

# EXTRAORDINARY HALF-PRICE SALE OF SAMPLE FURNITURE OPENS THE HOME-LOVERS' CLUB AT SIMPSON'S MONDAY



**B**EFORE EASTER we formed a Home-Furnishing Club, which enabled a number of people to obtain their furniture at regular cash prices without having to make inroads too far into their cash-on-hand. Members were allowed to extend their payments over twelve months if they so desired. Our confidence was so thoroughly justified that now as the Month of Weddings approaches we propose to extend the idea under the title of the HOME-LOVERS' CLUB.

**T**HE HOME-LOVERS' CLUB has two advantages: an advantage to you and another to us. It enables us to keep our tremendous stock moving and to do our share in keeping Canadian workmen employed. It enables you to satisfy your needs and make the home-life fuller and richer without draining your immediate funds or placing yourself under financial strain. It is not an instalment-plan scheme. There is no difference between the cash price of goods and the Club price.

## NEW HOMES FOR OLD!

To bring this new club strongly to the attention of all those who wish to renew their homes, we are offering on Monday \$28,392 worth of fine Sample Furniture at prices that total only \$15,500. This will give you some idea of the consistent savings that have been made possible in all our home furnishing departments. These prices are available for all customers. But by joining the new club Monday you may have the payments even on these half-price items spread over the year.

### Half-Prices in Drawing Room Furniture

**PARLOR SUITE**, in solid mahogany, "Adam" design settee, arm chair and arm rocker in set, covered in silk tapestry. Reg. \$60. Sample Sale price \$30.00.

**DAVENPORT**, covered in genuine Spanish leather, luxuriously upholstered, loose cushions. Reg. \$210. Sample Sale Price, \$100.

**ROCKING CHAIR**, in mahogany. Reg. \$28. Sample Sale Price, \$11.50.

**ARM CHAIR**, in mahogany, well upholstered. Reg. \$35. Sample Sale Price, \$19.

**WING ARM CHAIR**, well upholstered, loose cushion. Reg. \$51. Sample Sale Price, \$25.50.

**HALL MIRROR**, in mahogany, long mirror. Reg. \$38.40. Sample Sale Price, \$19.20.

**CHINA CABINET**, in mahogany, "Chippendale" design. Reg. \$130. Sample Sale Price, \$65.

**MUSIC CABINET**, in cressian walnut, "Louis XV" design. Reg. \$82. Sample Sale Price, \$41.

### For Windows, Doorways or Furniture Coverings

This Department on the Fourth Floor is fairly resplendent with an array of rare colorings. The new chintzes are here, in exquisite color combinations. The nets and lace curtains have also come all from the leading mills in Europe. The leading feature is prices. They are astonishingly reasonable. Let us help you decide which would be the most suitable treatment for your windows and doors.

**Futurist Linens**—A truly wonderful fabric, direct from Paris, printed in colorings suitable for living room, diningroom or bedroom, on high grade linen, 36-in. wide. Yard, \$1.18.

**English Chintz**—A collection of the best English chintzes, in beautiful color combinations, suitable for loose covers, curtains, etc., 31-in. wide. Yard, 45c.

**English Curtain Nets**—The new nets are charming, and the designs include dainty stripe, block and all-over effects, 50-in. wide, in ivory, ecru or white. Yard, 35c.

**Curtain Nets**—A large assortment of new effects, for living room, diningroom or bedroom windows, small and medium patterns, 50-in. wide, in cream or white. Yard, 75c.

**Striped Cotton Damasks**—A fabric suitable for curtains in the bedroom, or for furniture coverings, 50-in. wide, rich colorings. Yard, 85c.

**Sunfast Reppe**—A portiere fabric, which will stand the test of wear, absolutely sunproof, 50-in. wide, in brown or green. Yard, \$1.25.

**HOUSE CLEANING NECESSITIES.**  
Combination Shades, Monday, each 49c.  
Opaque Shades, Monday, each 39c.  
Extension Rods, Monday, each 7c.  
Goose Neck Rods, Monday, each 17c.

### What Covers the Floors?

Isn't there a new rug needed somewhere in the house? Or instead of the carpet in your living-room, why not try a number of small rugs? The spacious floors of the Rug Department on the Fourth Floor are covered with lovely new rugs of endless variety, collected from all the manufacturing centres of Europe, United States and Canada. The assemblage, we think, is unequalled anywhere. From the humble and inexpensive Tapestry Squares to the costly and rich hand-woven Oriental Rugs, there is wealth of charming colors and designs, priced moderately.

#### SEAMLESS WILTON RUGS.

In reproductions of lovely Oriental, Anatolian, Samarkand, Feraghan, Ispahan, Suruk and Kirmanshah, in rose colors, tans, greens, etc. 6.7 x 9.4, \$35.25; 7.8 x 11.8, \$44.00; 9.2 x 10.4, \$46.25; 9.1 x 12.6, \$55.00; 9.2 x 13.6, \$63.00.



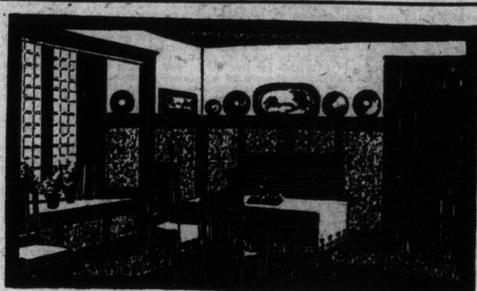
#### MANY NEW RAG RUGS.

We have never before shown such an assortment of these pretty floor wares. Almost every conceivable color is represented, from the plain rug with striped border to the elaborate reversible chenille, with handsomely colored wide borders, shown in mulberry, tan, grey, green, blue and rose. Plain centre rugs, with end border, in the following sizes: 24 in. x 36 in., 75c; 27 in. x 54 in., \$1.25; 36 in. x 63 in., \$2.25. 4.0 x 7.6, \$4.25; 6.0 x 9.0, \$6.75; 7.6 x 10.6, \$8.75; 9.0 x 10.6, \$10.75.

Plain centres, with pretty floral chintz end borders. 24 in. x 36 in., 95c; 27 in. x 54 in., \$1.65; 36 in. x 63 in., \$2.75; 4.0 x 7.0, \$5.75; 6.0 x 9.0, \$8.75.

#### LOVELY WIDE CHINTZ BORDERS ON THESE BEAUTIFUL PLAIN CENTRES.

Nothing could be prettier than these lovely new shades which are shown in these fine quality reversible Colonial Rugs. They give a very smart foundation for pretty chintz bedrooms. Size 30 in. x 60 in., \$4.25; 36 in. x 72 in., \$6.50; 4.0 x 7.0, \$9.70.



### This Half-Price Dining Room Furniture Will Whet Your Appetite!

It took many hours to bring together the group of dining-room equipment. Some of the most beautiful pieces in the department are included in it.

**SUFFETS.**  
In mahogany, "Colonial" design. Regularly \$390. Sample Sale price \$190.00.  
In solid mahogany, "Colonial" design. Regularly \$199.00. Sample Sale price \$95.00.  
In quarter-cut oak, fumed or golden finish, fitted with two top drawers, two cupboards, long linen drawer, and British bevel mirror. Regularly \$44.50. Sample Sale price \$23.00.  
In quarter-cut oak, "Colonial" design, has four top drawers, three cupboards, long linen drawer, British bevel mirror. Regularly \$69.50. Sample Sale price \$32.00.  
In quarter-cut oak, fumed or golden finish, cutlery drawers and cupboards conveniently arranged. Regularly \$38.50. Sample Sale price \$24.00.  
In quarter-cut oak, fumed or golden finish, cutlery drawers, linen drawer, and double door cupboard. Regularly \$30.00. Sample Sale price \$21.75.

**EXTENSION DINING TABLES.**  
In mahogany, "Colonial" design. Regularly \$120.00. Sample Sale price \$60.00.  
In selected quarter-cut oak, golden finish, 8 ft. extension. Regularly \$52.00. Sample Sale price \$28.00.  
In quarter-cut oak, golden finish. Regularly \$67.00. Sample Sale price \$32.50.  
In solid mahogany, "Colonial" design. Regularly \$137.00. Sample Sale price \$75.00.  
In solid oak, fumed or golden finish, top extends to 6 ft. Regularly \$13.50. Sample Sale price \$6.95.  
In selected quarter-cut oak, fumed or golden finish, has 44-inch top, extending to 6 ft., round pedestal. Regularly \$18.50. Sample Sale price \$12.85.  
In genuine quarter-cut oak, golden finish, top extends to 6 ft., heavy pedestal. Regularly \$20.50. Sample Sale price \$13.95.

**DINING-ROOM CHAIRS.**  
In mahogany, five side and one arm chair. Regularly \$125.00. Sample Sale price \$62.50.  
In solid quarter-cut oak, fumed or golden finish, genuine leather seats, five side and one arm chair. Regularly \$17.50. Sample Sale price \$12.85.  
In quarter-cut oak, fumed or golden finish, loose slip leather seats, five side and one arm chair. Regularly \$24.50. Sample Sale price \$17.00.  
In solid quarter-cut oak, fumed or golden finish; loose slip seats, covered in genuine leather, five side and one arm chair in set. Regularly \$24.75. Sample Sale price \$16.95.

### LET US SUGGEST

that you "think your house over." Go over it room by room. Think of the carpets! The hangings! The wall coverings! The furniture! The pictures and other ornamental objects. Then, with this page before you, see how your needs can be made to fit your opportunities. If you fail to find in our published lists the things you need, then come down to the big, airy, comfortable Store, and ask one of our salesmen about it.

**REMEMBER** particularly this: On Monday we offer, for a total of \$15,500, furniture that would ordinarily sell for \$28,392. Many pieces are exactly half-price.

**T**O-DAY is house renovating time. Tomorrow it will be June—and rice on all the church steps. For yourself, or for the bride, what gift could you ask more suitable than furniture? Where can you find better stocks? Where will you find prices so low? Where is there a more convenient way of filling your requirements than our HOME LOVERS' CLUB. Come in, or write to the Secretary of the Club, Fourth Floor, for an appointment.

### China for the Table

Good Quality English Porcelain Dinner Set, rose border design, 97 pieces. Regularly \$12.50, for \$7.95.  
Several 97-piece Dinner and Tea Sets, dainty green rope and rosebud decoration. Regularly \$9.95, for \$5.95.  
Thin Translucent China Set, dainty rose festoon and tendrill border. Regularly \$22.50, for \$17.50.  
Bernardaud & Co. Limoges China Set, handsome pink rose decoration, full coin gold handles, for \$20.50.

### New Wall Paper

Bedroom Papers, in soft tones of pink, blue, grey, cream, mauve and sand shade, in floral, stripe and fabric. Per roll, 5c to 25c up.  
Dining-room and Hall Papers, in brown, tan, blue, green, mica and gilt over prints, 8c to 35c up.  
Drawing-room and Living-room Papers, in light colorings, 8c to 25c.  
New Tapestries, for parlors, living-rooms, dining-rooms and halls, in brown, grey, tan and metallics. Prices range, per roll, 20c to 75c.

**MONDAY SPECIAL.**  
3,650 Rolls Imported and Domestic Papers, for any style of room, assorted colorings, in florals, stripes, fabrics and conventional; reg. 25c roll, Monday 16c; reg. 35c roll, Monday 22c; reg. 50c roll, Monday 34c; reg. 75c roll, Monday 47c; reg. \$1.00 roll, Monday 62c.

### These Half Prices Will Help Beautify the Bedroom

The following half-price bedroom pieces are in some cases samples, and in others they are the last of odd lines. They are all of them designed with elegant simplicity.

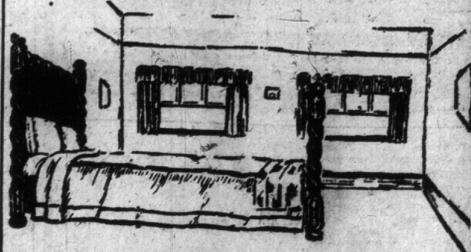
**CHIFFONNIERS.**  
In mahogany, "Adam" design. Regularly \$100.00. Sample Sale price \$50.00.  
In mahogany finish, "Colonial" design, to match dresser. Regularly \$21.50. Sample Sale price \$17.00.  
In white enamel, nest design. Regularly \$28.00. Sample Sale price \$14.00.  
In mahogany. Regularly \$100.00. Sample Sale price \$50.00.  
In white enamel. Regularly \$36.00. Sample Sale price \$18.00.  
**STAND**—In white enamel, to match chiffonier. Regularly \$14.50. Sample Sale price \$7.25.  
**BED**—In white enamel finish, to match stand and chiffonier. Regularly \$36.00. Sample Sale price \$18.00.  
**MIRROR**—In white enamel, to match bed, stand and chiffonier. Regularly \$13.00. Sample Sale price \$6.50.

**DRESSERS.**  
In quarter-cut oak finish, rich golden color; three drawers, brass handles, bevel mirror. Regularly \$3.00. Sample Sale price \$5.55.  
In mahogany finish, bevel mirror. Regularly \$11.50. Sample Sale price \$5.65.  
In white enamel, has large case and British bevel mirror. Regularly \$11.50. Sample Sale price \$6.45.  
In solid quarter-cut oak, golden finish, British bevel mirror. Regularly \$20.50. Sample Sale price \$12.35.  
In mahogany finish, British bevel mirror. Regularly \$17.50. Sample Sale price \$13.40.  
In mahogany finish, "Colonial" design, large case, British bevel oval mirror. Regularly \$27.50. Sample Sale price \$21.75.  
In mahogany, "Colonial" design. Regularly \$94.00. Sample Sale price \$47.00.

**DRESSING TABLES.**  
In white enamel, to match chiffonier. Regularly \$22.00. Sample Sale price \$11.00.  
In white enamel, triple mirrors. Regularly \$34.00. Sample Sale price \$17.00.  
In white enamel, triple mirrors. Regularly \$44.00. Sample Sale price \$22.00.  
In Cressian walnut, inlaid design, triple mirrors. Regularly \$56.00. Sample Sale price \$28.00.  
In mahogany, "Colonial" design, triple mirrors. Regularly \$67.00. Sample Sale price \$33.50.  
Mahogany, "Colonial" design, triple mirrors. Regularly \$120.00. Sample Sale price \$60.00.

### Bed Room Linen

Bleached English Sheets, fine linen finish; sizes 70 x 90 inches; finished with deep spoke-hemstitched hems. Pair, \$2.00.  
Pillow Cases, Horrocks's best cotton hemstitched hems; two sizes, 42 x 36 and 45 x 36 inches. Pair, 95c.  
White Union Wool Blankets, pink or blue borders; size 64 x 82 inches. Pair, \$4.00.  
Really lovely Irish Embroidered Bed Spreads, worked in fine designs, spoke-hemstitched hems; size 90 x 108 inches. An exceptionally fine range from which to choose. \$3.95, \$5.00, \$6.00, \$8.00 and \$10.00.  
Hemmed Huckaback Bedroom Towels; size 22 x 40 inches. Pair, 95c.  
Guest Towels, fine huckaback, with fancy damask borders, hemstitched or scalloped. Pair, 55c.  
Huckaback Towels, fancy floral designs, pretty damask borders; size 24 x 40 inches. Pair, \$1.50.



The Robert Simpson Company, Limited