

# SIMPSON'S HOUSE-CLEANING WEEK BEGINS TODAY

Of course the house is cleaned every week, but the time-honored custom all over this northern part of the continent is to have a house-cleaning spell in April. This store anticipates your needs. Several departments have joined forces with the Furniture, Rugs and Drapery Sections to make a gala week of it

## Beginning Today, April 15th

No matter how much or how little renewing you have planned with renovating, this news is of great interest and importance. **We'll Save You Time.** **We'll Save You Strain.** **We'll Save You Money.**

The Home-Lovers' Club will co-operate to help old members and to enroll new ones. Cash prices. Deferred payments. No interest. Club Office, 4th Floor.

## The Monday House-Cleaning Basement Sale

Phone Main 7841



**FOUR BIG CUP AND SAUCER BARGAINS.**  
English Clover Leaf Cups and Saucers, cup and saucer, for 15c.  
White Thin English Kermis Shape Cup and Saucer, Today for 12c.  
Three Gold Line China Cup and Saucer, Today for 15c.  
White Ovide Shape Cups and Saucers, Today for 10c.  
Thin China Gold-Line Egg Cups, Today, 1/2 doz. 25c.



The Imperial Clothes Wringer, enclosed cage, spiral springs, warranted grade rubber rolls; 72 to sell today at, each, \$4.99.  
The Excelsior Bench Wringer is a thoroughly reliable wringer. The rolls are warranted for five years. The stand holds two tubs and folds up into small space when not in use. Today, \$9.75.  
The Standard Washing Machine is a very popular type of machine, round tub with dolly; light and easy to operate. Today, \$4.50.  
Glass Wash Boards, are a very high grade that are becoming increasingly popular. People who have once used them like them better than any other make. Today, 49c.  
Wash Boilers, galvanized iron, rustproof, No. 9 size. Today, \$11.00.  
Copper Bottom Wash Boilers, with heavy tin sides, a boiler that is built for service rather than price. Sizes 8 or 9. Today, \$19.95.  
Clothes Proprs, 9 ft. long. Today, 19c.  
Clothes Pins, a selected grade, 6-dozen package, 12c.  
Spring Clothes Pins, Today, 3 dozen for 15c.  
Rope Clothes Line, 6-ply sisal cord, 48 ft. long, today, 25c; 6-ply sisal cord, 72 ft. long, 35c.  
Brush Floor Brooms, 12 inches wide, with long handles, a good serviceable household brush, 69c.  
Corn Brooms, four-string, medium weight, 69c.  
Banister Brushes, a very handy little brush for use on stairs, sweeping into dustpan, etc., 35c.  
Top sticks, Today, 10c.  
Cotton Top Cloths, Today, 19c.  
Brightener will clean hardwood floors without removing the wax, 25c. Today, 49c.  
Royal Floor Wax, a very good make, 1-lb. can, today, 29c; 2-lb. can, 59c.  
Sourer, Polish for furniture, woodwork or oil mops; quart cans, \$1.00; 1/2-gallon cans, \$1.50.  
Kleen Polish Mops, for cleaning and polishing hardwood floors, linoleum, oilcloth, etc.; complete with handle and 7-oz. tin of polish. Today, 69c.  
Step Ladders, a strong reliable, well-made ladder; 4-ft. size, today, 69c; 5-ft. size, 89c; 6-ft. size, \$1.00; 7-ft. size, \$1.15.

**KITCHEN UTENSILS—SERVING TRAYS.**  
Convex Kettles, grey enamel, with covers; 8-qt. size, regular 75c, today, 59c; 5-qt. size, regular 85c, today, 69c.  
White Enamel Sink Strainers, Today, 29c.  
Enamel Water Pitchers, 2-qt. size, straight shape, today, 29c; 4-qt. size (as illustrated), today, 69c.  
White Enamel Baby Bats, roll rim, size 20 x 25 x 6 inches. This is undoubtedly the finest baby bath made, pure white enamel, fit for any baby, \$2.95.  
Wear-Ever Aluminum Preserving Kettles, with aluminum cover, 6-qt. size; \$2.00 value. Today, \$1.49.  
Aluminum Tea Kettles, 2 1/2-qt. size. Today, \$2.59.  
Aluminum Fry Pans, 1-inch diameter, today, 49c; 9 1/2-inch diameter, 95c.  
Stern Solid Alcohol Stove, with nickel-plated copper-covered pan or kettle and nickel-plated tray; complete with tin of solid alcohol. Today, \$1.29.  
Solid Alcohol Collapsible Stove, with tin of solid alcohol. Today, 19c.  
Aluminum Coffee Percolator Inserts, fits most any tea or coffee pot, and transforms it into a coffee percolator; 200 only to sell today at, each, 25c.  
Serving Trays, assorted designs and finishes, mahogany or oak-finished frames, glass tops; sizes 11 x 14 and 11 x 16 inches. Today, 98c.

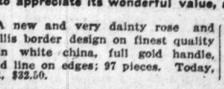
**GAS STOVES.**  
This Four-burner Nelson Gas Range, at \$18.95, is a very serviceable style, large oven, nickel trimmings, star-drilled burners. Today, \$16.95.  
Gurney's Tipperary Gas Range, two burners, with oven; 100 to sell today at less than present factory cost, each, \$7.95.  
Gurney's Two-burner Gas Hot Plates; 250 to sell today at, each, \$1.58.

**HANDY ARTICLES AT THE 5c AND 10c COUNTER.**  
Wire Coat Hangers, 5c each or 6 for 25c.  
Trousers or Skirt Hangers, 1c each or 3 for 25c.  
Mouse Traps, the "Official," 5c each or 6 for 25c.  
Rat Traps, the "Victor," 10c each or 3 for 25c.  
Pie Plates or Jelly Cake Plates, 8 or 10 inch, Today, each, 10c.  
Sink Scrapers, steel shovel with rubber, each, 10c.  
Plate Scraper, removes the grease from plates easily and quickly. Today, each, 10c.

## \$900 Actual Saving on 2748 Pieces of Rogers' A1 Quality Silver-plated Ware

Thrift to the extent of nine hundred dollars—if you are here today at 8.30 you get first selection.  
The patterns are "Leyland" and "Greylock," two of the most attractive in the Wm. Rogers' A1 quality line, and anyone who has ever used Rogers' A1 quality knows that they are dependable for years.  
Dessert Forks, Regularly \$4.50 dozen. Today, set of six, \$1.49.  
Medium Forks, or table size, Regularly \$5.00 dozen. Today, set of six, \$1.49.  
Table Spoons, Regularly \$5.00 dozen. Today, set of six, \$1.49.  
Fruit or Berry Spoon Servers, Regularly \$1.50 each. Today, each, 99c.  
Cold Meat Serving Forks, Regularly \$1.00 each. Today, each, 59c.  
Sugar Shells and Sugar Spoons, Regularly 55c each. Today, each, 29c.  
Butter Knives, Regularly 60c each. Today, each, 29c.  
Individual Salad Forks, Regularly \$6.75 dozen. Today, set of six, \$2.15.  
Gravy Ladles, Regularly \$1.25 each. Today, each, 69c.  
Pickle Forks, Regularly 75c each. Today, each, 49c.  
Butter Spreaders, Regularly \$6.00 dozen. Today, set of six, \$1.88.

**STONE CROCKS FOR PRESERVING**  
One-gallon size, with cover, for 34c.  
Two-gallon size, with cover, for 49c.  
Three-gallon size, with cover, for 69c.  
Four-gallon size, with cover, for 87c.  
Six-gallon size, with cover, for 98c.  
Six-gallon size, with cover, for \$1.29.



## Housecleaning Specials in Practical Furniture

Good Values in Beds and Bedding

Mattress, half seagrass, half jute felt; full depth border, roll edge, deeply tufted; encased in good grade art ticking. All regular size, \$37.50 for \$47.75.

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

Dresser, in genuine quarter-cut oak and veneered mahogany; highly polished. Princess design; full shaped front; large oval bevelled plate mirror; shaped stand rods. \$49.00, for \$24.50.

Brass Beds, double size only; heavy 2-inch posts and top rods, special ball corners, five 1-inch fillers; bright satin finish. \$30.00, for \$24.25.

3 Bed Davenport, complete with mattress, full length, double bed size, upholstered in velour, imitation leather and tapestry; used as samples on floor and are slightly soiled. \$47.00 to \$53.50, for \$41.00.

Dressers, of pure white enamel, Princess design; 1 long and 2 small drawers; large bevelled plate mirror. \$29.00, for \$13.95.

## Odd Chairs and Tables Reduced

Odd Parlor Chairs and Rockers, shaped back of veneered genuine mahogany; full spring seats upholstered in mixed silk tapestry. \$9.75, for \$6.75.

3 Only, Odd Parlor Seetees and Arm Chairs, top rail and arms solid mahogany; seats upholstered in mixed silk tapestry. \$14.75 to \$25.00, for \$11.95.

Library Tables, of solid quarter-cut oak, finished mahogany design. Has double bookcases; drawer opens from each side of table. \$21.50, for \$13.95.

## Bargains in Dining-Room Chairs

Dining-room Chairs, of solid quarter-cut oak, finished in golden finish; set consists of 5 small and 1 arm chair; box frames, slip seats; upholstered in genuine leather. \$31.50, for \$28.00.

Dining-room Chairs, of solid oak, golden finish only; box frames, pad seats, upholstered in genuine leather. Set consists of 5 small and 1 arm chair. \$23.50, for \$13.75.

## New Draperies to Assist House-Cleaning

Spring cleaning is the order of the day, both in the home and at Simpson's Store. One of the first items to receive attention is the windows. You will surely need several pairs of new curtains. Here our huge stocks of imported and domestic curtains will prove of vital interest. Then, again, the need of new window shades will be strongly apparent.

The furniture, too, may appear shabby in the searching light of bright spring days. We can re-upholster it at a very small outlay, and our range of imported tapestries is very widely varied in pattern and color. Slip covers of chintz are also lovely. We have a wonderful collection of the latest designs and color combinations. Visit our Fourth Floor for the following opening day specials:

500 pairs of English Lace Curtains at \$1.99 pair—it is part of a huge clearance of curtains bought at a big discount off the regular prices. There are 25 new styles to choose from with plain medallion and all-over patterns, and with exceptionally pretty borders. In white only, 2 1/2 to 3 yards long and from 40 to 48 in. wide. Today, pair \$1.19.

**"GRUP" LOT OF CURTAIN MATERIALS AT SPECIAL PRICES.**  
Durable Serims and Bungalow Nets at 19c yard—American Serims, in white and cream, showing entirely new fancy borders; also a lot of imported Bungalow Nets, in a dozen good patterns, in both white and ecru shades; 4 1/2 yards will make the popular sill-length curtains. Today, per yard 19c.

Scott Madras Muslin, Nets and Serims at 23c yard—At this extremely moderate price we offer a particularly fine lot of desirable curtain goods at away below present-day values. There are genuine Scott Madras Muslins in beautiful new patterns; new style Bungalow Nets,

showing stripe, floral and bordered effects, and strong American Serims, with the faintest of woven borders, in white, ivory and ecru. Also some with neat colored patterns which will launder perfectly. Today, yard 29c.

White Linen Window Shades at 98c and \$1.18—There is no equal to Scotch Holland Shades, and these extra special prices will bring them within reach of every purse. They come in the two sizes most in demand, namely, 26 and 42 inches wide and 70 inches long. Each is mounted on a guaranteed Hartberg spring roller, complete with brackets, nail and nickel pull. Today, 26-inch size, each 98c; 42-inch size, each \$1.18.

Drapery Department, Fourth Floor.

## Cheer Up the Dark Spots With New Wallpapers

Shadow Stripes, Dimities and Chambray Patterns for Bedrooms. Dainty shades of grey, blue, pink, mauve and yellow; heavy cut-out borders in floral designs; some with base bandings to match. Regular 25c to 35c values. House-cleaning Week special, single roll 14c.  
Borders, already cut out. Regular 15c to 25c. Special, yard 8c.

New All-over Floral Patterns in chintz effects, large range of desirable colorings and styles. Many have shadow overprint treatment. House-cleaning Week special, single roll 18c.

NEW PATTERNS IN VARNISHED STYLES, SINGLE ROLL, 20c.  
For kitchens and bathrooms, new tile and block patterns, in grey, blue and green. House-cleaning Week Special, single roll 20c.

NEW TAPESTRIES AND TEXTILE EFFECTS, 29c.  
Large range of the newest styles in verdure tapestries and weave effects, new soft color treatments of tans, old blues and greys. House-cleaning Week Special, single roll 29c.

New Pattern Ceiling Paper, 11c Single Roll—White and cream ground, with new design in mica print. House-cleaning Week Special, single roll 11c.

## House Cleaning Programme in Rugs and Carpet Section

Is the kitchen linoleum or the living-room rug or the bedroom carpet looking shabby? Then visit our Fourth Floor during the big Housecleaning Sale this week. There you will surely find just what you want in style, size and coloring at the price you will be glad to pay for such excellent values. We quote a few for today:

## For Dining-Room and Living-Room

English Wilton Rugs, imported from England, in handsome medallion designs; copies of Persian rugs, in rich shades of deep blue, tan and rose. Size 9' x 12', marked at \$59.75 each. Size 9' x 10' 6", marked at \$52.50 each.

Seamless Axminster Rugs, woven in one piece, having thick, deep pile, and in a wonderful assortment of colors, only to be found in this type of rug; the character and color schemes will blend with any up-to-date furnishings; reliable quality. Size 9' x 12', specially priced at \$49.50. Size 9' x 10' 6", specially priced at \$45.50.

## For Parlor, Dining-Room or Den

Seamless Scotch Velvet Rugs. They have short, stiff pile, and are closely woven. In their conventional or Oriental patterns, favor modern house furnishing. Selection is advised, as duplicates of these are unobtainable. Size 9' x 12', marked at \$39.50; size 9' x 10' 6", marked at \$32.75.

Fine Wilton Rugs. For use over hardwood floors, where a medium-sized rug is required; closely woven, and in serviceable colors, rich blending of green, old rose, fawn and tan colorings. Size 9' x 9', marked at \$36.00 or \$46.00 each; size 9' x 10' 6", marked at \$43.00 or \$54.75 each.

## For Sewing Room, Den and Bedroom

English Brussels Rugs. Designs and colorings, in small all-over patterned effects, or in small oriental pattern, suitable for any kind of furnishing. They are very moderately priced, and possess unsurpassed wearing qualities. Size 9' x 12', offered at \$32.00; size 9' x 10' 6", offered at \$28.00; size 9' x 9', offered at \$24.00.

Washable Rag Rugs. The new designs and colors this year are quite fresh 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 effects; all made reversible, strongly woven, and fast color. Size 9' x 12', marked at \$21.50; 9' x 10' 6", \$18.75; 9' x 9', \$16.50; 6' x 9', \$10.50; 4' 6" x 7' 6", \$7.00; 4' 6" x 6', \$5.75.

Bay Window Reds, Complete for 98c—100 sets offered for opening day. The most satisfactory of all styles for bay windows. They are flat in shape and are warranted not to sag or tarnish. The centre rod extends from 25 to 40 inches, and the two side rods from 32 to 54 inches. Today, complete for 98c.

Small Reds, for doors and sash curtains, 2 for 15c.  
Extension Reds, with ends and brackets, 26 to 48 inches, 2 for 25c.

## Monday Sale of Bright New Dinner Sets

Despite the curtailment of china production in France and England, and despite the constantly increased difficulties of transportation, we are able to offer today a great sale of dinnerware—high grade china that cannot be duplicated in Canada. You will have to see it to appreciate its wonderful value, and the earlier you are here the better.

A new and very dainty rose and trellis border design on finest quality thin white china, full gold handles, gold line on edges; 97 pieces. Today, set, \$32.50.  
"Savoy," a Limoges China Set, \$59.50—Finest quality thin Limoges French china, handsome green band border with overdesign of black Greek key, full gold handles; 100 pieces. Today, set, \$35.50.  
A Choice of Two New Thin China Dinner Sets, \$32.50—Thin clear white translucent china, a very new and pretty French border decoration; full gold handles, gold line on edges; 97 pieces (illustrated). Today, \$32.50.  
Conventional Border, Set, \$19.95—Wedgwood & Co.'s ware, clear, white, evenly finished ware, pretty new conventional border design; 97 pieces. Today, set, \$19.95.



8.30 A.M. SPECIAL. Ten only. Real China Dinner Sets, \$27.50—We cannot accept mail orders and cannot promise to fill phone orders. The sets are of first quality thin china and have a dainty rosebud cluster border decoration; full gold handles. Complete 97 pieces; ten only sets. Today, set, \$27.50.  
FOUR BIG OFFERINGS IN ENGLISH DINNER SETS. Wedgwood & Co.'s Alisco Set, \$19.95—Good quality English ware, dainty festoon, rosebud border decoration, or ovide or kermis shape cups, 97 pieces. Today, special, the set, \$19.95.  
Fifteen Dinner Sets, \$14.95—Pretty blue band and rosebud border decoration, gold handles, gold line on edges; 97 pieces. Exceptional value today, set, \$24.50.

## Complete Dinner Sets \$48.00

A very special offer, 15 complete 97-piece Dinner Sets of excellent quality clear white Noritake china with a very handsome and rich Greek Key over-design on a 1/4-inch coin gold border. Full coin gold handles. Perfectly modelled ware. Exceptional value. Today, set, \$48.00.

## "Amiens," a New French Set, \$59.50

Bernardaud French Limoges china, a very dainty rosebud patterned brown and ivory border, full gold handles, gold line on edges, 97 pieces. Today, set, \$59.50.

The SIMPSON Company