit Saucers, each 4
Meat Platters, 12-inch 29c; 16-inch 49c each.
Vegetable Dishes, each 49
Cray Boats, each 15
Bakers, each 15
Pickles, each 8
Sugar Bowls, each 15
Cream Jugs, each 10
Stop Bowls, each 10
Cups and Saucers, each 10
In blue and green decorations.
ODD BEDROOM WARE.
Decorated Ewers, 69c; Basins, 69c; Chambers, 49c; White Ewers, 49c; Basins, 49c; Chambers, 39c.
CLOVER LEAF CHINA.
Clover Leaf Soup Plates, each 7
Tea Plates, each 7
Salad Bowls, each 5
12c Children's Mugs, nursery rhymes, etc. 49
60c and 75c Floral Decorated Jardiniere, 49
25c Cake Plates, assorted decorations, Friday, each 9
49c Japanese Sugar and Cream Sets, Friday, each 9
12c Japanese Cups and Saucers, Friday, each 9
98c Natural Fern, 6-inch size, most suitable for table decoration, Friday, each 49
49c Florentine Statuettes, various subjects, Friday, each 39

Bargains in Drapery Needs

The Half-Price Sale of Lace Curtains. A limited quantity of novelty curtains, made of fine quality Brussels net, some trimmed with laces and insertions; others with pretty colored borders of muslin, 2 1/2 yards long. Regular \$1.25, \$2.50, \$3.00, \$3.85 and \$4.35 per pair. Friday69, 1.25, 1.50, 1.95 and 2.18

Window Shades at 30c — Opaque cloth, in cream, green or white; size 36 in. x 72 in. Friday30

10c Extension Rods for 6c — For light draperies; well made, with neat silvered ball ends; extend to 48 in.; hook brackets. Regular 10c. Phone or mail orders will be filled. Friday selling6

Curtain Muslins — A large shipment of pretty muslins just to hand; there are plain spots, neat floral and cross-bar effects; the quality is all that could be desired, and the price is now at its lowest. On Friday we are selling these muslins at, per yard .23, .28, .33 and .35

Scotch Madras Muslins, 19c Per Yard — Artistic and dainty fabric for dining-room, living-room or bedroom windows, which can be easily laundered, and always give the window a well-dressed appearance; good, serviceable quality; pretty designs in cream or white; 40 in. wide; bought before the enormous advance in cost. Special for Friday, per yard 19

Portiere Fabrics, 69c Per Yard — A heavy quality of art serge, in pretty shades of green, brown or red, suitable for portieres or window curtains, in living-room, dining-room or hall; 50 inches wide. Regular 90c. Friday, per yard, at69

Fireplace Fixtures

SMALL ENGLISH COAL GRATES. Low set, sizes 19 x 30 inches and 24 x 30 inches; some all black and some black and brass, with black or brass adjustable canopy. Regular prices from \$18.50 to \$28.50 each. Friday bargain, half-price, each, 9.25 to 14.25

PORTABLE FIRE BASKETS. For the open grate; dull black finish: 16x 9 inches 2.75 20x12 inches 3.15 18x12 inches 2.95 24x12 inches 3.45

IRON FENDERS.

Dull black finish; sizes 54 inches to 60 x 12 inches. Friday bargain 2.75, 5.75 and 6.25

Gipsy Coal Cauldrons at59

Round Coal Boxes at89

Gipsy Coal Cauldrons — Open top style, slightly tarnished. Regular \$1.25 to \$1.75. Friday bargain, each59

Round Coal Boxes — With lid and lining, some black and some black brass. Regular \$2.00 to \$2.75 each. Friday, each89

Mantel and Tile Department—Sixth Floor

Men's \$10.50 and \$12.00 TWEED SUITS \$7.95

Sizes 36 to 44. English Tweed Suits — In brown or gray colors; very subdued stripe patterns; the cloth will give good service; they are cut in single-breasted, three-button sack style, with single-breasted vest; linings are twill mohair; sizes 36 to 44. To clear 7.95

\$3.50 AND \$3.75 WORSTED TROUSERS AT \$2.49.

Well tailored, with good trimmings; the material is English worsted trousering, in good gray stripe patterns; sizes 32 to 42. Friday at 2.49

\$12.00 AND \$13.50 ULSTERS, FRIDAY, AT \$8.95.

A clean-up of broken lines in English tweed coatings; browns and grays; subdued stripe designs; cut in double-breasted ulster style, with convertible collar; heavy twill mohair linings; sizes 36 to 44. Friday 8.95

Men's Soft Felt Hats at 89c

350 Men's and Youths' Soft Felt Hats — In trooper, fedora and neglige shapes; the remains of our winter stock; colors navy, brown, green and slate; all sizes in this lot; \$1.50 and \$2.00 values. On sale Friday for89

MEN'S BLACK STIFF HATS.

English and American makes; a full range of shapes, and all sizes; samples and oddments from our \$1.50, \$2.00 and \$2.50 quality stock. Friday98

BOYS' SCHOOL CAPS.

Made of fine melton cloth, unlined, with taped seams, and leather sweatband; either with plain front or crest of maple leaf or Boy Scouts. Regular 45c. Friday39

Homefurnishing Departments Are Full of Extra Values for Today.

Men's 75c and 89c

Shirts at 55c

Neglige Shirts—Plain and fancy stripes, in blues or blacks; laundered cuffs; coat styles; sizes 14 to 16 1/2. Regular 75c and 89c. Friday 55c

MEN'S FLANNELETTE NIGHTROBES.

Blue, brown and gray stripes; collar style; sizes 14 to 20. Extra special Friday59

BLUE CHAMBRAY WORK SHIRTS AT 39c.

Men's Blue Chambray Work Shirts — Collar-attached style; large roomy bodies; sizes 14 to 16 1/2. Regular 59c. Friday 39c



MERINO SPRING UNDERWEAR, 44c.

Men's Spring Underwear—Wool and cotton mixture; shirts and drawers; sizes 34 to 44. Special, Friday 44c

Boys' English Tweed Norfolk Suits \$2.85

150 Single-Breasted Norfolk Suits — With full-cut bloomers; dark brown and gray tweeds, in stripe patterns; made with box pleats, belts and twilled body linings; sizes 25 to 30. Friday bargain 2.85

BOYS' FANCY YOKE NORFOLK SUITS AT \$3.95.

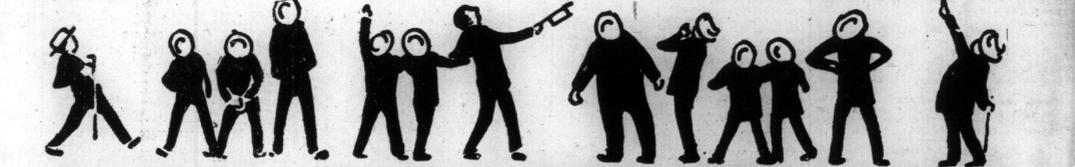
200 Suits — Made up in the very newest single-breasted, fancy Norfolk styles, yoke, fancy pleats to stitched-on belt and plain skirts; full-cut bloomers; splendid assortment of tweeds, in browns, grays and blue-gray shades; lined throughout; sizes 27 to 35. Friday bargain 3.95

BOYS' PARAMATTA RAINCOATS, \$3.45.

100 Single-Breasted, Double-Texture, Fawn Paramatta Raincoats — Perfectly rainproof and strongly made, specially for school wear; seams are double-stitched and cemented; full cut; sizes 25 to 35. Friday bargain 3.45

BOYS' ENGLISH TWEED BLOOMERS, 35c.

500 pairs, in brown and gray tweed, full cut, with belt loops and strap and buckle at knee; lined throughout; sizes 24 to 33. Friday bargain 35c



In The LUNCH ROOM

25c DINNER, 11.30 A.M. TO 2.30 P.M.

Broiled Salmon Steak, Lemon Sauce, or Macaroni and Cheese, with Tomatoes, or Roast Ribs of Beef, Dish Gravy; Potatoes, boiled or mashed, with Green Peas. Apple Sponge Pudding, Sweet Sauce, or Raisin Pie, or Ice Cream; Bread, white or brown, with Butter; Tea, Coffee or Milk.

AFTERNOON SPECIAL. 3.00 TO 5.30 P.M. Escalloped Oysters; Lettuce Sandwich; pot of Tea, with Cream; Ice Cream—15c, or two persons for 25c.

Sheet Music

"The Allies' Patrol," the latest patriotic medley, introducing all the national anthems of the allies, arranged as a two-step or march. Just published 15

Telephone Tonight, 5.30 to 10 o'Clock, for Provisions To Go by Early Delivery Saturday. Special Attention Given to Fish Orders. Telephone Adelaide 6100.

- FISH FOR FRIDAY. Lake Trout, lb.13 Trout Steaks, lb.15 Whitefish, lb.13 Chicken Steaks, lb.15 Halibut, lb.10 Sea Salmon, by the piece, lb.13 Sea Salmon Steaks, lb.15 Chicken Hattie, lb.10 Finnan Hattie, lb.12 Golden Ciscoes, lb.15 Kipperd Herring, each5
MEATS. Rolled Boneless Brisket, for pot roast, per lb.17 Shoulder Roast Tender Beef, per lb.14 and15 Thick Rib Roast Prime Beef, lb.18 Sirloin Steak, Simpson quality, lb.25 Porterhouse Roast, choicest cuts, per lb.30 Wing Roast Best Beef, per lb.23 Maple Leaf Breakfast Bacon, whole or half side, per lb.30 Maple Leaf Lard, 3-lb. pails, gross weight, per pail50
GROCERIES. One Car Standard Granulated Sugar, in 20-lb. cotton bags, per bag 1.41 Choice Family Flour, quarter bag.74 Yellow Cooking Sugar, 7 lbs.50 California Seeded Raisins, 3 packages for31 Choice Cleaned Currants, 2 lbs.24 Perfection Baking Powder, 3 tins 25 Heather Brand Extracts, assorted, 2 1/2 oz. bottle, 3 bottles 25 Choice Shelled Walnuts, per lb.45 Crisco, per tin29 Mixed Pastry Spice, per tin7 Canada Cornstarch, package8 Finest Evaporated Peaches, 3 lbs.25 Finest Canned Pumpkin, 3 tins 24 Finest Creamery Butter, per lb.36 Wethey's Prepared Mince-meat, 3 packages 25 Finest Canned Lombard Plums, 3 tins 25 Choice Rangoon Rice, 5 lbs.25 Finest Pearl Tapioca, 2 1/2 lbs.25 Finest Pink Salmon, tall tin 10 Toasted Cornflakes, 3 packages 25 500 lbs. Fresh Fruit Cake, per lb. 18 Fancy Mixed Biscuits, per lb.15 Finest Canned Corn or Peas, 3 tins 25
PURE CELONA TEA. 1000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Friday, 2 1/2 lbs.74
NATURAL MAIDENHAIR PRESERVED FERNS. In boxes to fit your fern dish; no watering necessary; box of one dozen sprays 18 and 25 Artificial Asters, Poppies, Daffodils, Daisies, Narcissus, and many other kinds in bunches of one dozen flowers with foliage, bunch 39
CANDY—Main Floor and Basement. 500 lbs. Lowney's Milk Chocolate Shapes, per lb.35 1000 lbs. Satin Reds, per lb.12 1000 lbs. Nut and Fruit Maple Cream, per lb.12
FRUIT AND VEGETABLES. One Car Choice California Sun-kist Oranges, sweet and seedless, large size, per dozen 35 Choice Grape Fruit, large size, 4 for 25 Choice Apples, for cooking or table use, peck 30 Finest Sweet Potatoes, 6 lbs. 25

The Robert SIMPSON Company Limited

C.P.R. Choice suits of cloth, light, large Apply to H. W. W. PROBS- BR GER Hy CANADIAN HELPER TO German Tre Ruins an slaugh FOE COU But Enemy der Fir Scou OTTAWA, M communication general repre involved by the right: "CANADIAN QUARTERS in March 10.—Ea March 1-7 our courted to assist ment of a ins. As a res the German t rashes and d rines for a British attack tily successi perfect artille vated the ene la up. The counted and several deta subsequently a rited away Canadian are, remain in 'p work." Numerous e vers disperse ions hostile t silenced. One and destroyed on the a ther of our b plions in the bly as the stores. Direct hits batteries of oillery (commu) tion, D.S.O., mortar empia when the gun es at our li placements (Continued) THE chi the re by th attacks on tage, and w rilling, in m ward a little As the f been held u for nearly a the German advance wa have since go on till t centrated a now trustin in any acci enemy. A furth eral Ayime caused by which were of the Tig involve 2 days adva along the Küt-el-Am for two m thru a cou of drinkin achieveve British wil when refr tepulse of