

1898

Telephone Main 7841

TWENTY-FIRST  
ANNIVERSARY

SIMPSON'S

COMING OF  
AGE YEAR

1919

Market, Adelaide 6100

Only 8 More Days of the February  
Furniture and Homefurnishing Sale

**The Home Lovers Club**

Is open to enroll new members. This service costs nothing at all extra. Make a first cash payment and spread balance over succeeding months—that's simple enough, isn't it? See the Club Secretary—Fourth Floor.

Extra! Extra!  
3 SPECIALS

Mattresses—100 only, deeply tufted, full depth border. All regular sizes. Telephone orders filled while they last. Regular price, \$5.50. February Sale price, \$3.95.

Dresser—Surface oak, golden finish, bevelled plate mirror. Regular price, \$11.25. February Sale price, \$8.95.

Chiffonier—Top and front solid mahogany, colonial design, five deep drawers. Bevelled plate mirror. Regular price, \$32.00. February sale price, \$21.45.

Simpson's—Fifth Floor.

## Bedroom Furniture Specials

Dressers, genuine quarter-cut oak, fumed finish, mission design, two large and two small drawers, bevelled mirror on back. Regular price, \$29.00. February Sale price, \$20.95.

Chiffonier, to match above, quarter-cut oak, bevelled plate mirror. Regular price, \$24.75. February Sale price, \$17.45.

Dresser, genuine quarter-cut oak, golden finish, bevelled plate mirror. Regular price, \$35.00. February Sale price, \$23.35.

Dresser, princess design, large oval bevelled plate mirror, empire mahogany, satin finish. Regular price, \$49.75. February Sale price, \$37.50.

Simpson's—Fifth Floor.

Repp Portieres \$5.98 Pair  
About Half Today's Value.

Fifty pairs only—Made by experts in our own factory. The fabric is slightly imperfect in weave, but nothing to affect quality or appearance. Choice of plain brown, green or red, nicely trimmed with tapestry banding in harmonizing colorings. Special, today, at \$5.98 pair.

Reversible Armure Portieres, \$10.75 Pair—Made in our own workrooms, of heavy armure cloth, showing neat conventional designs, the same on both sides, green and brown tones trimmed with tapestry banding. Special, today, pair, \$10.75.

New Scrim Curtains, \$3.79 Pair—With 2-inch hemstitched edges and assorted borders in drawn thread work; 2½ yards long. Today, pair, \$3.79.

Simpson's—Fourth Floor.

## Remarkable One-Price Sale of Rugs, \$27.95

Tapestry Rugs—Serviceable quality and good colorings in Oriental patterns. Size 9 ft. x 10 ft. 6 in. Regularly \$34.00. Sale price, \$27.95.

Seamless Tapestry Rugs, in floral effects for bedrooms, and Oriental patterns for living-rooms, in seamless and seamless qualities; 7 different patterns. Size 9 x 12 ft. Regularly \$35.00. Sale price, \$27.95.

Brussels Rugs—Five different patterns and rich soft colorings. Good designs, strong quality. Size 9 x 9 ft. Regularly \$35.00. Sale price, \$27.95.

Seamless Axminster Rugs—Pretty blue colorings, with rose and tan shades, Oriental pattern. Size 7 ft. 6 in. x 9 ft. Regularly \$35.00. Sale price, \$27.95.

## They're All \$27.95

\$35.00 HEAVY WILTON RUGS, \$27.95—A splendid bargain in heavy quality and close pile Wilton Rugs—one design only. Size 6 ft. 9 in. x 10 ft. 6 in. Regularly \$35.00. Sale price, \$27.95.

\$40.00 ORIENTAL RUGS, \$27.95—For hall or living-room—genuine Oriental makes, interesting designs and soft colorings—approximately size 3 x 5 ft. Regularly \$40.00. Sale price, \$27.95.

HARDWOOD FLOORING, SPECIAL OFFER, \$27.95—We will lay hardwood flooring in any room not exceeding 10 ft. 6 in. x 11 ft. with quarter-cut white oak flooring, waxed and polished, complete for \$27.95.

\$35.00 HALL RUNNERS, \$27.95—English Axminster and heavy grade Wilton hall runners in rich Oriental and Turkey designs. Size 3 ft. x 10 ft. 6 in. and 3 x 12 ft. Regular values to \$35.00. Sale price, \$27.95.

Simpson's—Fourth Floor.



## Special Reductions on Dining-Room Furniture

## 8-Piece Dining Suite, \$78.30

Regular Price, \$105.25.

Solid oak, fumed or golden finish. Buffet, 48 in. case, raised panels, sliding tray for cutlery. Extension Table, genuine quarter-cut oak, pedestal base; five small and one arm chair, movable seats, in genuine leather. February sale price, suite, \$78.30.

## Extension Table.

Extension Table, 45 in. top, solid oak, fumed or golden finish. Regular price, \$26.50. February Sale price, \$18.45.

Extension Table, solid quarter-cut oak, fumed or golden finish; 44 in. top. Regular price, \$31.50. February Sale price, \$23.95.

Simpson's—Fifth Floor.

## Diners and Buffets

Set of Diners, quarter-cut oak, fumed or golden finish, slip seats, in genuine leather. Regular price, \$35.00. February Sale price, \$25.95.

Buffet, solid oak, fumed or golden finish, 48 in. case, mission design, lined drawer for cutlery, bevelled plate mirror. Regular price, \$36.75. February Sale price, \$27.95.

## The Basement Thursday List

Telephone Main 7841.

## SALE OF HOUSE-CLEANING NEEDS.

Brush Floor Broom, 12 in. hardwood block, thickly filled with grey fibre, long screw handle. Today, 60c.

Curtain Stretchers, full size, easel back, nickel-plated pins, adjustable to any size curtain. Today, \$2.49.

Floor Wax, 1-lb. can, good quality wax. Today, 49c.

Step Ladders, strongly made, well finished, each ladder has full shelf, 5 ft. size. Today, 90c; 6 ft. size, \$1.10.

Sprinkle Polish, 12 oz. size, with 25c Sani-Genie Duster Cloth. Regularly 75c. The two, today, 50c.

Verandah Gates, for stairs, door, porch, etc. Extra well made. Natural finished hardwood. Complete ready to use. Regularly \$2.75. Today, \$2.39.

Simpson's—Basement.

## China Dept.

\$5.00 Cut Glass Fruit Bowls, \$2.95—Richly cut, daisy pattern, on clear heavy blanks. Today, \$3.95.

Salt and Pepper Shakers, 95c Pair—Cut glass, floral cutting, pearl tops, one pair in box. Today, 50c.

Cut Glass Handled Bonbon Dishes, \$2.95—Buzz design on fine quality blanks. Today, \$2.55.

Simpson's—Basement.

## 15,000 Pieces of Silver-Plated Ware Reduced for Today

Including Spoons, Forks and Fancy Pieces in the "Corona" pattern, made by the Wm. Rogers Manufacturing Co.

Tea Spoons, regularly \$2.25 dozen. Today, 12c each.

Dessert Spoons, regularly \$3.75 dozen. Today, 22c each.

Dessert Forks, regularly \$3.75 dozen. Today, 22c each.

Table Spoons, regularly \$4.00 dozen. Today, 24c each.

Medium Forks, regularly \$4.00 dozen. Today, 24c each.

Sugar Shells, regularly 50c each. Today, 25c each.

Berry Spoons, regularly \$1.50 each. Today, 69c each.

Cold Meat Forks, regularly \$1.00 each. Today, 55c each.

Gravy Ladles, regularly \$1.00 each. Today, 53c each.

Simpson's—Main Floor.

STORE OPENS AT 8.30 A.M., CLOSING AT 5.30 P.M. DAILY

## 29 Big Men's Overcoats at \$28

Incomplete lines and broken sizes. Made up from smart tweed, cheviot and chinchilla coatings. Popular ulster model --- double-breasted, convertible storm collar, regular pockets, with flaps. Plain and half-belted back effects --- lined throughout with wool linings. Sizes 42 to 50. Special at \$28.00.

Men's Overalls and  
Smocks, \$1.49  
Each

A purchase made two years ago. Strong, roomy and well made overalls and smocks, in blue and black. Sizes—Smocks, 36 to 44; overalls, 32 to 44. Today \$1.49.

Youths' Khaki  
Overalls at  
\$1.25

400 pairs. Regulation bib style. Heavy khaki duck material. Sizes 28 to 32. Today \$1.25.

Men's New Black Stiff  
Hats, \$5.00

Lincoln quality, in three new shapes for spring. Full, medium and tapered crown styles, with medium curl brims. Today, \$5.00.

## Junior Boys' Suits

"The Mariner"—Sailor model, of blue serge, middie blouse, extra detachable wash collar. Black satin bow at neck, cord and whistle. Sizes 2½ to 10 years. With long pants, \$11.50; with short pants, \$11.00.

## Stylish Suits for Boys

All wool homespun suits, in pleasing color combinations of grey, green and black mixed effects. Single-breasted, all around belted model; bloomer pants, with expanding knee bands. Sizes 31 to 34, 13 to 16 years, \$15.00.

## New Waist Line Model

Of dressy grey and black mixed effects, worsted finish tweed, bloomer pants, having belts of self material and governor fasteners. Sizes 31 to 34, 13 to 16 years, \$13.50.

Simpson's—Main Floor.

## Wall Papers in Big Variety

Decorating Estimates Given Free of Charge—Our Paperhangers and Painters Will Do Work to Your Satisfaction—Phone Main 7841

—Wall Paper Department.

## Suggestions for Living-Rooms or Halls.

Imported Tapestry Wall Papers—Foliage and scenic subjects, colored in new buffs, greys and neutral tones, with richer shades of browns, greens and old blues intermingled. Large assortments at \$1.00, 50c and 33c.

Plain Treatments—Some are indefinite designs, worked in close color harmony; others are textile and weave effects, plaster and stipple treatments; 30 inches wide, 5-yard rolls, 50c, 75c, \$1.25, \$1.50.

## Attractive Bedroom Papers

Chintz and Cretonne Papers—Some have birds perched among the floral designs. Large range of colorings, including pinks, blues, mauves, yellows and greys. Prices range at 25c, 35c, 60c, \$1.00.

New Varnished Tile Wall Papers—Can be wiped off with a damp cloth. Tile, block, and floral patterns, in green, brown, blue and grey colorings—suitable for kitchens, bathrooms, and back stairways. Extra large selection. Single roll, 30c.

## Ceiling Papers.

Polka Dot Ceiling Paper—Silver mica dot on white ground. Single roll, 12½c.

Tapestry Ceiling Paper—Cream and buff shades, faint circle design overprinted to produce indefinite treatment. Single roll, 15c.

## Semi-Indirect Fixtures \$5.50

Large assortment of semi-indirect bowls, several sizes and many color tones for any room.

Here are a few sample prices:

Brush Brass Chains, with 12-inch bowl, with simple design, \$5.50.

Brush Brass Chains, with 12-inch floral bowl. Very nice for bedrooms. \$7.00.

Brush Brass Chains, with 14-inch amber bowl, suitable for living or dining-rooms. \$7.95.

Brush Brass Chains, with one of our new bowls, with pretty floral design, suitable for reception or parlors, \$9.50.

Simpson's—Sixth Floor.

Simpson's Thursday  
Market

Telephone Adelaide 6100

## MEATS AND FISH.

Canada Food Board License No. 9-029.

All Meats in Simpson Market Approved by Government Inspectors.

Choice Quality Round Steak or Roast.

Today, special, per lb., 27c.

Fresh Beef, lean, boneless, for stewing, per lb., 27c.

Fresh Veal, for stewing, per lb., 22c.

Rack of Fresh Veal, for roasting, per lb., 27c.

Prime Corned Beef, mild, per lb., 20c and 22c.

Family Sausage, our own make, special, per lb., 22c.

Breakfast Bacon, select, sliced, per lb., 48c.

Pure Lard, 3-lb. pails, gross weight, per pail, 85c.

Pure Beef Dripping, our own make, per lb., 25c.

Finest Boiled Ham, sliced thin, per lb., 60c.

Winter-Caught Whitefish, dressed, per lb., 15c.

Winter-Caught Erie Herring, choice, large, per lb., 7½c.

Fresh Frozen Smoked, per lb., 10c.

Ogilvie's or Purdy Flour, 54-lb. bag, \$1.09.

Seedless Raisins, lb., 17c.

Smoked Pinnan Haddies, lb., 13c.

GROCERIES.

Canada Food Board License No. 8-7531.

2,000 lbs. Finest Creamery Butter, lb., 59c.

(Only 5 lbs. to a customer).

Campbell's Soups, assorted, 2 tins, 55c.

3,000 tins Finest Canned Peas, tin, 14c.

2,000 tins Finest Canned Tomatoes, per tin, 15c.

(Only 5 tins to a customer).

One car Standard Granulated Sugar, 20-lb. bag, \$2.29.

1,000 pails St. Williams Raspberry Jam, No. 4 size pail, 90c.

Dingman's Mapha Soap, 7 bars, 45c.

Morris' Oleomargarine, lb., 34c.

Assam Tea, regularly 65c, lb., 59c.

Ogilvie's or Purdy Flour, 54-lb. bag, \$1.09.

Seedless Raisins, lb., 17c.

Maggie Baking Powder, 1-lb. tin, 26c.

Choice Currants, lb., 30c.

Flaked Wheat, 7 lbs., 55c.

Peanut Butter, in bulk, lb., 27c.

Molasses Syrup, 2 lbs., 55c.

Orange Marmalade, 1-lb. jar, 25c.

Japan Rice, 2 lbs., 25c.

Feathered Coconut, lb., 85c.

Edwardsburg or Beehive Table Syrup, 8-lb. pail, 55c.

Shredded Wheat or Grape-nuts, pkt., 14c.

Cocoa, in bulk, lb., 24c.

Red Salmon, tall tin, 24c.

Choice Olives, gem jar, 35c.

Salt, 2 packets, 19c.

FRUIT SECTION.

California Navel Oranges, Sunkist brand, dozen, 39c.

1,000 6-qt. baskets Greening Apples, per basket, 60c.

Choice Parsnips, 7 lbs., 15c.

Finest Cooking Onions, 12 lbs., 25c.

Highest Quality Grapefruit, 3 for 23c.

The . SIMPSON Company  
Robert Limited