

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Aide aide 6100

At Simpson's---See the New Spring Display of Home Furnishings Today

Tapestry Rugs, 10.6x12, Today \$28.95

Clearance of a large number in this extra size tapestry rug. Oriental and floral designs for living-rooms or bedrooms. Size 10 ft. 6 in. x 12 ft. Today, special, each \$28.95.



New Bedroom Rugs

Small designs with chintz border effects. Size 9 x 12 ft., at \$20.95 each; 9 x 10 ft. 6 in., at \$18.95 each; 9 x 9 ft., at \$16.95 each; 7 ft. 6 in. x 9 ft., at \$12.95 each.

Extra Heavy Axminster Rugs \$75

Handsome Oriental patterns. Deep wine shades--soft blues and copper colorings. Size 6 ft. 9 in. x 10 ft. 6 in., at \$75.00 each.

Axminster Hall Runners

For passages, landings or halls. Size 2 ft. 3 in. x 7 ft. 6 in., at \$15.50 each; 2 ft. 3 in. x 9 ft., at \$18.50; 2 ft. 3 in. x 10 ft. 6 in., at \$18.75; 2 ft. 3 in. x 12 ft., at \$18.50 each.

Hemp Stair Carpets

Reversible. 27 inches wide at 75c per yard; 22 inches wide at 65c; 18 inches wide at 55c per yard.

Printed Linoleum \$1.19 Square Yard

Good tile, block and matting patterns. 6 ft. wide, at \$1.19 per square yard.

New Congoleum Rugs

Size 6 x 9 ft., at \$8.95 each; 6 ft. 6 in. x 9 ft., at \$10.95; 9 x 9 ft., at \$14.95; 9 x 12 ft. 6 in., at \$17.95 each; 9 x 12 ft., at \$19.95. Simpson's--Fourth Floor.

Wall Papers of Beauty and Individuality

Estimating

Decorating estimates furnished free of charge. Notify Wall Paper Dept., Main 7841, for a man to call.

Complete Selection of the Newest Color Treatments to Harmonize With the New Furnishing Fabrics

New Drawings in Conventional Designs

At 75c, 85c, \$1.00 and \$1.25. Richly colored in blue, tan, brown and grey overprinted and embossed by special process that imparts a decided fabric appearance to these papers.

Dainty Floral and Bird Designs

Special Selections at 50c and 60c. Prettily colored in pink, blue, yellow, mauve and mixed shadings--some are in shadow backgrounds, others have overprint treatment.

Decorative Styles for

Living Rooms, Halls and Dining Rooms

"JASPE STRIPES," 30 inches wide. 5-yard rolls, \$1.00. Fine vertical lines of rose, green, brown and gold metal on tan and grey grounds.

"NEW TAPESTRIES" at 50c-75c and \$1.00. Verdure and scenic designs worked in the newest color combinations of old blues, tans and greys.

Wide Wall Papers

Specially Priced for Today.

30 inches wide, 5-Yard Rolls. 69c

New color arrangements of blue, tan, brown and grey. Simpson's--Sixth Floor.

4-Light Fixture at \$16.45

Illustrated. For the larger rooms. Has 18-inch pan stamped in handsome design--4 lights are provided on 4 chains close under the pan. Full length 3 1/2 feet. Shades have amber panels. Finish of all metal parts. Flemish, \$16.45.

Variety of new shades at prices from 60c to \$1.50 each.

4-Light Mission Fixture at \$14.50. Brushed brass finish, with amber panels in the shade. For dining-rooms and living-rooms. \$14.50. Simpson's--Sixth Floor.

April Sale of Diamonds

\$50.00 Cluster Rings \$38.75

Seven diamonds. Closely set. Extra special, today, \$38.75. SCARF PIN CLUSTER, of 7 diamonds, set in 14k. white gold. Regularly \$60.00. Today \$47.75.

\$50.00 Scarf Pin, \$38.75

Cluster style, in hexagon design, with seven diamonds. Regularly \$50.00. Today \$38.75.

Very fine platinum and gold marquise ring, set with fine blue white diamonds. Regularly \$150.00. Today \$119.50.

\$100.00 Cluster Drop Lavalliere, \$79.50

Hexagon design. 14k. white gold. Regularly \$100.00. Today \$79.50. CLUSTER LAVALLIERE--Illustrated. 8 diamonds. Regularly \$75.00. Today \$59.00.

NECKLACE, in festoon style, set with diamonds, two whole pearls and pear-shaped peridot. Regularly \$50.00. Today \$37.50. Simpson's--Main Floor.

Special! Books 30c Each

- By Rex Beach. The Net. The Silver Horde. The Spoilers. The Barrier.
- By Gene Stratton Porter. Freckles. The Harvester. Girl of the Lumberlost.
- By George B. McCutcheon. Graustark. Beverley of Graustark.
- By Myrtle Reed. Lavender and Old Lace. Master's Violin.
- By Sapper. Lieutenant and Others. Sergt. Michael Cassidy.
- By Harold Bell Wright. Shepherd of the Hills.
- By Joseph Hocking. Tommy.

- By Louis J. Vance. Nobody.
- By Temple Thurston. Pathwork Papers.
- By Sewell Ford. Cherub Divine. Sidestepping With Shorty.
- By George Birmingham. Gen. John Regan. Benedict Kavanagh.
- By J. J. Bell. Oh, Christina. Cupid in Oilskins.
- By Ruby M. Ayres. Richard Chatterton, V.C. The Uphill Road.
- By Jean Webster. Daddy Long Legs.
- By C. N. and A. M. Williamson. The Demon. Golden Silence. Cloth bound, each 30c. Phone Book Dept.--Main 7841. Simpson's--Main Floor.

New Victor Records for April

The lists of new "His Master's Voice" records for the past few months have been wonderfully good--but the one for April is even better. Hear these and others in our Victrola Department, Sixth Floor.

- POPULAR SONGS.**
 Ja-Da (Comic Song), by Arthur Murray, 90c.
 Field, Alcoholic Blues, by Billy Murray, 90c.
 Johnny's in Town, by Arthur Murray, 90c.
 My Barney Lies Over the Ocean, Billy Murray, 90c.
 That Wonderful Mother of Mine, by Henry Burr; Salvation Lasse of Mine, by Hart and James, 90c.
- DANCE RECORDS.**
 I'll Say She Does (Fox Trot), All-Star Trio; You're Some Pretty Doll (Fox Trot), All-Star Trio, 90c.
 Sweet Hawaiian Moonlight (Waltz), Smith's Orchestra; Mammy's Lullaby (Waltz), Smith's Orchestra, 90c.
 JOHN STEEL, TENOR (NEW ARTIST).
 Some Day I'll Come Back to You, John Steel; Roses, John Steel, \$1.50.
 A BEAUTIFUL NEW HEIFETZ RECORD.
 On the Wings of Song (Violin), Jascha Heifetz, \$2.00.
- INSTRUMENTAL QUARTETTE.**
 Quartette in D Major (Strings), Flossiey Quartette, \$2.00.
MAGNIFICENT RECORD.
 Festival Te Deum, Part 1, Trinity Choir; Festival Te Deum, Part 2, Trinity Choir, \$1.50.



RECORDS. Complete variety in stock. All sizes and finishes. Capacity 10 to 200 records, \$11.00 to \$20.00. RECORD ALBUMS. To hold 12 records, 10-inch size at \$1.35; 12-inch size at \$1.85. Victrola Department--Sixth Floor.

Today's Values in Drugs and Sundries

White tar and cedar moth-proof bags, 75c to \$2.00--All sizes, muffs, coats, suits, ulsters. 75c to \$2.00.

- Moth Camphor Flakes, 2 lbs. 29c.
 - Medicinal Paraffin Oil, 40 ozs. 95c.
 - Household White Liniment, regularly 52c, special 39c.
 - Cod Liver Oil Emulsion, regular 42c, special 29c.
 - Waterglass, for preserving eggs, 15c, 25c, 60c.
 - Sulphur and Molasses, regular 37c, special 29c.
 - A. B. S. & C. Tablets, 100 in box, 2 for 17c.
 - Blaud's Pills, 100 in box, special 15c.
 - Hamilton's Pills, 15c.
 - Little Laxatives, 50 in bottle, 2 for 29c.
 - COLORITE--This popular hat dye in any shade. Regular 30c size. Special, 2 for 27c.
- War Tax included.
SIMPSON DRUG
 Simpson's--Main Floor.

Stationery 25c



Box containing 24 sheets fine quality, linen finish paper with initial stamped in gold and 24 envelopes. Per box, 25c.

Krofton Kid Finished Paper 50c

An extra fine quality, with initial embossed in white and gold. 24 sheets and 24 envelopes to a box. Per box, 50c.

For the Kiddies

A splendid series of books to entertain the children. Tale of Peter Rabbit, Peter Rabbit and His Pa, Peter Rabbit and Sammy Squirrel, Peter Rabbit and Jimmy Chipmunk. Each book contains 10 colored and a number black and white illustrations. Regularly 35c. Special, 25c.

Extension Tables Featured Today

- EXTENSION TABLE, solid oak, fumed and golden finish, shaped feet. Regularly \$19.50. Today \$14.95.
- EXTENSION TABLE, solid quarter-cut oak, top 45-inch, fumed or golden finish. Regularly \$28.75. Today \$20.45.
- EXTENSION TABLE, solid oak, fumed or golden finish. 45-inch top, shaped feet. Regularly \$26.50. Today \$18.45.
- EXTENSION TABLE, solid quarter-cut oak, top 45-inch. Regularly \$28.50. Today \$20.45. Simpson's--Fifth Floor.

New Lace Curtains, Nets and Scrims

Nottingham Lace Curtains. Imported direct from England. White, cream and ecru. Pair, \$1.50 up to \$9.50. Scrim and Marquette Curtains, showing all the newest styles in the popular makes. Pair, \$1.98 up to \$16.50.



Swiss Net Curtains

Including Irish point, tambour, point Venise and Brussels net curtains. All manufactured at St. Gall, Switzerland. Pair, \$7.25 up to \$22.50.

Window Shades Made to Order

Within Four Days From Date of Order. All special size window shades are made from finest quality imported Scotch holland--best for wear and good appearance. This material can be laundered when soiled.

English Sunfast Poplins

Every yard guaranteed impervious to the sun's rays. The new season's shades in rose, blue, green, mulberry, tan. 50 inches wide. Richly mercerized. Per yard, \$1.38.

Scotch Madras For Overdrapes

Self tones of gold, blue, green, tan and rose, showing all-over figured designs. Drapes very gracefully. 42 to 45 inches wide. Yard, \$1.50 up to \$2.98. Simpson's--Fourth Floor.

Excellent! New Spring Suits

For Men and Young Men

\$28.50 Suits

Single-breasted, developed in fine finished worsted. Small black and grey check. Three-button conservative sacque model. Sizes 36 to 42--\$28.50.

\$35.00 Suits

Developed in dark grey imported English pick-and-pick worsted. Single-breasted, three-button semi-fitted sacque model. Sizes 36 to 42--\$35.00.

\$40.00 Suits

Of genuine Scotch tweed, in rich novelty brown shade. Single-breasted, three-button, soft roll, form-fitting model. Natural shoulders. Sizes 36 to 44--\$40.00.

\$42.50 Suits

All-wool navy blue chevrons and worsteds. Single-breasted, three-button, soft roll, semi-fitted sacque model. Sizes 36 to 44--\$42.50.



Chesterfield Spring Overcoats, \$30.00

Semi-fitted model, with close-fitting collar. Natural shoulders--regular pockets with flaps. Developed in plain dark grey fine finished cheviot. Sizes 36 to 44--\$30.00.

New! Quality Shirts for Men

Arrow, Forsyth and Tooke Kinds

- At \$2.00--Arrow Shirts--Plain and fancy hairline and cluster stripes, 32 to 35 sleeve lengths. Sizes 13 1/2 to 18.
 - At \$2.50--Arrow shirts of fine quality repps, crepes, cord or plain cambric. Stylish two and three-tone colorings.
 - At \$3.00--Arrow shirts of high-grade Russian, cord, Jap crepes, English madras and woven materials. Exclusive designs. Sizes 13 1/2 to 18.
 - At \$5.00--Arrow and Tooke shirts of pure Jap silks and silk mixtures, in 10 momme weight. Beautiful stripes in two and three-tone effects. Sizes 14 to 17.
 - At \$5.00--Forsyth shirts of white or pongee Jap silks--12 momme weight. Collar, attached or separate. Sizes 14 to 18.
- Simpson's--Main Floor.

Knox and Mallory Hats

The Models Par Excellence for Men



They're noteworthy for beauty, quality and economy. The big variety here now offers advantageous choosing to-day. Soft and black stiff hats--Knox at \$7.00. Mallory at \$8.50.

Men's Spring Caps

New style caps such as Chamols, Lovat and Steel, in smart one-piece top shapes, \$2.00. Other caps in Donegals and plain shades; \$2.00, \$2.50 and \$3.00. Simpson's--Main Floor.

Big Boys' Suits, \$7.65



Regularly \$10.50 and \$11.50. 65 suits in the lot. Grey tweed suits--some in plain shades, others have chalk-line stripe pattern effect. Single-breasted. Some have three-piece belt--others the all-around loose belt. Full-fitting bloomers. Sizes 36 to 35; 13 to 17 years. Today, \$3.50 special, \$7.65.

Little Boys' Junior Reefers \$5.95
 Regularly \$7.50 and \$8.50. Blue serge and mixed effects--double-breasted, regulation style. Lined throughout. Sizes 3 to 8 years. Today \$5.95.

Boys' Spring Overcoats \$5.85
 Regularly \$8.50 and \$10.50. Odd sizes and broken lines in Donegal and fancy mixed tweed effects. Also a few shepherd checks. Slip-on and pinch-back models. Sizes 3 to 16 years. Clearance price, \$5.85. Simpson's--Main Floor.

Rogers' Spoon Sets, \$2.69

Regular \$4.65 Quality. 14-piece set, including set of 12 Rogers' silver-plated tea spoons--full size--and two table spoons to match. Put up in a fancy lined leatherette case. Each spoon engraved with one letter without charge. Regularly \$4.65. Today \$2.69. Simpson's--Main Floor.



WANTED Experienced Saleswomen for Fridays and Saturdays

For Women's Suits and Coats, Misses' Suits and Coats, Women's and Misses' Dresses. Preference given to former employes living at home. Apply **WOMEN'S EMPLOYMENT BUREAU--Fifth Floor.**

IN THE PALM ROOM

Our 60c Lunch is deservedly popular. The food is well cooked, the service courteous and attentive. Everybody likes it. Simpson's--Sixth Floor.

The Robert SIMPSON Limited