

Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

SIMPSON'S—Worth While Values in Home Furnishings Today

The Home-Lovers' Club

is used by hundreds of the best people everywhere. It is a modern business proposition. You may buy what you need without going to the trouble and inconvenience of paying the entire cash down at once. The advantage of the Home-Lovers' Club is found in the fact that in addition to the convenience of this method of buying, our prices are the lowest possible.

Immediate possession of goods is obtained upon making a part payment—the balance spread over an arranged period. No extra charge for this service.

Framed Pictures \$1.85

Large clearance of special pictures picked from display stock—mainly, single pieces, in gilt, mahogany and walnut finishes, in color and sepia—landscapes, figures, etc. Various sizes from 4 in. x 6 in. to 18 in. x 24 in. Regularly \$2.25 to \$10.50. Today, \$1.85. Simpson's—Sixth Floor.

Wall Papers and Paints

With Which to Decorate and Brighten the Home

Large varieties of new imported and domestic wall papers in the latest color treatments and designs suitable for all purposes—these papers are the utmost values at moderate prices.

Kitchen Block Pattern, 15c Single Roll

9" Border, 4c Yard
Well covered designs, printed with blue on white background, brown and green on yellow, and multi-tones on stone grey background.

New Verdure Tapestry Papers, 29c Single Roll

Many designs and color combinations to choose from, including rich or subdued tones of tan, brown, green, grey and blue.

Floral Stripe Designs, 17c Single Roll

Cut-Out Borders, 5c Yard
Dainty designs and colorings, including two or multi-color combinations printed on light-colored backgrounds.

2-Inch Rubberset Brush, 29c

Black Bristles set in rubber, neatly bound with metal. Simpson's—Sixth Floor.

Dainty Chintz Wall Papers, 23c Single Roll

Allover floral and bird patterns, printed with delightful combinations of dainty colorings, including pink, blue, green, grey and mauve.

Duplex Varnish Stain, 49c Quart

Light Oak—Dark Oak
For floors and interior woodwork. Stains and varnishes with one application. Dries hard and glossy.

R. S. Co.'s White Enamel, 89c Quart

Glossy, hard wearing enamel for interior woodwork and furniture.

The Sewing Machine Is a Household Necessity

Specially priced today, enabling you to instal one of these high-grade machines in your home at the minimum of cost. An early call is advised, for best selection, while the stock in drop-head cabinets, portable types, etc., is complete.

The "Florence Rotary," at \$55.50

It is built to give lifetime service, and combines all the newest devices that make for efficiency and ease of operation. Handsome case, colonial design—automatic lift—double-drop feed carries the goods through evenly. If you wish, it may be purchased through the Home-Lovers' Club. Specially priced at \$55.50.

Sewing Machine Special, \$31.75

Drop-head model, 8 large drawers, oak case—all attachments. Today, only \$31.75.

In our Sewing Machine Department, all accessories as needles, oil, electric motors, etc. Sewing lessons free.

All makes of machines repaired by our expert machinists. Satisfaction guaranteed.

Simpson's—Sixth Floor.

STORE HOURS:
OPEN 8.30 a.m.
CLOSES 5.30 p.m.
OPEN ALL DAY SATURDAY

The architect molds you ideas of the house beautiful in terms of stone or stucco, boulder or brick, but then your home is only beginning to take shape, since from the furnishing of its interior does it draw so much of its charm. Whatever the character of your home, the proper appointments for its every room may express most adequately your own predilection if chosen from our well considered stocks. These displays represent the newest and best in home furnishings, and are an interesting sight to the home lover.

Opportunities in High-Class Furniture Today

\$142.50 Eight-Piece Dining-room Suite, \$128.25.

Quarter-cut oak, fumed finish. Buffet, colonial design, heavy plank top, large cupboard and drawer space.

Extension table has 45-inch top, with heavy twin pedestal base, extends to 6 feet.

Diners have box frames, shaped panelled backs, slip seats, upholstered in genuine leather.

Regularly \$142.50. Today, \$128.25.

\$62.00 Buffet, \$49.00.

Quarter-cut oak, golden and fumed finish. 50-inch case, raised panel doors. Fitted with shaped plate mirror. Regularly \$62.00. Sale price, \$49.00.

\$64.00 Buffet, \$53.00.

Quarter-cut oak, fumed and golden finish, colonial design, heavy plank top. 52-inch case, lined cutlery drawer, large cupboard. Fitted with large plate mirror.

Regularly \$64.00. Specially priced at \$53.00.

\$36.75 Dressers, \$28.45

Front and top of solid mahogany, rubbed finish. Two large and two small drawers, fitted with large plate mirror.

Regularly \$36.75. Today, \$28.45.

\$32.00 Extension Tables, \$28.75

Quarter-cut oak, fumed and golden finish—twin pedestal base. Extends to 6 feet—45-inch top.

Regularly \$32.00. Today, \$28.75.

\$39.00 Dressers, \$29.75

Mahogany finish, colonial design—two large and two small drawers—large oval plate mirror.

Regularly \$39.00. Today, \$29.75.

\$21.00 Mattress, \$15.95

Curled hair and cotton filling. Extra well made—deep border with roll edge, covered in extra good grade striped ticking.

Regularly \$21.00. Today, \$15.95.

\$12.75 Mattress, \$9.95

All blown cotton, deeply tufted. Covered in good grade art ticking.

Regularly \$12.75. Today, \$9.95. Simpson's—Fifth Floor.

Worth While Savings Today in Household Linens and Staples

85c Bleached Sheeting, 69c Yard

600 yards, fully bleached, plain weave, round thread sheeting—heavy quality linen finish. 63 inches wide. Regular price, 85c yard. Special today, yard, 69c.

\$1.00 Huck Towels, 83c Pair

500 pairs extra large size—22 x 40 inches—White Huckaback Towels, heavy quality, with hemmed ends. Regular price, \$1.00. Special today, pair, 83c.

Canton Flannel, 43c Yard

Fully bleached Canton flannel, heavy soft nap with a fine twill back. 34 inches wide. Special, today, yard, 43c.

Simpson's—Fourth Floor

Grey Blankets, \$16.35 Pair

Light Grey Union Blankets with blue stripe borders, whipped ends. 7 lbs. weight. Size 62 x 82 inches. Special, today, pair, \$16.35.

Jacquard Comfortables, \$7.95 Each

In a large variety of colorings—grey, blue, green, pink, old rose or tan grounds, with floral and conventional designs. Size 70 x 84 inches. Special today, each, \$7.95.

Damask Sets, \$9.90

Sets of Scotch Table Damask, superior quality in a pretty assortment of bordered designs. Set includes: 1 cloth, size 2 x 2 1/2 yards, and 1 dozen napkins, 22 x 22 inches. Special, set, \$9.90.

HERE IT IS AT LAST!

The "Canadian" Phonograph, Electrically Equipped, at \$155.00---No Winding

You have heard of a phonograph which plays six records with one winding. The Canadian Electric plays thousands of records without winding at all. Just press the starting lever, and merrily it runs, pouring forth its flood of harmony.



Housed in a graceful cabinet, Queen Anne type, exquisitely finished in walnut, mahogany, and fumed oak.

The tone is rich, full, and of beautiful quality. The machine is splendidly equipped as follows:

Attractive Electric Light, which enables you to operate easily and adds to the appearance of the instrument—also Automatic Self Stop and Tone Modulator.

Hear the "Canadian" Electric Phonograph today. It will delight you.

Can be purchased on convenient terms through the Home-Lovers' Club.

Simpson's—Sixth Floor

NEW CURTAIN MATERIALS

Imported English Poplins at \$2.75 Yard

Beautiful fabrics which we recommend especially for side hangings or lining portieres.

They have a bright mercerized finish and are just the right weight to hang effectively. All the newest tones in blue, rose, green, tan, mulberry, grey and champagne. 50 inches wide. Yard, \$2.75.

Fine English and Scotch Tapestries, \$4.50 to \$15.00 Yard

We are in the fortunate position of being able to offer a really wonderful assortment of the choicest products of leading makers in England and Scotland. In the lot there are exceptionally fine effects in mixed colorings of rose and green, tan and green, blue and fawn—mostly in rich verdure patterns. 50 inches wide. Yard, \$4.50 to \$15.00.

Simpson's—Fourth Floor



Tapestry Floor Coverings Reduced Today

Finest quality seamless tapestry rug, in a well carried out small all-over Persian design on fawn ground, with figures in green, terra-cotta, gold and blue—the border of dark brown, maroon and cream. Two sizes—7' 6" x 9', regularly \$21.00, for \$16.95; size 9' x 9', regularly \$25.75, for \$20.95.

Axminster Rug, 10' 6" x 9', for \$31.50

These are mottled Axminsters with a deep pile, woven from the best materials. Size 10' 6" x 9'. Regularly \$42.50. Today, \$31.50.

Small Tapestry Rugs, \$2.75

Best quality in Oriental designs. Size 27" x 54" for \$2.75. Simpson's—Fourth Floor.

October Sale of

Cut Glass

At Radically Reduced Prices

Water Sets, \$9.95

Exceptionally clear white blanks with daisy design. Specially priced today, \$9.95.

Flower Baskets, 98c

Dainty floral and leaf cut Flower Baskets. 3-inch size. Today, 98c.

\$5.50 Flower Vases, \$4.49

50 only Cut Glass Vases. 10-inch size. Beautifully cut. Specially priced, today, \$4.49.

Regularly \$3.95 Fruit Bowls for \$2.69

50 only 8-inch Fruit Bowls, with floral and spray design. Specially priced, \$2.69.

Cut Glass Sugar and Cream Sets, \$2.95

Good quality clear blanks. While they last, today, \$2.95.

Cut Glass Salt and Pepper Shakers, 69c Pair

Pearl top. Useful size. Regularly 98c pair. Today, only, pair, 69c.

Simpson's—Basement.

Six-Room House Set of Fixtures and Shades \$45.00

The set consists of 11 fixtures.

The bowl of the living room is white, decorated in sepia tones; the fixture for dining-room has cast arms, finished in Flemish gold, and trimmed with tinted shades; the sitting-room fixture is a heavy casting, finished in brush brass and black. The other fixtures in the set are equally substantial and carefully finished. Specially priced, today, \$45.00.

Inspection fees extra.

Insulating joints, if needed, free.

25-watt bulbs, 25c each, extra, if purchased with set.

Simpson's—Sixth Floor.

The **SIMPSON** Company
Robert Limited