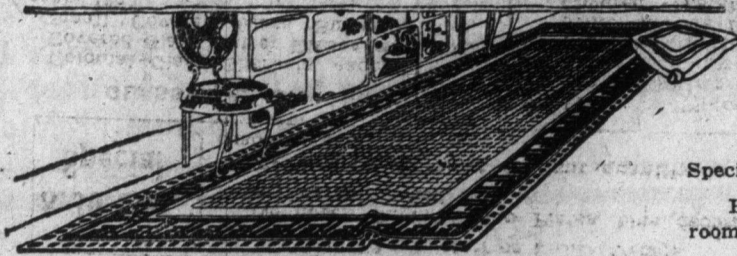


# SIMPSON'S

## 50 Wilton Rugs Repriced for Quick Clearance

Heavy Wilton Rugs in Oriental designs, good living-room or dining-room patterns, various qualities; size 9 ft. x 12 ft. Special \$49.75. English Wilton Rugs, handsome medallion patterns, rich colorings, various qualities; size 9 ft. x 12 ft. Special sale \$56.95. Imported Wilton Rugs, small conventional patterns with handsome borders, soft colorings; blue, fawn and tan; size 9 ft. x 10 ft. 6 in. Special sale, \$39.75.



Linoleums (Seconds) 73c Per Square Yard.

About 40 rolls of a heavy quality printed Linoleum, thoroughly seasoned and in good designs, in conventional, light tile or wood patterns; a few slight imperfections in the coloring of some of the rolls, but the majority perfect; two yards wide. Special, per square yard, 73c.

Heavy Wilton Rugs, good for hard wear, in shades of brown and blue, in small patterns; size 9 ft. x 10 ft. 6 in. Special sale, \$37.95. Strong Wilton Rugs, two-tone effects, and trellis design; Oriental colors; size 6 ft. 9 in. x 10 ft. 6 in. Special sale, \$29.75. English Wilton Rugs, very fine quality for bedroom use; dainty shades of rose, green, grey and blue; size 6 ft. 9 in. x 7 ft. 6 in. Special sale price \$24.95. Heavy Wilton Rugs, in rich colorings and attractive designs, for living-room or dining-room use; size 9 ft. x 9 ft. Special sale, \$33.95.

### Congoleum Rugs, Prices Reduced.

Special offer of 100 of these desirable and hard-wearing rugs. They are made in one piece, showing pretty rug patterns, with borders all around; an ideal covering for kitchen, living-room bedroom; size 6 ft. x 9 ft. Reduced price for today, \$5.95.

## Odds and Ends of High-Class Furniture At Half-Price and Less

Odd Pieces, Comprising Trays, Bookracks, Chairs, Tables, Settees, etc. The Following Pieces Have Been Used as Samples and Are Slightly Imperfect.

- 1 pair Candlesticks, mahogany inlaid, \$25.00, for \$9.95.
- 1 Lacquered Bookholder, decorated, \$16.00, for \$6.95.
- 1 Sample Satinwood Humidor, inlaid, \$40.00, for \$15.00.
- 1 Hall Chair, cane seat and back, \$25.00, for \$9.95.
- 1 Chair, solid mahogany frame, upholstered seat and back in green denim, \$27.00, for \$13.95.
- Chair in solid mahogany, seats and back covered in green denim, \$17.00, for \$8.50.
- 2 only, Sewing Tables, in solid quarter-cut oak, one long drawer, fumed finish, \$20.00, for \$7.95.
- 2 only, Sewing Tables, fumed oak, \$22.00, for \$11.95.
- Costume, in bird's eye maple, inlaid, \$14.75, for \$6.95.
- Mahogany Inlaid Bookrack and Revolving Stand, \$50.00, for \$12.50.
- Odds Mahogany Chair, colonial design, leather seat, \$11.00, \$5.00.
- One Settee, golden finish, cane seat and back, \$45.00, for \$19.50.
- One Settee, golden finish, cane seat and back, \$25.00, for \$12.50.
- One only, Mahogany Serving Table in mahogany, colonial design, \$47.50, for \$19.95.
- 2 Armchairs, solid mahogany frame, covered seats and back in tapestry, \$27.75, for \$16.95.
- 1 Solid Mahogany Serving Table, Sheraton design, inlaid, \$73.00, for \$36.00.
- One Colonial Dressing Table of walnut, with triple mirror, \$33.50, for \$16.50.
- One Solid Mahogany Serving Table, Sheraton design, \$33.50, for \$16.50.
- One Set Mahogany Dining-room Chairs, heavy colonial design, in blue striped denim, six and two arm chairs, \$225.00, for \$65.00.
- One Large Hall Seat and Mirror in solid mahogany, colonial design, \$210.00, for \$55.00.
- Bedroom Suite of solid mahogany, heavily carved, with gold decorations; set consists of dresser, chiffonier, dressing table and chest of drawers, \$485.00.
- Another high grade in Adam design, dresser, dressing table, chiffonier, night table, chair and rocker, in solid mahogany. Regular price \$15.00, \$145.00.
- Heavily Inlaid Bedroom Suite of solid mahogany, dresser, chiffonier, twin beds, slightly imperfect. Reg. price \$850.00, for \$295.00.
- One pair Twin Beds of exceptional quality, walnut, slightly imperfect, \$280.00, for \$100.00.
- 2 only, Beds in ivory, double size, \$31.50, for \$16.95.
- One only, Ivory Bed, full size, \$116.00, for \$55.00.
- One only, Ivory Bed, double size, \$16.50, for \$10.95.

Positively No Refund or Exchange on These Items.

## Rare Bargains in Household Ware

### Basement

- Leader Polish Mops, for cleaning and polishing hardwood floors, linoleums, oilcloths, etc. Complete with one handle. Today 33c.
- Palm Fibre Brooms, a substitute for a corn broom at about half the price. Today 33c.
- Chamois Skins, two sizes. Today 10c and 20c.
- Whisks, enameled handle, 3-inch whisk. Today 15c.
- Garden Rakes, malleable iron head, long handle. 10-tooth size, today 30c; 12-tooth size, today 35c.
- D-handled Spades, today \$1.25.
- Ash Barrels, galvanized iron, wood protected sides, with cover; size 15 x 24 in. Today \$2.95.

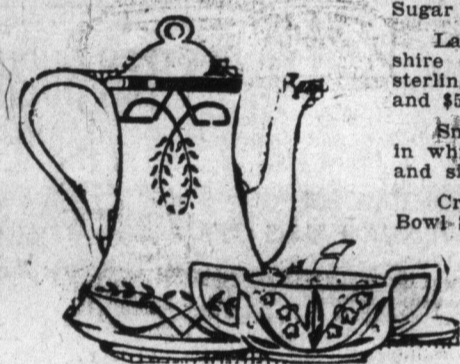
- Avon Pattern Nickel Silver Tea Spoons, wear white throughout; a high-grade serviceable spoon, in a very popular design. 100 dozen to sell today at, each, 10c.
- Kitchen Cutlery Set, consisting of a bread knife, a steak knife, a fish knife and a paring knife, all of high-grade French steel, with rosewood-finished handles, an excellent set. Today 95c.
- Serving Trays, size 11 x 14 inches, mahogany-finished frames, glass top, fancy centres. Today 85c.
- Royal Floor Wax, a very superior grade. 1-lb. tins, today 39c; 2-lb. tins, today 75c.
- Galvanized Iron Garbage Cans, ball handle, slip-over cover. Small size, today 98c; medium size, \$1.25; large size, \$1.45.
- Food Choppers, the "Griswold," a high-grade family size; cuts meat, fruit and vegetables, coarse, medium and fine. Regular \$1.50. Today 98c.
- Step Ladders, a very superior grade of household ladder, strong and well made; 5 ft. size, today 85c; 6 ft. size, 98c.
- Two-burner Gas Hot Plates, Gurney's, reliable make. Today \$1.95.
- Metallic Gas Stove Tubing, any length from 3 to 12 ft., complete with rubber ends. Today, ft., 9c.

## Inviting Friday Bargains in China and Glassware

No Phone, Mail or C.O.D. Orders. 100 dozen English Soup Plates, blue decoration. Friday bargain, each, 5c. We reserve the right to limit quantity to each customer.

- GLASSWARE BARGAINS**
  - Colonial Glass Sherbets, each, 10c.
  - Covered Glass Butter Dishes, each, 19c.
  - Small Covered Glass Butter Dishes, each, 12c.
  - Glass Measuring Cups, each, 9c.
  - Glass Lemon Reamers, each, 8c.
  - Large Glass Orange Bowls, each, 39c.
  - Salt or Pepper Shakers, metal tops, each, 5c.
  - Clear Glass Vases, each, 14c.
- CUT GLASS FRIDAY BARGAINS**
  - Floral Design Cut Glass Water Sets, seven pieces, \$4.95.
  - Cut Glass Salt and Pepper Shakers, 18c each; the pair, 35c.
  - Floral Design Cut Glass Fruit Bowls, each, \$2.95.
- CLOVER LEAF DINNERWARE**
  - Cups and Saucers for 15c.
  - Dinner Plates for 15c.
- Breakfast Plates for 14c.
- Tea Plates for 14c.
- Soup Plates for 14c.
- Bread and Butter Plates for 11c.
- Fruit Saucers for 8c.
- Covered Vegetable Dishes for 79c.
- 200 dozen White Cups and Saucers, good quality thin English ware. Friday bargain, cup and saucer for 10c.
- 200 dozen Thin English Cups only. Friday bargain, each, 6c.
- A COMPLETE ENGLISH DINNER SET, \$14.95**
  - Good quality thin English ware, pretty rose border decoration, gold line on handles and edges. 97 pieces. Friday bargain \$14.95.
- A THIN CHINA SET, \$27.50**
  - Fine quality thin translucent china with a very dainty full rose border decoration, full gold handles, gold line on edges. 97 pieces. Friday bargain \$27.50.

## 2nd Big Shipment 'Depos Art' Ware, Today at Half and Less



Water Jugs, Lemonade Jugs, Milk Jugs, Cream Jugs and Sugar Bowls, also Oil and Vinegar Bottles at less than half price. Large Jugs, your choice of white Limoges, green Staffordshire or Brown Betty chinaware, with a beautiful design of sterling silver deposited on each piece. Regularly \$4.00, \$4.50 and \$5.00 each. Today, each, \$1.49. Smaller size Jugs in white, green and brown chinaware, also in white crystal with sterling silver deposited around the top and sides. Regularly \$3.00 each. Today, each, \$1.29. Cream and Sugar Sets, \$1.19 Pair—Cream Jugs and Sugar Bowl Sets, in white crystal, sterling silver deposited. Regularly \$2.50 and \$3.00 pair. Today, pair, \$1.19. Oil and Vinegar Bottles for 98c Each—Sterling silver deposited Oil and Vinegar Bottles in white crystal; your choice of patterns. Regularly \$2.50 and \$3.00 each. Today, each, 98c.

## A Special in Baby Carriages at \$28.85

6 only, Reed Baby Carriages, cream, white and grey finishes; reed bodies and hoods, with roll edges; loose cushion upholstery; reversible gears; some have artillery wheels. Special for today \$28.85.

## 2000 Yards Art Silkolines at 19c Yard

A truly wonderful value, considering that the cheapest silkoline we sell in the regular way is 29c yard. This lot is mostly in small all-over floral patterns, in pretty colorings of pink, green and yellow. Just the thing for covering commodes, lace curtains for the bedroom or dining-room, etc. Friday bargain, yard, 19c. 500 yards of Curtain Net at 12 1/2c Yard. 500 yards of durable Nottingham Curtain Net, about 25 inches wide, in several good centre designs, with borders and strong scalloped edges. Friday bargain, yard, 12 1/2c. 150 yards of Rich Velour at \$1.29 Yard. Take advantage of this marvelous offer and buy enough for those parties you have been planning for. The quality is rich, showing a close, firm texture that will not rough up; and there is a choice of the most wanted colorings of brown and green; 60 inches wide. Friday bargain, yard, \$1.29. 500 Lace-trimmed Window Shades, Regularly 79c, Today, Each, 49c. Window Shades of heavy opaque cloth, in white or cream, each neatly hemmed with attractive

## Good Old English Records for Your Victor

- Here is a Special Choice List of English Records, Recorded in England by English Artists. Phone Your Order.
- 90c—Glorious Devon (baritone solo); Young Tom of Devon—Peter Dawson.
- 90c—The Mariners of England; Suite, Britannia—Empire Glee Party.
- 90c—Festivals of England (baritone); The Veteran's Song—Peter Dawson.
- 90c—British Regimental Marches—H.M. Coldstream Guards, Welsh Guards.
- 90c—Crown Diamonds Overture; Oberon Overture—Black Diamonds Band.
- 90c—Chorus, Gentlemen (song); Stone-cracker John (song)—Stanley Kirby.
- TWO FINE ENGLISH CONCERTINA RECORDS.
- 90c—Estadantina Waltz; Merry Widow Waltz—Alexander Prince.
- 90c—Hornpipe Medley; Silver Heels—Alexander Prince.
- (Victoria Dept.—Sixth Floor).

## At the Prices These Nitro Bulbs Are Wonderful Value

These Nitro Bulbs are going quickly, so do not put off buying till too late. Get a supply today. 100 watt, 95c; 200 watt, \$1.90.



**80c and 85c Reflectors**  
Reflector Bulbs in 25 and 40-watt sizes will give you just the light you need for sewing, knitting, reading, etc., and they send their light to the right place. Regularly 80c and 85c. Today 65c.  
60-watt Condor Bulbs, the very highest quality. Regularly 55c, for 49c.  
25 and 40-watt Bulbs that sell regularly at 28c for 32c.  
Our Very Fine 6-room Outfit (which would cost you \$30.00 if bought piece by piece) will go at the remarkable price of \$20.95. Shades are included. Bulbs and joints extra.

The Robert SIMPSON Company Limited

## Excellent Value in Axminster Rugs

Heavy quality with a deep thick pile. Oriental patterns, up-to-date colorings; special offer to clear; size 9 ft. x 9 ft. Today \$29.75.

## Grass Rugs Slightly Damaged, 95c Each.

50 heavy Grass Mats, strongly woven in shades of green and brown, with stencilled designs, slightly water stained during shipment; size 36 x 72 inches. Regularly \$2.25, at each, 95c.

## Most Unusual Are the Bargains in Wall Papers

Silk Fibre Wall Papers, 23c Roll—Balances of Eltonberry silk fibre, very durable and artistic colors. Regular 50c and 65c. Clearing today, single roll, 23c.  
1,000 Rolls Buff Oatmeal Wall Paper, Regular 17c, Today 11c—Desirable buff shade, heavy duplex stock. Regular 17c. Friday bargain, per 5 yard roll, 11c.

Cut-Out Border, Regular 15c, Today, 5c Yard—Cut-Out Border to match buff oatmeal wall paper suitable for sitting-rooms or halls. Regular 15c. Friday bargain, yard, 5c.  
Tapestry Wall Papers, Extra Special, 33c Roll—Verdure Tapestry Wall Papers in new tones of tan, brown, green and grey, worked with richer shades. Extra special today, single roll, 33c.

Bedroom Wall Papers, 11c Roll—Stripes and floral designs in pink, blue, mauve and yellow, on light grounds; large selection. Today, single roll, 11c.

## His 'First Long Pants' Suit Today \$9.75

Reg. \$12, \$13.50, \$14 Values. Despite the invitingly low price these well made suits are modelled in three popular styles, each possessing an uncommon dressy air.

Styles are Trench form-fitting and the ever dressy Norfolk in neat grey and brown worsteds and tweeds, including a few navy blue chevrots. Regularly \$12.00, \$13.50, \$14.00 values. On sale today, \$9.75.



## Sale of Men's Suits at \$11.95

Men's strong and well-tailored English Tweed Suits, in grey and brown checks and stripes, in the two and three-button sacque, semi-fitted, medium height vest; trousers finished with belt loops, cuff or plain bottom. Specially priced for today, \$11.95.

## Boys' Junior Norfolk Suits at \$3.95

Here are many little model suits that will surely delight the small boy. They are made from light weight hairline striped tweeds, in brown and black, grey and black. Snappy features are the pinch-back and three-piece belt and yoke front. Coat and pants both nicely lined and finished. Sizes 2 1/2 to 9 years. Special value, today, at \$3.95.

## Boys' Raincoats \$5.95

In dark grey tweed, rubberized, made in trench style, with buckle belt all round. Convertible collar; all seams stitched and cemented. Sizes 26 to 30. Special today, \$5.95.  
Boys' Tweed Suit, single-breasted, three-button, yoke front and back, box pleats to waist, stitched belt all the way around. Bloomer pants. Sizes 25 to 30, 7 to 12 years. Special purchase 100 suits in the lot, \$4.25.

## Boys' 75c and \$1 Shirts On Sale Today at 49c

The extremely low price will dispose of these fresh clean shirts in quick order. The lot contains sufficient to outlast the day, we think, but you had better come early. They are in neat plain and fancy hair and cluster stripes. They are especially well made, having double yoke and pearl buttons. Sizes 12 to 13. Regularly 75c and \$1.00. Unusual value at 49c.  
Men's Work Shirts, English and Canadian drills, blue chambray, black, saffron, English and Canadian oxfords; collar attached; extra large bodies. Sizes 14 to 18. Special today, 95c.

## What a Bargain! Men's \$1.00 and \$1.25 Summer Underwear, Today at 59c

War times make money saving imperative. Just before the season starts you can save considerably on your spring and summer supply of underwear. And they are "Zimmerkni" Brand, which makes the sale doubly inviting. Short sleeves and knee length in natural Balbriggan. Also garments with long sleeves and ankle length in porous knit. Sizes 34 to 46. Regularly \$1.00 and \$1.25. Per suit, 59c.

## Sale of Men's Odd Trousers

80 pairs of Men's Odd Trousers, an assorted lot of tweeds and worsteds, in different shades of grey and browns, all have five pockets, finished with belt loops, both cuff and plain bottom. Regular \$3.50 to \$5.00. On sale today, \$2.95.

## Sale of Men's Waterproofs 75-Men's English Paramatta Waterproof Coats Under-priced for Today at \$6.95

Single-breasted motor style, with military stand collar, double texture material, thoroughly rubberized, all seams sewn and cemented, in medium fawn and khaki-shades. On sale today at \$6.95.

## Picture Framing at Half Price and Less

1-inch mission oak, grey and black; 1-inch tray moulding; 1-inch silver moulding, gumwood, in brown finish, suitable for photos, soldiers' pictures, supplements or enlargements. Regular 8c, 10c, 12c and 13c. Today, per foot, 5c.  
Framed Pictures at 95c—Regular \$1.25, \$1.49 to \$2.00.  
A choice of Hand-colored Prints, Imitation Oil Paintings, choice colored subjects from famous paintings and photographs, framed in antique gilt with bow knot tops, dainty gilt frames, solid oak, in mission finish, and others in different styles. Today, 98c.

## Varnish and Floor Wax

Duplex Varnish Stain, 39c Quart—Light oak and dark oak for floors, stains and varnishes at one operation.  
Varnish Brushes, 2 inches wide, selected black bristles, securely bound, today, each, 19c.  
Berry Bros' Floor Wax, 33c lb.—Full weight tins, light color wax, will not discolor hardwood floors; 300 lbs. only. Today, per lb., 33c.  
Weighted Polishing Brushes, stiff mixed bristles, 15 lbs. weight. Today, each, \$1.69.  
Special Furniture Varnish, 49c Quart—Clear varnish for furniture and woodwork, hard drying and glossy.

FOR S  
Stone Limited War  
Street West, 100 x 21  
construction; excellent  
space; approximately  
square feet; two freight  
systems. Apply  
W. H. WILLIA  
35 King Street East.

PROBS—Fine an

GE  
SIX  
T

HAG EXP  
FIGHT T  
MORE

Greatest Coura  
Shown by th  
Troop

SOME GAINS

But Enemy  
Repulsed in  
Counter-A

London, March 22—  
Friday along almost  
front continued their  
strength. At several  
new made gains ag  
not at others he was  
ter-attacks, accordi  
official communication  
night. The statement  
losses inevitably hav  
able, but not out of  
magnitude of the bat  
losses continue very  
vances being made a  
The greatest coura  
by the British troop  
The communication  
This morning the  
his attacks in grea  
practically the whol  
front. Fierce fighti  
battle positions, an  
wing.  
The enemy made  
certain points. At  
have been thrown bac  
attacks.  
Our losses inevit  
considerable, but th  
out of proportion to  
the battle.  
From reports re  
parts of the battl  
losses continue to b  
his advance everywh  
at great sacrifice.  
Our troops are  
greatest gallantr  
and all units of eve  
well it is difficult,  
battle, to distinguish  
"Exceptional galla  
however, by the tr  
division in a profr  
regular, and by  
to maintained our  
neighborhood of Cro  
north of that villag  
attacks.  
"A very gallant fi  
the 51st division in  
of the Bepaume-Ca  
repeated attacks.  
Identification obje  
of the battle shows  
opening attack was  
division, supported  
of German artiller  
Austrian batteries.  
man divisions have  
the fighting, and o  
in the battle area.  
"Further fighting  
nature is anticipat  
WILL FOLLOW

Montreal Stock Ex  
Nine o'clock in

Montreal, March  
the Montreal Stock  
to be pretty well a  
the Canadian dayli  
not go thru, the st  
probably observe  
hours in unison w  
market, and will o  
the mopping.