

# Simpson's Easter Home-Furnishing Week Begins This Morning

Spring is here—and Easter is just two weeks away. The time for fixing, cleaning and decorating is very short, if you want it done by Easter. Our home furnishing departments will devote the ensuing week to assisting you in your task with special displays. Papers, rugs and draperies will be matched for you by good clear, bright sunlight. New ideas for using chintzes

and cretonnes will be demonstrated. The wall paper and picture framing departments will have your orders completed "on time"—and the window shade man will call within 24 hours after you phone for him to measure your windows. Ask for ideas and suggestions—and come and see the displays that have been arranged on the fourth floor.

## The New Rugs

Our Rug Department has been converted into an exhibition for this week, so that the various makes and styles of rugs can be seen to best advantage, and thus make selection easy.

New arrivals in fine seamless Wilton and Axminster Rugs, novelties in dainty Rag Rugs in their many effective colorings, wonderful seamless Tapestries that are copies of higher grade rugs, and a number of choice real Oriental Pieces; also hundreds of rolls of new Oil-cloths and Linoleums will be shown in qualities and patterns that will please.

### Fine Seamless Wilton Rugs

A most durable and satisfactory make of rug for any kind of real hard use, and the colorings and designs are all that can be desired. Dozens of new patterns to select from, including handsome medallion pattern, small all-over Persian effects and conventional designs of great variety. Several qualities, but we quote prices here on one only. Size 6.9 x 9.0, \$99.75; 6.0 x 10.6, \$47.25; 9.0 x 10.6, \$69.75; and 9.0 x 13.0, \$66.75.

### Beautiful Oriental Reproductions

The handsomest and most effective rug of our wonderful stock. Made in one piece, and each one is an exact reproduction of some ancient and well-known Oriental rug. Some have handsome medallion centers in rich coloring of deep blue, cream and burnt orange shades; others in smaller patterns and colorings of old rose, blue and fawn effects. Two sizes only, and woven in two qualities. Size 8.3 x 10.6, \$62.50 and \$82.50; size 9.0 x 12.0, \$75.00 and \$97.50.

### Seamless Wilton Velvets

A very serviceable and satisfactory rug of good appearance and is quite inexpensive. It generally comes in small conventional and all-over patterns, and occasionally in a handsome medallion design in soft subdued colorings. Size 8.3 x 10.6, \$36.50; size 9.0 x 12.0, \$39.75.

### Seamless Axminster Rugs

Rugs that will stand everyday wear in a satisfactory manner. Texture of yarn used in the manufacture of these rugs, together with their rich coloring and handsome designs, makes them most serviceable and desirable carpets for everyday use. Variety of sizes and in three qualities. We quote prices on one size only, 9.0 x 12.0, at \$55.00, \$48.50 or \$33.50.

### Heavy Axminster Rugs

Good standard quality Axminster Rug, one of the best selling lines we carry, and they come in all the up-to-date colorings, in brown, old rose, green and blue effects, in fine Oriental patterns, and will give entire satisfaction for either room or hall use. Sizes 4.8 x 7.6, \$13.50; 6.9 x 9.0, \$23.75; 6.9 x 10.6, \$27.50; 9.0 x 9.0, \$31.00; 9.0 x 10.6, \$35.00; and 9.0 x 13.0, \$59.50.

### Seamless Tapestry Rugs

Not an ordinary tapestry rug, but a copy of a fine Brussels, woven in an extra heavy and close weave in one piece. Good assortment of designs, chiefly in small all-over patterns and in pretty shades of brown, green and soft rose. Sizes 8.3 x 10.6, \$27.50; 9.0 x 12.0, \$29.75.

### Rag Rugs in Great Variety

Hundreds of them in all their wonderful colorings of every imaginable shade with either plain or mottled centre and pretty figured borders, and in a host of sizes from small ones at 9.50, \$1.25, \$1.50 and \$2.25, up to large room sizes such as 4.6 x 7.6 at \$5.75, 6.0 x 9.0 at \$10.50, 6.0 x 10.6 at \$11.75, and 9.0 x 10.6 at \$14.75.

### Axminster Hearth Rugs

Very useful and serviceable Axminster Rugs, good Oriental patterns and handsome colorings in brown, old rose, blue and green shades, and will give hard wear for either room or hall use. Size 27 x 54 inches. Price \$3.35.

### Reversible Smyrna Rugs

This rug is exceedingly hard to procure at the present time. It will stand endless wear, and comes in mixed mottled colorings with a plain band border in shades of blue, brown or green coloring. Size 25 x 50 inches. Price \$2.55.

## Wall Paper Hangings for Home Decoration

Authentic designs worked in the newest color arrangements of highest decorative values.

Experienced salesmen to consult and you can thoroughly rely upon being shown the newest styles and color combinations.

Reproductions from Old Tapestries, by Strahan—Many of these handsome wall coverings are shown in the original colorings. Others are worked in soft neutral shades.

28-inch widths, 8-yard rolls 2.50  
21-inch widths, 8-yard rolls 1.00  
Okame-San Grass Cloths—One color and two color effects, for living and dining-rooms. Grass cloth in 36 inches wide and hanes showing the seams. Rolls, 7 1/2 yards long. 4.00 and 4.50

Exclusive Import of Grass Cloth—Old willow design, stencilled in blue on ivory grass cloth, one room quantity only, suitable for breakfast room. 60.00

Chintz Bedroom Papers—Dainty and beautiful wall coverings for bedrooms and dressing-rooms. Complete range of colors, including pink, blue, yellow and mixed colorings, some have overprinting treatment, producing a shadowy effect. Special selection. Monday, per single roll. 35

Shand-Kydd Wall Papers—Exceptional drawings in artistic color workings, hand-blocked and machine-made lines ranging in price from, per single roll. 1.00 to 3.00

Sanitas, the washable wall covering, for kitchens and bathrooms, complete assortment of patterns and colors; 4 1/2 inches wide. Per yard. 30

## Specials for Today

25c Bedroom Papers for 11c  
Shadow stripes and cameo prints, ink embossed backgrounds, in grey, with designs printed in blue, pink, mauve and yellow. Regular 25c. Selling Monday, single roll. 11

Cut-out Borders to match. Regular 8c yard, for 3  
\$1.00 and \$2.00 Wall Papers 49c  
English and American makes, for living-rooms and halls; some lines on silk fibre backgrounds; others tapestry effects. Regular \$1.00 to \$2.00. On sale Monday, single roll. 49

## The New Draperies

The curtains and draperies may make or mar the home—and you cannot give their selection too much thought and attention.

We have a most competent staff of assistants, who will be glad to study your requirements with you and give you the benefit of their experience.

There are exquisitely colored and artistically designed chintzes of unusual merit, and an elegant assortment of Madras muslins, scrim, lace curtains and sunfast casement cloths.

Make your selection this week, when you have the best assortment of new fabrics to choose from.

### Charming New Cretonnes

English Cretonnes, especially suitable for covering the veranda cushions and chairs. Inexpensive, yet most effective. Bright colorings printed on dark grounds; 28 and 30 inches wide. Yard, 16c and 25c.

### Beautiful and Useful Chintzes

The most beautiful array of colorings we have ever had to display. All well printed and blended in exquisite color combinations on light or dark grounds; 36 inches wide. Suitable for curtains, chairs or cushion coverings. All new designs and new colorings, and they are most attractive. Priced at 35c, 38c, 45c, 50c and 60c a yard.

### Special From the Chintz Section

55c English Printed Reps, 39c—A limited quantity only of English Rep of pretty design, rich coloring and excellent quality, for slip covers or curtains; 30 inches wide, Regular 88c and 75c a yard. Special on Monday at 39

### New English Curtain Nets

Thousands of yards of English nets marked at pre-war prices. Designs are all that could be desired, and include the popular small floral and conventional effects; also a number of exquisite flat patterns and a selection of heavy bungalow nets in ivory, white and ecru; 40 to 50 inches wide. Priced at 23c, 25c, 30c, 45c, 55c and 75c.

### New Scrim and Marquettes

A huge assortment of different ideas in scrim and marquettes for curtains, 36 and 40 inches wide; ivory, ecru and white. Priced at 19c, 33c, 39c, 49c, 55c a yard.

### New Madras Muslins

For a dainty, summery window curtain there is nothing nicer than the serviceable Madras muslin. Choice collection of pretty floral and conventional patterns; 26 to 50 inches wide; white or cream. A yard, 23c, 29c, 39c, 49c, 59c and 69c.

### New Scrim Curtains

One hundred patterns of different styles of window curtains in ivory, white and ecru; 2 1/2 and 3 yards long; some plain hemmed edges, others trimmed with dainty laces and insertions. Prices from \$1.39 to \$19.50 a pair.

### 6 Special Values in English Lace Curtains

500 pairs, 2 1/2 to 3 yards long, rich lacey borders, some plain centres, others with medallion motifs; excellent quality, bought at less than pre-war prices. This is your opportunity to buy English lace curtains at less than present day wholesale cost. Special prices: 98c, \$1.49, \$1.65, \$1.95, \$2.75 and \$3.25 pair.

### Do You Need Window Shades?

Phone Main 7841, Drapery Department, and we will send our man to measure your windows for shades. Do it now before the spring rush.

### Special Prices Today in Picture Moulding

Why not have your framing done now, as a part of your spring house-cleaning and re-decorating plan?

Tray Mouldings, in mission or brown, suitable for tapestries or chintzes. Regular 12c per foot. Monday, per ft. 8  
1/2-inch Gumwood Moulding, grey finish, very suitable for black and white or grey photos. Regular 15c per ft. Monday, per ft. 10  
3/4-inch Mahogany-finished Moulding, suitable for diplomas or small pictures. Regular 8c per ft. Monday, per ft. 5  
3/4-inch Solid Walnut Moulding, choice pattern, suitable for sepia pictures or small photos. Regular 40c per ft. Monday, per ft. 10  
1-inch Oak Moulding, neat patterns, in Flemish, brown or weathered, suitable for colored pictures. Regular 8c per ft. Monday, per ft. 5

## From Today's Basement Sale Values

Telephone Main 7841

20 only, Gurney-Oxford Gas Ranges, as illustrated, three burners, extra large cooking surface. A very superior stove. Today at \$14.75

25 only, Moffatt's Nelson Gas Ranges, large oven, four large and one simmering burner, a well constructed stove in every detail. Today at \$11.95

Metallic Gas Stove Tubing, complete with rubber ends. Per ft. 9

Two-burner Gas Plates, for laundry use, McClary's make. Today at \$1.69

Corn Brooms, four-string, well made, good broom corn, medium weight, not more than two to a customer. Today \$1.43

Copper Bottom Wash Boilers, with heavy tin body. No. 8 or 9 size. Today \$1.69

Vacuum Clothes Washer, will wash clothes in boiler or washtub quickly, easily and well. Price \$8

Easy Clothes Wringers, ball bearings, enclosed cogs, warranted rubber rolls, 11 inches wide, signed warranty tag with each wringer. Today \$4.49

Dandy Clothes Dryers, 3 wooden arms which may be used separately or together as required. 25

Willow Clothes Baskets, closely woven, clean peeled willow, large size. Today \$1.35

Step Ladders, well made of selected Georgia pine, with pall rest. 4 ft. \$8c; 5 ft. \$9c; 6 ft. \$10c; 7 ft. \$11.50

Pantry Steps, a very convenient little ladder with three steps. Serves the purpose of a large ladder in the majority of cases and takes up but little room. 1.49

Polish Mop and Bottle of Polish, for cleaning and polishing hardwood floors, linoleums, etc. The mop, polish, handle complete, today \$1.49

Brush Brooms, 12 inches wide, with handle. Today \$1.49

The Jumbo Baby Bath, 22 inches wide, good quality grey enamel, 144 only to sell today at \$7.99

Universal Food Choppers, a very superior make, for cutting meats, fruits and vegetables; coarse, medium or fine; family size. 1.39

Garbage Cans, galvanized iron, ball handle with slip-over cover, three sizes. Today, 75c, 95c and \$1.15

Bath Seats, oak finished seat, with adjustable steel ends. Today \$4.99

Decorated Teapots  
Three, five and seven-cup sizes. Brown and black decorated. Today at \$2.9

The Robert SIMPSON Company Limited

## Raincoat Time is Now!

Don't Wait Until You Get Wet

A special value is Men's English Paramatta in a greenish-fawn shade. Cut in a long, easy fitting, single-breasted style, to button to the chin, with close-fitting collar. Every seam sewn and stitched, making them thoroughly rainproof. Sizes 34 to 44. Mon-10.00 day

## The Tweed Waterproof Coat

The coat that serves the two purposes of spring coat and raincoat is one of the season's popular garments. The outside is an English tweed, in brown and grey mixture. Cut in that choice slip-on style, with two-way collar and loose-fitting back. It is THE indispensable garment; sizes 34 to 44. 40. Price \$12.00

## Three Splendid Trousler Values for Today

One is made from a strong cotton worsted cloth, in dark grey and black mixture, showing neat white stripe pattern. Strongly tailored. Sizes 32 to 44. Monday \$1.49

Men's Trousers, made of a splendid tweed cloth, in medium shade of grey, showing white stripe pattern. Finished with five pockets, 2.25 and belt loops. Sizes 32 to 44. Price \$2.25

Men's Trousers, from a splendid worsted material in medium shade of grey, in neat small stripe pattern. Beautifully finished throughout. Sizes 32 to 44. Price 3.75



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