#### TUESDAY MORNING 14 -

#### THE TORONTO WORLD

The Robert Simpson Company Limited

APRIL 14 1916

Three Values

From the Carbet

Department

designs and colors; fine straw, closely woven, with natural colored

ground; medallion centres; Oriental

and all-over derigns; big range of ex-

cellent colors: three sizes only. 6 ft. x 9 ft., regular \$1.25, for 98c; 9

ft. x 9 ft., regular \$1.65, for \$1.85;

9 ft. x 12 ft., regular \$2.25, for \$1.85.

Thousands of Yards of New Floor

stencilled Japanese Mattings, new

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To-day's values in Furniture and House Furnishings will be equalled throughout the duration of this Spring sale.

### Furniture

Buffet, quarter-cut oak, golden fin-ish. Regular \$32.50. Tuesday, \$24.95. Buffet, quarter-cut oak, fumed or olden finish. Regular \$41.00. Tues-

golden finish. day, \$81.00. Buffet, quarter-cut oak, fumed fin-ish. Regular \$54.00. Tuesday, \$34.00.

China Cabinet, quarter-cut oak fumed finish, to match above buffet. Regular \$36.75. Tuesday, \$27.50.

Dining-room Chairs, quarter-cut oak, fumed finish, loose slip leather seats, five side and one arm chair in set. Regular \$24.00, Tuesday, \$21.00.

Dining-room Chairs. quarter-cut oak. fumed or golden finish, five side and one arm chair, loose slip seats in genuine leather. Regular \$24.76. Tuesday, \$18.75.

Dining-room Chairs, quarter-cut oak, fumed or golden finish, Colonial design, seats in genuine leather. Set has five side and one arm chair. Regu-iar \$22.50. Tuesday, \$14.95.

Extension Dining-room Table, quar-ter-cut oak, fumed finish, has 45-inch top. Regular \$20.00. Tuesday, \$12.15.

Extension Dining-room Table, quar-ter-cut oak, fumed finish, 48-inch top. Regular \$23.50. Tuesday, \$14.50.

Extension Dining Table, quarter-cut oak, fumed or golden finish, Colonial design, 48-inch top. Regular \$30.00. Tuesday, \$19.95.

12 only Babies' Sanitary Bassinettes and Stands, made of steel wire in white enamel. Regular \$8.75. Tuesday, \$2.95.

50 only Iron Beds, white enamel. have brass caps. Regular \$3.10. Tues. day, \$1.95. 50 only Bed Springs, frames are made of steel tubing. Regular \$2.50. Tuesday, \$2.50.

50 only Mattresses, sanitary seagrass and heavy layers of jute felt. Regular \$3.10. Tuesday, \$2.60.

Arm Chairs and Arm Rockers. upholstered all over in art leather. Regular \$8,00. Tuesday, \$5.25.

50 only Extension Couch Beds, of pair, at \$3.75 and \$4.25 per pair. angle steel, cotton felt mattress, green denim cover, valance at front and both ends: extends to a full size bed in a few seconds. Regular \$9.75. Tues-A large assortment of Swiss and Scrim Curtains, regular \$5.00 to \$15.00 pair, at \$2.50 to \$7.50

# Announce A NEW HOMELOVERS' CLUB for Easter Visitors and Customers-Opening This Morning at 8.30

The Spring impulse to brighten up things in general, and to add little comforts and attractions to the home, is as universal with us as is the impulse of the birds to build new nests at this season of the year.

Every normal person is a "homelover," and to help out with the Spring problem we have reopened our "HOME-LOVERS' CLUB." When our February Homelovers' Club was closed it had attained a record membership. Thousands of customers who availed themselves of its privileges are satisfied with and enthusiastic over the values secured. Nearly all former members are Toronto residents, and now we extend to

## EASTER VISITORS FROM OUT OF TOWN

a hearty invitation to join the Homelovers' Club on the same basis as city members. We begin to enroll new members,

city residents and visitors this morning at eight-thirty. Goods from any of the Departments listed here may be purchased to furnish your home in part or entirely. Full particulars may be obtained by visiting the Secretary of the Homelovers' Club, Fourth Floor.

Rugs and Carpets.

In the Curtain Department

quality tapestry, reds or greens, in conven-

tional and floral designs; 50 inches wide.

\$1.90 Tapestries for 98c. Most of these

tapestries are of French make, manufac-

tured right in the war zone, and include

some extra heavy Aubusson tapestries, in

small block designs; also a few convention-

als. Regular prices \$1.50, \$1.65 and \$1.90./

Lace Curtains-On looking over the stock

we find a large assortment of odd and two

pair lots, which must be cleared out im-

mediately. These have been marked at

practically half the regular prices; the sam-

ple is slightly sofled; 21/2 to 31/2

yards long: some extra heavy

quality Serim Curtains, trimmed.

with Arabian laces and inser-

tions, regular \$7.50 and \$8.50 per

Tuesday, per yard, 98c.

Regular \$1.00 and \$1.25 per yard, for 78c.

Tapestry Furniture Coverings. Good

The Payments being spread over the year without costing you one cent for the accomm

Wall Paper, Paints and Baby Carriages.

tages over all other methods, and none of their faults. It actually costs less. Let us give you an estimate on the cost of installing a Moffat Electric Range in your home. We are offering them at extremely low prices, and you may buy one through the Home Lovers' Club if you desire.

The Electric Fixture Department is full of excellent and artistic fixtures, complete lighting outfits for the hcme, and many well designed lamps for the library, the boudoir and the drawingroom. As well as the designs being at-

tractive you'll find the prices most attractive

also,

Cook with Electricity Electric cooking has many advan-

Oilcloth at 32c .-- Thirty designs, in block, tile, floral, matting and wood effects; all new and perfect goods. Regular 35c a yard. Tuesday, square yard, 82c. Extra Heavy English Saxony Rugs. Six only; very heavy; closely woven;

three different colors, reseda green. rose and fawn ground; fine bold Oriental design, with light fawn border in contrasting colors; good dining or living-room rugs. Size 9 ft. x 10 ft. 6 in., regular \$67.50, Tuesday \$49.75; size 9 ft. x 12 ft., regular \$75.00, Tuesday \$52.50.

TAPESTRY COUCH COVERS AND PORTIERES.

Lot No. 1-\$2.75 Couch Covers for \$1.85. Including Roman stripes, in bright colorings; fringed all round; also heavy Oriental stripe effects, hemmed. Siz. 50 in. and 60 in. x 100 in. Regular \$1.95, \$2.35 and \$2.75. Each, \$1.83.

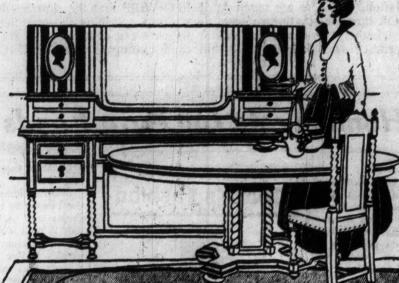
Lot No. 2-6 only, heavy Tapestry Couch Covers in rich Oriental designs and colorings with borders. Regu-lar \$5.00. Tuesday, \$2.88.

Tapestry Portieres—In red only, will be sold away below cost price. In many cases they are less than half of the regular prices. They are di-vided into four special lots as follows:

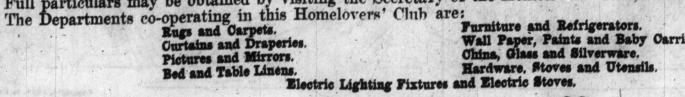
Lot No. 1-Red heavily fringed Portieres. Regularly selling at \$3.50 and \$3.79, for \$1.98.

Lot No. 2—Tapestry Portieres with Yandyke edgings. Others with tapes-try borders, and a few with heavy fringe top and bottom. Regularly \$6.48, \$6.29 and \$7.40. Tuesday, \$2.98.

Lot No. 3—Tapestry Portieres with Vandyke edgings, also tapestry bor-ders on one side and bottom. Regu-lar \$5.45, \$9.50 and \$10.00 per pair. Tuesday, per pair, \$3.95. Lot No. 4—Extra heavy Portieres, rich shade of red. Regular \$11.00 to \$12.00. Tuesday, \$4.95.



Curtains and Draperies. Pictures and Mirrors. Bed and Table Linens. Electric Lighting Fixtures and Electric Stoves.



# Flannelette Blankets \$1.38

day, \$7.95.

Best Canadian quality, pink or blue borders; size 70 x 84 inches. Pair ..... 1.38

Bed Comforters, covered with silkoline; dainty colorings; fancy stitched, with plain panels; size 72 x 72 inches. Tues-

Plain Bleached Sheeting, 70 inches wide. 

Circular Pillow Cotton, 44 inches wide, 

White Dimity Bed Spreads, light weight; size 72 x 90 inches. Tuesday ..... 2.00

Damask Sets at \$10.75. All pure linen; range of handsome bordered designs; table cloth, size 2 x 21/2 yards, and one dozen 22-inch napkins. Set, Tuesday 10.75

Domask Table Cloths, rich satin finish; size 2 x 21/2 yards. Tuesday ..... \$.95

Damask Table Napkins, hemmed, ready for use; size 20 in. Tuesday, dozen..... 1,96

All-linen Hucksback Bedroom Towels, size 



MEN'S FLANNELETTE NIGHT ROBES.

# **Extra Special**

#### SOLDIERS' COMFORTS.

Hand-knitted All-wool Gray Socks, soft, fine yarn; closely knitted; deep, close ribbed cuff; double heel and toe; for warmth, wear and comfort, we highly recom-mend this line. Limited quantity. Selling Tues-

# Unusual Low in Price Are These Good Fine Footwear Suits For Men---Come and See **Them This Morning**

At \$8.00-Suits made from good English tweeds in gray, showing a double stripe pattern; well tailored in a good fitting, single-breasted, three-button sack style, with single-breasted vest; sizes 36 to 44. Tuesday ..... 8.00

## THE GREATEST VALUES AT \$15.00.

Good quality English worsted in brown, small check patterns; single-breasted style, three-button sack, with soft roll lapels, and single-breasted vest. The linings are fine twill mohair; sizes 36 to 44. Price ..... 15.00

### TWEED NORFOLK SUIT AT \$15.00.

Made from English tweeds in gray, small pattern, finished in smart single-breasted, 

At \$12.50-Suits for stout men, well proportioned in every respect, single-breasted. The material is English tweed in small gray pattern, well trimmed and finished; sizes 42 to 50 breast. Price ...... 12.50

# 500 Boys' Shirt Waists 49c

New Spring and Summer Blouse Shirt Waists, collars attached, hidden tape. A splendid assortment of stripes in blue, tan, mauve and black; also plain blue cham-

## BOYS' SINGLE-BREASTED YOKE NORFOLK SUITS, \$3.95.

200 Smartly Tailored Suits, spring and summer weights, single-breasted, yoke models, box pleats and belt, full cut bloomers; suits are made up from medium grays, 

For Women GRAY, WHITE AND CREAM WASH-ABLE KID LEATHERS.

Women's White Washable Kid Lace Boots, with 9-inch top, made with turn soles, white-covered leather heel, fancy stitched vamp. Ask to see this boot. Widths A to D. Per pair ..... \$.00

### WOMEN'S NEW YORK SHOES.

All Gray Kid Button Boot, with long plain vamp, smoked pearl buttons, good weight sole, gray covered Span-ish heel; widths A to D. Pair .. 10.00

#### FIFTH AVENUE BOOTS.

Women's Steel Gray Kid Button Boots, light flexible soles, plain vamp, Spanish leather heels; B. C. D; sizes 21/2 to 7. Pair ..... 6.00

## A BIG SHIPMENT OF SCARCE POPULAR PRICED BOOTS FOR WOMEN.

Patent colt, button, turn sole, black cloth, 6-inch top, straight Cuban heel. Ask for style No. 602. Widths C. D and E. Per pair ..... 3.95

DULL KID LACE BOOTS FOR WOMEN.

With Goodyear welt sole, spool heel, dull kid upper, blind eyelets. This is a smart walking boot. D width. Sizes 2% to 7. Per pair ..... 3.95

# New Market TELEPHONE ADELAIDE 6100 MEATS.

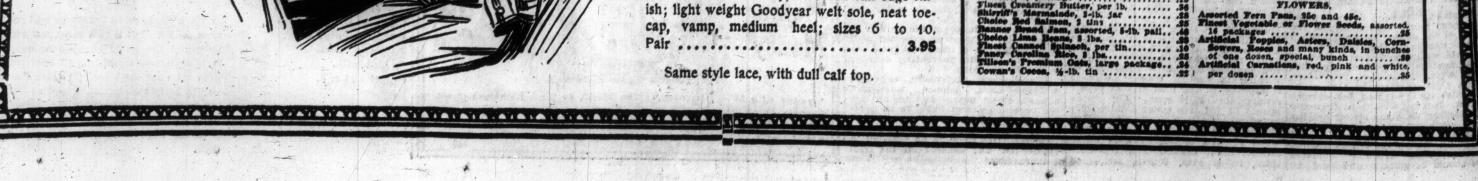
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GROCERIES. aking Powder, 1-1b. tin.

FRUIT AND VEGETABLES.

FLOWERS, Assorted Fern Pans, 35c and 45c. Finest Vegetable or Flower Seeds, assorta 16 packages Artificial Poppies, Asters, Daisies, Corn Sowers, Roses and many kinds, in bunchs of one dozen, special, bunch

per dosen .....



Bunker Last No. 0642-Men's gunmetal. button, black cloth top, with dull calf edge fin-

BOOTS

AT \$3.95-MEN'S NEW ACTIVE SERVICE

BOOTS. BELOW PRESENT MARKET

PRICES.

English last, dull calf top, patent facing, small

eyelet, no hooks; Goodyear welt soles, flat

heel; sizes 5 to 10. Per pair ..... 3.95

Men's Patent Straight Lace Boot, made on

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