

# Simpson's Housecleaning Sale Week is to Help Householders

## The Offering Include Special Purchases Made Before Prices Advanced on Which Are Decisive Savings

### Handicaps to Housecleaning

Buyers and managers in our Home Furnishing Departments have "put their heads together" to remove the handicaps to housecleaning, and have concentrated on the problem this Housecleaning Sale Week.

You've taken your cue from spring to bring newness and brightness into your home, and we've taken our cue from you to assist with all our might and intelligence to make it easy and even joyous for you.

What we offer, besides the innumerable accessories to housecleaning, are Rugs, Curtains and Furniture, at such attractive prices that you'd hardly realize most makers were handicapped by war conditions and labor conditions, which make production difficult and costly.

In addition to making the prices attractive, we've made the terms you can arrange with the Home-Lovers' Club Secretary positively alluring to home owners, who want to spread the payments instead of providing all the cash at once.



### Remarkable Offerings in Water Colors and Oil Paintings, Now Half-Price

\$2.50, \$3.50, \$4.95, \$7.50, \$9.50, \$10.00

Beautiful Water Colors, the choicest landscapes and seascapes, mounted on antique gilt mats and frames, 1-inch antique gilt frame, select designs, with raised corners and centre ornaments; the oils are framed in very select deep gilt mouldings; all medium sizes. Today, \$2.50, \$3.50, \$4.95, \$7.50, \$9.50 and \$10.00.

British Plate Mirrors, for bathrooms, kitchens or halls, in white enamel or golden oak. Sizes from 8 x 10 to 18 x 40. Prices, 90c to \$7.75.

In Connection With Housecleaning Sale

## Draperies at Special Prices for Today

500 Pairs of English Lace Curtains 1.19

This clearing lot of fine Lace Curtains was offered to us at a big discount for cash—our buyer quickly closed the transaction and they go on sale this morning. There are a score of specially attractive patterns with styles for use in any room in the home. All have strong colbert edges and come 2 1/2 to 3 yards in white only. Today, pair \$1.19.

Grouped Lot of Curtain Fabrics 29c

For today's selling we have collected together a big lot of new and desirable materials for making window curtains. These are mostly pieces that we have no reserve of, so must be cleared quickly. There are genuine Scotch Madras Muslins, showing lovely new patterns; choice Bengaloe Nets from England, and new American Scrims in white and cream, also some with fast color borders. All one price for today, per yard, 29c.

Complete With Rods Tapestry Fabrics 5.98

Buy the new Portieres for your archway today and take advantage of this special offering. There are just 25 pairs in all, made of nice quality tapestry in the best self-colorings of green and brown, showing handsome designs and finished with heavy tasseled fringe at the top and bottom. The price includes a polished brass rod, 1 inch in diameter, and extending from 30 to 36 inches, complete with a pair of sockets and 1 1/2 dozen rings. Today, \$5.98.

## Sparkling New Floorcoverings Offered at Pre-War Prices

### Heavy Wilton Rugs

For dining-room use. Handsome and effective Wilton Rugs in their rich oriental colorings and heavy qualities. These lie on hardwood floors and give excellent service. In soft subdued shades or in bold designs and heavy colorings.

Size 9.0 x 12.0, at \$51.75 or \$57.25 each.  
Size 9.0 x 10.6, at \$45.50 or \$49.75 each.

### Axminster Rugs

For parlor or living-room use in the average home, where the rug gets daily wear and an inexpensive make is required, this rug is certainly the most appropriate. In splendid oriental designs and colorings, these rugs have a very rich effect, and come in a big assortment of sizes. We quote three only.

Size 9.0 x 12.0. Each..... \$39.50  
Size 9.0 x 10.6. Each..... \$35.00  
Size 9.0 x 9.0. Each..... \$31.00

### Small Wilton Rugs

For the den or hall these are just the thing. New patterns and rich colorings. Woven on a strong back that will stand the wear and lie without curling.

Size 4.6 x 7.6..... \$21.00  
Size 4.6 x 6.0..... \$16.50

### Useful Axminster Rugs

For sewing rooms or other small rooms these rugs are most appropriate. Made in thick pile quality, in pretty colors, in foliage effects, or in rich Oriental patterns. Size 4.6 x 7.6. Each, \$14.95.

### Special in Tapestry Rugs

Special offer to clear out about 50 Scotch made Tapestry Rugs, in a big selection of patterns and colorings, in two-tone effects, in floral patterns, or attractive Oriental designs. Hard wearing quality. Size 6.9 x 9.0. All one price, each, \$10.49.

### Washable Rag Rugs

For the bedroom use this is undoubtedly the most popular rug at present. The new designs and colors for this season are popular and interesting. You need not have the plain centre if you require something more serviceable, as these can be supplied with figured or mottled designs with fancy chintz borders, in a great variety of different shades and colorings, all made reversible, strongly woven and fast colors.

Size 9.0 x 12.0, marked at..... \$21.50  
Size 9.0 x 10.6, marked at..... \$18.75  
Size 9.0 x 9.0, marked at..... \$16.50  
Size 6.0 x 9.0, marked at..... \$10.50  
Size 4.6 x 7.6, marked at..... \$ 7.00  
Size 4.6 x 6.0, marked at..... \$ 5.75

### Printed Linoleum

New shipment just arrived with a splendid lot of new patterns and colorings, a good reliable quality and thoroughly seasoned, in patterns suitable for bathroom, kitchen or living-room use. Per square yard, 75c.

### Oilcloth Special 48c Per Square Yard

To clear, about 40 rolls of a good reliable quality oilcloth, in conventional and floral patterns, and in two or three different widths. Special today, per square yard, 48c.

Music Studio, 6th Floor

### Sunfast Fabrics for Overdrapes 75c

1,000 yards of fine quality Caseement Cloth, made by the foremost British manufacturer. The width is 50 inches, and it comes in the loveliest tones of greens and browns—shades so much in demand for side draperies in the living-rooms and bedrooms. Every yard is guaranteed absolutely fadeless from the sun or washing. Yard, 75c.

### Heavy Oil Finished Window Shades Each, 79c

500 to sell today, so get in your supply before the prices advance again. These are made of heavy quality opaque cloth, with an oil finish, so that the shades can be easily cleaned with a sponge when soiled. Choice of white, cream or dark green, complete with a genuine Hartshorn spring roller, a pair of brackets, nails and nickel pull. The size is 37 inches wide and 70 inches long. Each, 79c.

## Save on Mattresses Today

Also Springs and Divanettes Underpriced.

Mattresses, seagrass centre, with jute felt both sides; has full depth border, and is deeply tufted. Regular price \$5.00. \$4.25.

Mattress, fibre centre, jute felt both sides; heavy ticking; deeply tufted; all regular sizes. Regular price, \$5.00. \$4.25.

Mattresses, fibre centre, with extra heavy layer felt both sides; have roll edge and full depth border, enclosed in good grade of art ticking. Regular price \$7.75. \$6.50.

Mattresses, half seagrass, half jute felt; full depth border; roll edge; deeply tufted; enclosed in good grade of art ticking; supplied in all regular sizes. Regular price, \$8.75. \$6.75.

Mattress, all jute felt, built in layers; deeply tufted; full depth border; enclosed in good grade of art ticking. Regular price, \$12.00. \$9.25.

Mattress, blown cotton; full depth border; deeply tufted; enclosed in good grade of art ticking; roll edge; all regular sizes. Regular price, \$12.75. \$9.95.

Mattress, blown cotton, layer felt both sides, deeply tufted, full depth border, roll edge, enclosed in good grade of art ticking. Regular price, \$12.75. \$10.25.

Spring, all steel frame, woven wire fabric, with cable supports, \$4.25.

Box Spring, made of single cone coil springs, securely fastened in position, covered with good layer of burial, upholstered on top with jute felt and then covered with good grade of art ticking, tufted, and has roll edge. Special, \$18.50.

Divanette, frame of solid oak, fumed finish, complete with spring and mattress, opens to double size bed, covered in brown imitation leather. Special, \$36.50.

## Housecleaning Sale Attractions in Wall Papers and Paints

Our Decorating Department is at your service. Estimates furnished free of charge on paperhanging and painting. Phone Wall Paper Dept., Main 7841.

Today's list of special values in Wall Papers and Paint. The quantities are limited, so come early. Look for the Green Tickets.

35c Chintz Wall Paper Half-Price, 17 1/2c

Reproduction of Queen Anne chintz, printed in soft tones of pink, blue and grey on light ground; stripe background; 200 rolls only. Regular 35c. Half price, single roll, 17 1/2c.

New Stipple Wall Papers, 30c Yard

42 inches wide. Hand-made Stipple Wall Papers, in shades of grey, putty, old blue and tan; hangs without showing the seams—decorative effect for living-rooms and dining-rooms; 42 inches wide. Special value, per yard, 30c.

Floral Stripe Wall Papers, 10c Roll

Pretty Wall Papers for bedrooms. Many styles to choose

from—pink, blue, yellow and mauve colorings on light grounds; Wall Papers, special value, single roll, 10c.

Borders to match, per yard, 5c, 4c, 2 1/2c.

12 1/2c Wall Papers, Extra Special, 7c.

10c Cut-out Border to Match 4c. Richly colored on blue, brown and green backgrounds. Broken stripe design, suitable for halls and sitting-rooms. Regular 12 1/2c. Extra special, single roll, 7c.

14-inch Cut-out Border and Base Banding, yard, 4c.

High-Grade Tapestry Wall Papers.

New Verdure and Scenic Tapestry Wall Papers, new color schemes of neutral tones; others in richer colorings. Special value, per single roll, 49c.

## Liquid Granite Varnishes

for hardwood floors and linoleum. Pints, 70c. Quarts, \$1.20.

Effecto Auto Finishes, the perfect finish for automobiles. Special colors: 1/2 pints, 50c; pints, 85c; quarts, \$1.60.

Rubber-set Brushes for applying auto enamels and varnish. 1 1/2 inches wide, 20c; 2 inches wide, 30c; 2 1/2 inches wide, 35c.

Berry Bros' Wax, 3 1/2 lb.—Full weight tins, will not discolor hardwood floors; easy to apply and polish.

Raw and Boiled Linseed Oil, limited quantity. 1/2 pint, 25c; pint, 40c; quart, 75c; 1/2 gallon, \$1.40; gallon, \$2.20.

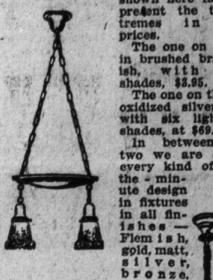
## "Victor" Bicycles

The "Victor" stands for strength and durability. There are no weak points in "Victor" Bicycles. Come to the basement and let us show you this high-grade line of ladies', men's and boys' bicycles. Made in different size frames—a size to fit everybody. Equipped with Dunlop tires and coaster brake. Priced at \$37.50.

On Sale in Basement.

## FIXTURES

A Good Time to Buy



The two fixtures shown here fairly represent the two extremes in fixture prices. The one on the left in brushed brass finish, with colored shades, \$8.95. The one on the right, oxidized silver finish, with six lights and shades, at \$29.25.

In between these two we are showing every kind of up-to-the-minute design in fixtures in all finishes—brass, Flemish, gold, silver, bronze, and a profusion of other finishes.

Here are a few examples of special attractions for today. Complete House Set of Fixtures and Shades, installed anywhere that we have a daily delivery. Real value \$49.10, for \$40.00.

Extra Special House Set of Fixtures and Shades, a great big value at the extreme low price of \$24.75. Installed anywhere that we have a daily delivery. The insulating joints are included in price. Fees extra.

## Officers' Trunks

12 only, used as samples, fair covered and fibre bound, heavy brass lock, bolts and corners, with single tray; sizes 24, 36 and 40 inches. Regular price up to \$12.00. Today \$9.95.

Mattress Suit Cases. With straps, leather corners, all edges bound, swing handle, brass lock and bolts, lined, with shirt pockets; sizes 24 and 28. Regular \$4.50 and \$4.75. Today \$3.95.

## Housecleaning Needs in Toilet Goods and Drugs

Your health is assured when you do your spring cleaning with Simpson's spring cleaning specials. Take advantage of these items today.

15c tin J. & J. Hand Cleaner is a soap paste that removes grime and dirt without injuring the skin. Very special, 2 tin 15c.

15c Large Bar Ivory Soap. Everyone knows the value of this soap both for toilet and general washing purposes. Large bars 25c.

H. & H. Soap, the efficient cleaner for carpets, rugs, woollens, silks, etc. Cake, 17c.

Wormox Cleaning Fluid is a new cleaning fluid. It gives wonderful results in washing clothes without injury; a positive luxury in cleaning silverware, woodwork, floors; in fact you should always have a bottle of this Wormox in the home. Bottle, 17c.

War Tax Included.

## Breakfast in the Palm Room

Well served at a popular price in our Palm Room, try the morning. Today's menu: Choice of Fruit, Fried Ham or Bacon with an Egg, Toast or Rolls, Pot of Tea or Coffee 35c. Other satisfying combinations ranging from 20c to 45c. Try our coffee—you'll like it.

## Housecleaning Week Specials Aluminum Utensils for Today



- No. 1—Wear-Ever Aluminum Covered Saucepan, 2-qt. size. 300 to sell today at factory price, \$1.10.
- No. 2—Aluminum Tea Kettles, 3 1/2-qt. size, today, \$2.69; 5-qt. size, 10 1/2-in. diameter, \$1.25.
- No. 3—Aluminum Fry Pans, 7-in. diameter, 49c; 9 1/2-in. diameter, 98c; 10 1/2-in. diameter, \$1.25.
- No. 4—Wear-Ever Aluminum Tea Pots, less than factory price, 1-qt. size selling today at \$2.49.
- No. 5—Aluminum Double Boilers, 3-qt. size. Today's selling price, each, \$1.69.

## Three Special Offerings in New Dinner Sets



- Wedgwood & Co. Dinner Set, \$19.95.**  
A very new and pretty pink rose border decoration, with gold line handles and edges; finest quality thin English Wedgwood & Co. ware; 97 pieces. Today, per set, \$19.95.
- A White and Gold China Set, \$48.00.**  
Excellent quality, very thin, clear white Noritake china; handsome quarter-inch coin gold band, with black key overdesign; full coin gold handles; 97 pieces. Today, set, \$48.00.
- A New Limoges China Set, \$59.50.**  
Handsome new rosebud and panelled border design on ivory colored background; finest quality French Limoges china; 97 pieces. Today, set, \$59.50.

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