

Telephone Main 7841

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

Market Adelaide 6100

SIMPSON'S SPRING DISPLAY OF HOME FURNISHINGS

THE HOME-LOVERS' CLUB service is extended to responsible people who wish the convenience of deferred payments when purchasing home furnishings. It costs nothing to join the Club. Make a part payment, and arrange with the Club Secretary to spread the balance over subsequent months.

Grand Assemblage of New Wilton Rugs, Axminster and Brussels Rugs---Today

Everybody interested in new rugs and floor covering should spend a pleasant half hour or so in this section. Here are wonderful varieties, including fine seamless Wilton Rugs, heavy pile Axminster Rugs, serviceable Brussels Rugs, dainty Rag Rugs, and hundreds of rolls of dependable Oilcloths and Linoleums at lowest possible prices.

The Victrola in Your Home

These superb instruments bring the world's best music and entertainment to your home.

It is everywhere conceded that no other instrument gives so much pleasure to every member of the family.

There need be no dull moments during day or evening with a Victrola nearby. And, besides, there are models at prices to suit everybody.

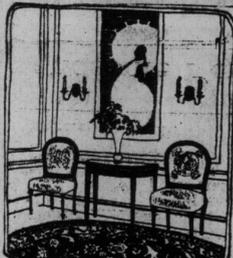


Victrola IV, \$34.00



Victrola XVI, \$340.00

Handsome Period Furniture



Queen Anne Dining-room Suite, \$388.25

A handsome Dining-room Suite in black walnut, Queen Anne period.

Buffet has 60-inch case, period trimmings, dustproof construction.

Extension Table has oval top, leg base.

China Cabinet has glass doors.

Diners have high panel backs, and are covered in best Spanish leather.

Buffet, \$108.75. Extension Table, \$78.75. Diners, \$121.00.

China Cabinet, \$79.75. Complete, \$388.25.

Bedroom Furniture

Handsome Suites for Bedrooms

This department is showing a comprehensive variety of bedroom furniture of dependable quality, at really moderate prices.

Louis XVI. Bedroom Suite

A handsome Suite, in black walnut, Louis XVI. period, consisting of large dresser, chiffonier, vanity dresser and double bed. All dustproof construction.

Dresser, \$118.25. Chiffonier, \$104.50. Vanity Dresser, \$100.25. Complete, \$323.00.

Mahogany Bedroom Suite

Dresser has two large and two small drawers, turned legs and standards.

Chiffonier has five drawers and plate mirror.

Dressing Table has triple swing mirrors.

Double Bed.

Dresser, \$39.25. Chiffonier, \$38.00. Dressing Table, \$32.25. Bed, \$21.00. Complete, \$140.50.

Simpson's—Fifth Floor.

Simpson's MARKET Today

Phone Adelaide 6100

MEATS.	
Canada Food Board License No. 9-029.	
BONELESS LEAN BEEF FOR STEWING, per lb.	24c
BRISKET OF BEEF TO BOIL, per lb.	24c
MINCED SHOULDER STEAK, per lb.	23c
FLANK OF LAMB FOR STEWING, per lb.	23c
CHOICE ROUND STEAK, per lb.	23c
LEAN CORNED BEEF, per lb.	35c
FAMILY SAUSAGE, our own make, per lb.	24c
DRIPPING, our own rendering, per lb.	23c
SALT COD in 1-lb. blocks, each	25c
FRESH AND SALT FISH.	
WHITE FISH, round, per lb.	12c
FRESH-CAUGHT COD STEAK, per lb.	12c
LAKE SUPERIOR HERRING, per doz.	25c
CHOICE FINNAN HADDIE, per lb.	25c
CHOICE SMOKED FILLETS, per lb.	25c
KIPPERS, each	25c
SALT COD in 1-lb. blocks, each	25c
GROCERIES.	
Canada Food Board License No. 8-7531.	
2,000 pairs St. Williams' Raspberry Jam, No. 4 size pail, 95c.	
(Only 2 pairs to a customer.)	
Monarch Flour, 24-lb. bag, \$1.49.	
Standard Granulated Sugar, 10 lbs., \$1.14.	
Cranapple Jelly, No. 4 size pail, 80c.	
Choice Rice, 5 lbs. 25c.	
Krinkle Cornflakes, 2 packets 24c.	
Cocoa, in bulk, lb. 24c.	
White Beans, 3 lbs. 48c.	
Gold Dust Cornmeal, 7 lbs. 37c.	
FINEST Canned Tomatoes, tin, 15c.	
Prunes, 2 lbs. 25c.	
Salt, 2 packets 12c.	
Fels Naptha Soap, 3 bars 24c.	
Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars 30c.	
Gillett's Lye, tin, 15c.	
Soap Chips, 3 lbs. 25c.	
Laundry Starch, packets, 11c.	
Gold Dust Washing Powder, large packet, 25c.	
Toro Tablets, 6 pkts. 25c.	
Sapallo or Bon Ami, cake, 12c.	
Ebbitt's Cleanser, 3 tins 21c.	
TEA SECTION.	
2,000 lbs. Pure Celons Tea, of uniform quality and fine flavor, black or mixed. Today, lb. 48c.	
FRUIT SECTION.	
California Navel Oranges, Sun-kist Brand, dozen, 53c.	
California Lemons, dozen, 18c.	
Choice Grapefruit, 3 for 25c.	

Fine Wilton Rugs

Oriental reproductions of extra fine quality. Seamed and seamless makes in wonderfully soft colorings and artistic designs. Size 9 x 12 ft., at \$175.00; size 8 ft. 3 in. x 10 ft. 6 in., at \$157.50.

Seamless Tapestry Rugs

They are in small designs, in Oriental effects, made on heavy back that lies well and requires no tacking down. On sale today. Size 9 x 12 ft., at \$33.95; 9 x 10 ft. 6 in., at \$29.95.

Seamless Wilton Velvet Rugs in Splendid Variety

Heavy quality, deep pile seamless rug. Rich colorings of deep blue, copper and brown combinations. Designs come in small conventional effects or in Turkish and Chinese patterns, for living-rooms or dining-rooms. Size 9 x 12 ft., at \$69.75 each.

Oval Plaited Bedroom Rugs

Pretty chintz effects, in pink, mauve, grey and blue colorings. Firmly plaited by hand in round or oval shapes. Size 30 x 60 in., at \$5.75; 24 x 48 in., at \$3.95; 24 x 36 in., at \$3.00; 36 x 48 in., at \$2.25.

Inlaid Linoleum \$2.15 and \$2.35 a Square Yard

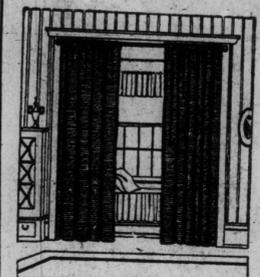
Tile and block patterns. Purchased many months ago at a reasonable price. Substantial linoleum thoroughly seasoned, at \$2.15 and \$2.35 per square yard.



Heavy Wilton Rugs---Excellent! For living-rooms, parlors and offices. Small conventional patterns or handsome Oriental effects. Colorings comprise all the wanted combinations of brown, tan, green and blue shades. These four, for instance---obtainable in 10 different sizes: Size 9 x 12 feet, at \$75.00; size 9 x 10 ft. 6 in. at \$69.75; size 9 x 9 ft. at \$58.25; size 6 ft. 9 in. x 9 ft. at \$44.50.

New Draperies, Chintzes, Lamp Shades and Portiere Fabrics

No part of the home furnishing is more important than the selection of fabrics for coverings and curtains. Here one may express individuality and taste. In addition to our well-assorted stocks we have at your disposal experienced decorators to assist you in your selection.



"Sun Resista" Curtain Fabrics

A sunroom curtain fabric dyed entirely with British dyes and produced with British capital. Cream, green or blue. 30 inches and 50 inches wide.

Sun Resista Casement Cloth comes in fast washing colors. The name "Sun Resista" is stamped on every five yards of the selvedge, and this stamp carries a guarantee to replace any curtains that lose color from exposure to the sun or in washing. Cream, green or blue. 30 inches wide, price 75c per yard; 50 inches wide, price \$1.25 per yard.

Scotch Holland for Window Shades

Recommended for durability and appearance. Cream, white, or green, in any width, made to order. Shades mounted on genuine Hartshorn rollers. A phone message to Main 7841, Drapery Department, brings a man to your home to measure shades and submit estimates.

Portiere Fabrics

Egyptian Cloth, at \$2.35 yard.
Reversible Cotton Velour at \$2.98.
Single Faced Velour at \$2.95 and \$3.50 per yard.

Beautiful Lamp Shades

Materials of your own choosing can be finished with trimmings of your own selection. Or you may select your material from our large stock and our girls will assist you to make your own shades. A large stock of frames in all sizes and shapes, trimmings and accessories are here for making artistic shades.

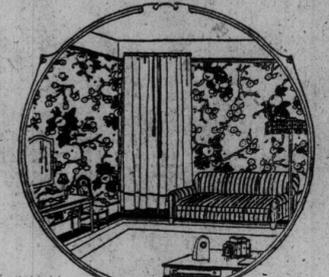


Simpson's---Fourth Floor.

High-Class Wall Paper

Original Designs of Exceptional Beauty---Carefully Colored Through Special Processes to Obtain New Subdued Tones of Charming Decorative Values.

"THE FLANDERS" is a quaint tapestry wall paper of remarkably clothly appearance---produced in four artistic colorings. 21 inches wide. Per single roll, \$1.00 and \$1.25.



"THE QUEEN ANNE"---A refreshing chintz paper of unusual interest, in three dainty colorings, for bedrooms and dressing-rooms. 21 inches wide. Per single roll, 50c.

"THE LANTERN"---Distinctive in design and coloring---a handsome paper in subdued tones, for living-rooms or halls. 21 inches wide. Per single roll, \$1.25 and \$1.50.

"THE HUMMING BIRD"---A desirable style for bedrooms, being an all-over floral pattern in pretty soft colorings. 21 inches wide. Per single roll, 50c.

NOTICE
Re Daylight Saving
In accordance with the city proclamation, this Store will observe "Daylight Saving" time beginning today.
Store opens old time 7.30, new time 8.30.
Store closes old time 4.30, new time 5.30.

6 Fancy Linen Specials

Real Italian Filet Centrepieces---24 inches round. Hand-made medallions, cut work and hand embroidery on pure linen. Regularly \$3.95 to \$4.50. Today, each \$2.95.

Real Italian Filet Scarfs---18 x 45 and 18 x 54 inches. Hand-made medallions and hand embroidery on pure linen. Regularly \$7.50 to \$9.00. Today, each \$4.95.

13-pieces Madeira Lunch Sets---Hand-embroidered and with scalloped edges. Set consists of six 5-inch doilies, six 10-inch doilies, and one 22-inch centre. \$5.00 value. Today, set \$3.95.

Real Madeira Hand-Embroidered Pure Linen Lunch Napkins with rose point scalloped edges. Size 14 x 14 inches. Specially priced, today 65c.

Scarfs in Filet Lace Designs---Also some lace trimmed with linen-finished centres. Size 18 x 54 inches. A special purchase. \$2.00 and \$2.50 values. Today \$1.35.

Hand-made Battenberg Lace Lunch Cloths---Size 54 x 54 inches. Round. The \$2.00 kind. Today, each \$1.48.

Simpson's---Main Floor.

Men's Worsted Trousers 3.49

150 pairs in the lot. Tailored of medium and dark grey worsteds with neat stripe. Sizes 32 to 44. Today, \$3.49.

New Spring Overcoats

SLIP-ON MODEL, rich olive fawn covert cloth. Quarter lined with fancy silk. Sizes 35 to 42, \$25.00.

TRENCHER MODEL, grey and black herringbone. Scotch tweed. All-around belt. Sizes 35 to 42---\$22.50.

CHESTERFIELD MODEL, plain dark grey cheviot---fly front. Sizes 35 to 46---\$25.00.

Youths' Navy Blue Suits \$22.50
Trencher model, single-breasted, two-button; all-around belt.

Men's Superior Suits \$32.00
Developed in dark brown worsted, with neat stripe. Single-breasted, three-button, semi-fitted sack. Sizes 35 to 44---\$32.00.

Simpson's---Main Floor.

The Robert SIMPSON Company Limited