

Simpson's Offer a Treat for Home--- 75c Huck Towels at 59c



Huck Bedroom Towels with damask borders, finished hem. Regular 75c. Rush price today, pair, 59c.

White Turkish Bath Towels, large size. Regularly \$1.00. Rush price today, pair, 79c.

Hemstitched Damask Cloths, assorted designs. Size 62 x 62 inches. Regularly \$3.00. Clearing today, \$2.25.

Semi-bleached Table Damask, 64 inches wide. Regularly \$1.00 yard. A real saving for housewives. Today, at yard, 69c.

Sateen Down-filled Comforters, size 72 x 72 inches, beautiful designs and colorings with plain panels to match. Regularly \$15.00. Special today, \$12.95.

Tapestry Table Covers, size 64 x 68 inches. Red and green, or gold and green colorings. Special today, \$3.45.

Simpson's—Fourth Floor.

Simpson's Saturday Market

Telephone Adelaide 6100
Canada Food Board License No. 9-029.

MEATS AND FISH.

- Shoulder Roasts, finest beef, per lb. 24c to 26c.
 - Blade Roasts, very choice, per lb. 24c.
 - Brisket Boiling Beef, best cuts, per lb. 24c.
 - Round Steak Roasts, prime, per lb. 24c.
 - Legs of Spring Lamb, per lb. 35c.
 - Fronts of Spring Lamb, per lb. 35c.
 - Smoked Boneless Cottage Rolls, 2 to 4 lbs. each, per lb. 24c.
 - Silver Leaf Pure Lard, 3-lb. pails, gross weight, per pail 40c.
 - Fresh Smoked Ciscos, select, per lb. \$1.10.
 - Fresh Smoked Boneless Fillets, per lb. 23c.
 - Fresh Smoked Boneless Fillets, per lb. 23c.
 - Best Finnan Haddies, per lb. 23c.
- GROCERIES.**
- Canada Food Board License No. 8-7531.
 - Quaker Flour, 24-lb. bag, \$1.70.
 - Sweet Wrinkled Peas, per tin, 15c.
 - F. & G. Nappa Soap, 4 bars, 30c.
 - H. S. Butter, per lb. 55c.
 - Fresh Roasted Coffee, per lb. 37c.
 - Oleomargarine, per lb. 27c.
 - Kellogg's Toasted Cornflakes, 2 packages, 25c.
 - Orange Marmalade, 4-lb. pail, 83c.
 - Crossed Fish Sardines, per tin, 25c.
 - H.P. Sauce, per bottle, 27c.
 - Finest Canned Peaches, Hygiene, per tin, 15c.
 - Raspberry or Strawberry Jam, per jar, 25c.
 - Mild Cheese, per lb. 33c.
 - Red Salmon, tall tin, per tin, 35c.
 - Olives, pimento stuffed, per bottle, 22c.
 - MacLaren's Jelly Powders, 2 packages, 25c.
 - Clark's Tomato Soup, 2 tins, 25c.
 - Marsh's Grape Juice, per bottle, 22c.
- FRUITS.**
- Choice Grapefruit, 3 for 25c.
 - Cape Cod Cranberries, quart, 17c.
 - Yellow Turnips, 2 for 10c.
 - Hubbard Squash, each, 15c.
- FLOWERS.**
- Large Boston Ferns, \$1.25.
 - Boston Ferns, 2 1/2 and 5c.
 - Palms, 55c.
 - Large Rubber Plants, \$1.75.
 - Geraniums, in bloom, each, 15c.
 - Asparagus Ferns, each, 13c.
 - Hyacinth Bulbs, assorted colors, dozen, 70c.
 - Tulip Bulbs, assorted, dozen, 55c.
 - A Large Variety of Cut Flowers—Prices Right.

Hear These Victor Records

A live list of New Victor Records. Come to Simpson's Phonograph Dept. and hear them, also your favorites and others you wish to hear. We stock every available record. Simpson's Victor Service is the kind that builds confidence.

VOCAL RECORDS, 10-INCH, 90c.

- 18491—For Your Boy and My Boy—Peerless Quartette. When You Come Back—Dixon and Orpheus Quartette.
- 18492—When You Sang 'Hush-a-Bye, Baby,' to Me—Sterling Trio. Mammy's Chocolate Soldier—Marion Harris.
- 18493—Good-Bye, Alexander, Good-Bye, Honey Boy—Marion Harris. When Uncle Joe Steps into France—Collins and Harlan.
- 18494—The Yanks Are At It Again—American Quartette. When I Get Back to My American Birth—Arthur Fields.
- 18495—I'm Always Chasing Rainbows—Harrison. I Miss That Mississippi Miss That Misses Me—Sterling Trio.
- 18506—Oh, How I Wish I Could Sleep Until My Daddy Comes Home—Burr. There's Nobody Home But Me—Hart.
- 18507—Out, Out, Marie—Arthur Fields. We Don't Want the Bacon—Peerless Quartette.
- 18508—That Soothing Serenade—Burr. On the Level, You're a Little Devil—Clarke and Burr.
- 18497—Everything is Peaches Down in Georgia—American Quartette. Carolina, I'm Coming Back to You—Peerless Quartette.

INSTRUMENTAL RECORDS, 10-INCH, 90c EACH.

- 18507—Hindustani (Fox Trot). 'N Everything (Fox Trot)—Smith's Orchestra.
- 18504—Sabre and Spurs March. Solid Men to the Front (March)—Rusa's Band.
- 18498—National Emblem (March)—U. S. Marine Band. Lights Out (March)—Pryor's Band.
- 18477—Oh, Lady! Oh, Lady! (Medley One-Step). Sinbad (Medley Fox Trot)—Waldorf Astoria Dance Orchestra.

Simpson's Phonograph Dept.—Sixth Floor.

Men! Saturday Sale of Overcoats \$22.50

In the Simpson Men's Store
Regular \$28, \$30 and \$35 Models



They're incomplete stock grouped for a clear-up. Choose from Chesterfield, slip-on, trencher and ulster models. Some finished with satin yokes and sleeves. Others lined throughout. Dependable coatings are used in the making. Newest shades. Today these \$28.00, \$30.00 and \$35.00 coats are down to \$22.50.

Youths' Suits \$14.85

For Youths 16 to 20 Years

They show the youthful mannish lines, too, preferred by the stylish dresser. They are of smart tweeds in wanted new shades. Form-fitting and trencher models. 6-button vests, and narrow trousers. Sizes 32 to 36. Saturday special \$14.85.

English Raglan Overcoats \$45.00

With full back—convertible collar and sleeve finished with smart cuff. Material is heavy-weight all-wool coating, in rich heather brown shade. Satin yoke and sleeves. Sizes 35 to 42—\$45.00.

Suits for Stout Men \$22.00

A close-out of remaining \$22.00 to \$30.00 suits, so it's a fine chance. Made up in three-button conservative sacques from fine tweeds and worsteds, in rich subdued shades, so popular with stout men. Sizes 36 to 50. Today \$22.00.

English Slip-on Overcoats \$40.00

With full back—convertible collar. Slit sleeve, finished with small cuff. Material is a heavy-weight all-wool coating, in a rich green mixture. Satin yoke and sleeves. Sizes 36 to 44—\$40.00.

Men! Wonderfully Stylish Hats at Lowest Prices

Your personal idea of a good hat is expressed in these Simpson qualities. You get the correct brim and crown, in the shade and size that best become you—and the price you pay is the lowest.



New Silk-finished Soft Hats \$4.00—Slightly curled brim, bound with corded silk. Shades of myrtle green, steel grey and brown. Special white sanitary sweat band. Today \$4.00.

Velour Hats \$6.00—American-made velour hats in shades of sage green and brown, finished with beautiful satin linings. Today \$6.00.

John B. Stetson Black Stiff Hats \$6.00—New fall 1918 style. Flexible.

John B. Stetson Soft Felt Hats, in shades of fawn, myrtle, olive, steel, carbon and black. Today \$6.00.

Children's Velour Hats \$2.50—Rah Rah shapes in dome and flat crown styles. Shades of black, steel grey and green. Today \$2.50.

Woolen Toques, 50c, 65c, 75c and 95c—Plain shades of grey, cardinal, white, brown and castor, also combinations of above shades. Today 50c, 65c, 75c and 95c.

Men! Up to \$2.00 Forsyth Shirts for \$1.39---4 for \$5.50

The very shirts you want right now. You'll like the dressy stripe effects in black, blue, helio, pink and green. Some have separate striped collars to match. Double French cuff style. Sizes 14 to 18. Regularly \$1.75 to \$2.00. Get yours today at \$1.39, or 4 for \$5.50.

Men's 90c Fleece Lined Underwear, 79c—Shirts and drawers at a comfortable saving. Natural shade, with soft, fleecy, wool lining. Sizes 34 to 44. Regularly 90c. Today, 79c.

Men's Sweater Coats, \$4.89—Look at these coats and realize the extra value. Ones and

twos left from former selling. Grey, royal, navy, grey and grey, grey and maroon, grey and royal. High storm collar, 2 pockets, pearl buttons, close fitting cuffs. Sizes 38 to 44. Regularly \$6.00. Today, \$4.89.

Men's \$2.00 Wool Mufflers at \$1.49—Brushed wool mufflers in khaki, brown, black and

orange, grey and green, grey and cardinal borders. Good width and length. Regularly \$2.00. Today, \$1.49.

Boys' Fleece Lined Underwear, 65c—Natural shade shell, with soft, fleecy, wool lining. Sizes 22 to 32. Today just 65c.

Boys! Up to \$18 Real Blue Worsted Suits at \$9.95

Imagine it—they're up to \$18.00 suits! Fast color fabrics made up to hold their shape and wear. Double-breasted, 3-button style. Bloomer pants with strap and buckle at knee. Sizes 26 to 34, 8 to 16 years. Today, special, \$9.95.

Big Boys' Overcoats at \$9.95

55 Boys Can Share This Special

Serviceable tweeds in popular shades of tans and greys; grey chinchillas and black and grey striped materials. Some double-breasted, convertible collar models with all-round loose belt and buckle. Others in semi-fitted model with velvet collar. Warm and comfortable coats lined throughout with durable body linings. Sizes 27 to 36, 9 to 18 years. Today, 8.30 special, \$9.95.



Today's the Best Day to Buy Rugs, Draperies and Furniture!

Scrim Curtains, Just \$1.49 Pair



1,000 Curtain Rods, 14c Each
Strong brass rods, extending from 26 to 48 inches. Complete with ends and hooks. Today, each, 14c.

Chintzes and Cretonnes, 49c Yard
Strong English Cretonnes—30 inches wide—also American chintz, 36 inches wide. All-over floral de-

signs in dark and medium color combinations for curtains, box covers, etc. Today, yard, 49c.

Scotch Madras Muslin, 39c Yard
500 yards to sell today. Imported direct from Glasgow mills. A dozen attractive patterns in rich cream color. Madras weaves well, hangs gracefully and launders easily. Today, yard, 39c.

High Class Wall Papers Reduced

Usual Values 35c to 75c—Special 23c Single Roll

Great array of styles to choose from—large tapestries and conventional patterns, textile effects, stripes, floral and small all-over designs in attractive color arrangements.

Regularly 50c to \$1.00—Reduced to 39c Single Roll

For living-rooms, dens, dining-rooms and halls. Imported Wall Papers, some 30 inches wide—newest colors of grey, blues, tan, putty and brown in fabric and tapestry designs.

Simpson's—Sixth Floor.

The **SIMPSON** Company Limited

Are You a Member of the

Home-Lovers' Club?

If you are not, then why not consider it now? It costs nothing at all extra. You may buy Furniture, Rugs, Draperies and Victrolas through the Club. Just make a first nominal deposit, then obtain immediate use of purchases. Could anything be fairer than that?

Club Secretary—Fourth Floor

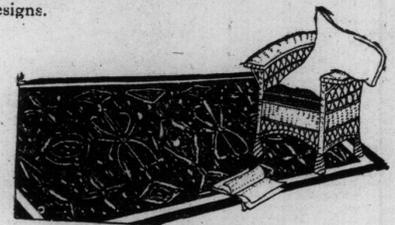
Sale! \$47.50 Velvet Rugs, Now \$37.50

A straight saving of \$10.00 on each rug. Seamless Scotch Rugs in good conventional and Oriental designs. Rich colors and very serviceable. Size 9.0 x 12.0. Regularly \$47.50. Today, special, \$37.50.

\$7.50 Reversible Bedroom Rugs at \$5.95
Seamless, in shades of blue, brown and green. Made from heavy quality hem—reversible patterns. Size 7.6 x 9.0. Regularly \$7.50. Today, special, \$5.95.

\$16.50 Tapestry Rugs at \$13.95
A splendid offer! Scotch Seamless Rugs in Oriental and floral patterns. Heavy quality. Size 7.6 x 9.0. Regularly \$16.50. Today, special, \$13.95.

\$5.75 Washable Bath Mats at \$3.95
Closely woven with heavy pile in tile designs—fast colors in green and white. Size 3.0 x 5.3. Regularly \$5.75. Today, special, \$3.95.



Heavy Felt Base Oilcloth, 59c Square Yard
200 rolls of well seasoned and sturdy quality Oilcloth, in good designs—tile, wood, block and floor effects. Square yard, 59c.

Simpson's—Fourth Floor.

Save on Brass Beds, Mattresses, Etc.

Paints and Brushes

SPECIAL PORCH FLOOR PAINT, 50c QUART.

Durable slate-grey paint, will withstand hard wear and weather. Easily applied and dries hard overnight.

QUART OF DUPLEX VARNISH STAIN AND BRUSH, COMPLETE, 49c.

Light oak. Dark oak. For floors and interior woodwork—stains and varnishes at one operation—1 1/2-inch Black Bristle Brush for applying same. Pure Turpentine, per quart, 45c. B.B. Floor Wax, 1-lb. tins, today, 23c. Clear Furniture Varnish, today, pint 25c.

Special Paint Brushes, 2 1/2 in. wide, today, 23c.

Simpson's—Sixth Floor.

Picture Frames Half Price!

Fine Photo Frames, in walnut, mahogany and gilt. Less than half price in many cases. Sizes ranging from 3 1/4 x 5 1/2 up. Today, half price.

Photo Frames, 98c

Gilt Photo Frames, "Watteau" card easel backs. Wide range of sizes. Regularly up to \$4.50. Today special clearance, 98c.

Simpson's—Sixth Floor.

Yours for Victory Loan 1918—Simpson's