

# THE SIMPSON STORE

Begins the Week With These Excellent Values Today

By membership in the Home Lovers' Club and by taking advantage of prices such as these, a golden opportunity appears to those about to furnish a home this spring. Full particulars of the Home Lovers' Club will be gladly supplied by the Secretary, Fourth Floor.

## A Remarkable Drapery Display

(On the Fourth Floor)

Our Drapery Department has been specially arranged to show the beautiful chintzes in combination with wall papers and plain fabrics. Chintz is being used for almost every room in the house this season, and a visit to our department will see how these artistic fabrics blend with the plain goods would help greatly in the summer preparations.

A Pair of Chintz Curtains and Shirred Valance for \$4.57—Two tables loaded with chintzes of exceptional beauty for the living-room or bedroom, any of which we will make into curtains up to 8 ft. wide, with a shirred valance up to 9 ft. long, with a shirred valance up to 5 ft. wide, trimmed with edging to match, and with hooks and tapes ready to hang for \$4.57. Price of the chintz, per yard . . . . .39

A Pair of Portieres for \$12.19—A pair of portieres to fit an arch up to 6 ft. wide by 6 ft. 9 in. high, of Egyptian cloth, in shades of blue, green, brown or red, with tapestry design on the inside and outside of both sides of the goods; made complete with hooks ready to hang, for pair . . . . .12.19

Valours at \$1.95 and \$2.50—An excellent assortment of colors, for window curtains or portieres, 50 inches wide, rich, lustrous finish, at . . . . .1.95 and 2.50

New Wool Tapestries, just arrived from Scotland, some excellent color combinations, 80 inches wide. Yards . . . . .3.50 to 4.75

Tapestry Furniture Covers of excellent variety for furniture coverings, all new, good designs of the vintage order, 18 inches wide. Tapestries have just arrived from England and Italy. Yard . . . . .2.50 and 2.75



## Special Lace Curtain Sale

Nottingham Lace Curtains, Pair \$1.95—Some unusually pretty effects for the bedroom window; 1/4 to 3/4 yards long; white or ivory; neat borders. Some of these curtains sold as high as \$4.25 pair. Monday, pair . . . . .1.95

Serim and Marquise Curtains, some trimmed with lace and others with lace and insertion, and every one of them is new. Fine quality voile or marquisette, in white, ivory or cream; 1 1/2 yards long. Per pair at . . . . .1.95 to 3.75

## Lamp Shades

We make a specialty of Chintz Lamp Shades for summer homes. Look over our chintzes, select your materials, and we will give you a price for the making of lamp shades in any size, shape or design, covered with the chintz which you selected.

## Window Shades

We have a large stock of Window Shades in cream, green or white at from 50c to 40c each; we will also be pleased to send a man to measure the windows of your house and give you a quotation for window shades made of best quality oil opaque cloth, or a Scotch Holland in white, cream or green, mounted on Hartshorn spring rollers.

## Awnings, Window Screens

Our staff is at your service to quote you for making and fitting new Awnings or Window Screens in your home. All that is required is a phone message to our department and it will cost you nothing to get our price. DO IT NOW before it gets too far into the season, and thereby avoid delay in the execution of your orders.

## New Ideas in Wall Papers

Foliage Tapestries used extensively on living-rooms and halls—Many are reproduced from antique tapestries, and give a certain and other scenic effects in perspective among the trees. The colorings are gray, old blues, browns, greens and tans, harmonizing with Oriental rugs for the floors. Large collection of newest Tapestries on sale Monday, per single roll . . . . .50

Chintz Bedroom Papers, all-over patterns, floral and bird treatments in rose, blue, yellow, and pink, making overprinting of white or black, producing shadow effects. Complete range of these new Chintzes. Monday Special, per single roll . . . . .35

Enamelled Tiles for Bathrooms, heavy embossed stock, figured tile patterns in blue and white, green and white, and all white imported English Tiles. Monday Special, per single roll . . . . .1.50

Canadian Wall Papers, new designs and colorings. Floral and conventional styles, stripes and chambray effects for rooms and halls. Monday per single roll . . . . .10

Fancy White Ceiling Paper, silver print on heavy stock, for bedrooms and parlors. Monday, per single roll . . . . .5

## Seamless Wilton and Axminster Rugs

Of rare value in designing and coloring are these beautiful rugs; woven entirely in one piece, they produce an effect obtainable in genuine eastern rugs only, of which they are copies; effects distinctly rug-like. Several listed below will give a general idea of the colorings, designs and sizes now shown.

Seamless Wilton Rug, rose ground, blue border, with well covered design; size 5 ft. 7 in. x 7 ft. 10 in. . . . .29.50

Seamless Wilton Rug, Kermanshah design, rose ground, with fawn and green border; size 5 ft. x 9 ft. . . . .39.75

Seamless Wilton Rug, Persian design, rose ground, with dark blue and green border; size 5 ft. x 9 ft. . . . .39.75

Same Quality Rug, in well covered Persian design; rose ground, with 9 ft. x 12 ft. . . . .59.75

Extra Heavy Seamless Wilton Rug, fine Oriental design; blue ground, with beautiful shade of tans and greens; handsome design; blue ground, 3 ft. x 10 ft. 8 in. . . . .65.00

Seamless Wilton Velvet Rug, medallion centre, and well covered border; for living-rooms, bedrooms and drawing-rooms; beautiful soft colorings; 6 ft. x 9 ft. . . . .91.75

Seamless Axminster Rugs, made in a large assortment of colors, including medallion centres, small conventional designs, also plain centres, in fawn, blue, etc., with wide-lined borders. Size 6 ft. x 9 ft. . . . .24.75

Size 9 ft. x 12 ft. . . . .45.75

Store Hours During May Including Saturdays 8.30 a.m. to 5.30 p.m.

## The Boys' Department Offers \$5.50, \$6, \$6.50 and \$6.75 Suits at \$3.95 Today

Three hundred suits—Single-breasted yoke models, with pleats, belt and patch pockets; full-fitting bloomers; a splendid range of richly woven English tweeds; greys, tans and browns; narrow stripe and small check patterns. Sizes 25 to 34. Regular \$5.50, \$6.00, \$6.50 and \$6.75. Monday . . . . .3.95

## Hand Tailored Suits for Big Boys Monday, \$8.45

100 suits, for over-size boys; single-breasted, Norfolk styles; full-fitting bloomers; spring and summer weight tweeds, in greys and browns. Sizes 32 to 36. Monday at . . . . .8.45

## English Tweed Trousers \$1.49

They are made from English tweeds in good assortment of patterns, strongly tailored. Sizes 32 to 44. 250 pairs to clear at . . . . .1.49

## ENGLISH WORSTED TROUSERS, \$3.50

Good shades and patterns, greys, stripe designs, with five pockets and belt loops; sizes 32 to 42. Price . . . . .3.50

## And Belts

## 50c BELTS AT 37c.

Black leather, fine quality, gunmetal buckle; sizes 30 to 44. Regular 50c. Monday . . . . .37

## ENGLISH TWEED WATERPROOF COATS AT \$12.00.

Outside plain grey, fancy check back, long and roomy. A two-purpose coat of great value. Sizes 36 to 44. Price . . . . .12.00

## Outfit Yourself With Summer Shirts

## 1200 MEN'S "ROYAL" SHIRTS AT 69c.

The entire floor stock and broken spring ranges of the Regal Shirt Co. are offered below cost of manufacture for early shoppers Monday. The lot consists of hairline, double and cluster stripes, in blue, black, hello and tan; coat style; laundered and French soft cuffs; large bodies. Sizes 14 to 17. Regular \$1.00 and \$1.25. Monday 69c, 4 for . . . . .2.75

## 50c MERINO UNDERWEAR AT 39c.

Men's Underwear, natural shade, fine velvet finish, "Tru Knit" make shirts and drawers; sizes 34 to 44. Regular 50c. Monday . . . . .39

## MEN'S PYJAMAS, 98c.

White cotton, CANADIAN make, military collar; sizes 34 to 44. Special 98

## Items From Today's Basement Sale These at 25c

- Globe Wash Boards, zinc-faced, regular 35c. Monday . . . . .25
- Self-wringing Floor Mops, regular 50c . . . . .25
- Polish Mops, for hardwood floors, 10c. Monday . . . . .25
- Corn Brooms, four strings, a good 30c broom . . . . .25
- Wall Clothes Dryers, eight arms, Monday 25c . . . . .25
- Indoor Clothes Lines, 30 ft. of braided cotton cord on a reel. Monday . . . . .25
- Buildup Clothes Lines, 60 ft. long, Monday 25c . . . . .25
- Spring Clothes Pins, five dozen for . . . . .25
- Split Clothes Baskets, Monday . . . . .25
- Garden Rakes, 15-tooth size, Monday . . . . .25
- Color-Lax, a high-grade varnish stain, half-pint size, Monday . . . . .25
- Japanned Watering Can, 2 and 4 qt. sizes 25c . . . . .25
- Chamois Leather, for cleaning windows, silver top, 50 size, Monday . . . . .25
- Silverbrite Silver Polish, 60 size, Monday 25c . . . . .25
- Metal Polish, 1-pt. size, regularly 45c, for . . . . .25
- Enamel Sink Strainers, white enamel . . . . .25

## Clover Leaf Dinnerware

- Bread and Butter Plates, each . . . . .5
- Tea Plates, Monday, each . . . . .7
- Breakfast Plates, each . . . . .7
- Dinner Plates, each . . . . .8
- Soup Plates, Monday, each . . . . .8
- Fruit Saucers, Monday, each . . . . .8
- Catmelns, Monday, each . . . . .8
- Platters, 9 - 1 - 1/2 in. each . . . . .23
- Platters, 10 - 1 - 1/2 in. each . . . . .29
- Platters, 12 - 1 - 1/2 in. each . . . . .39
- Platters, 14 - 1 - 1/2 in. each . . . . .59
- Self Botta, each . . . . .23
- Slop Bowls, each for . . . . .12
- Bakers, each, 150 and 250 . . . . .29
- Butter Plates, covered, each . . . . .29
- Sugar Bowls, Monday, 150 and 250 . . . . .29
- Tea Cups and Saucers, special . . . . .10

## Garden Needs

- Sprayers for Plants, Bushes, etc. . . . .29
- Warranted Garden Hose, with couplings and clamps; 1/2-inch size, \$3.95; 3/4-inch size, \$4.95
- Galvanized Poultry Netting, 50-yard rolls, sizes 12 to 17 inches wide, less than present factory cost. Buy Your Lawn Mower on Monday. All Taylor-Torres makes. Perfeels, 12-inch \$5.50, 14-inch \$6.50; Imperial, 14-inch \$4.95; Regal, 15-inch \$5.00.

## Gibson Tea Pots, Reg. 50c for 25c

Various shapes and decorations, fine quality Gibson's English Tea Pot, 3 to 6 cup sizes. Monday, special . . . . .25

## CLEARING ODD DINNERSWARE

Theodore Haviland Dinnerware, 59c and "Chelsea II," brown hand, Savoy, St. Regis decorations. 7 and 8-inch bakery, bread trays, jelly dishes, salad bowls, mayonnaise dishes, sugar bowls, chocolate jugs, jelly dishes, soup tureens, etc. Regular \$1.50, \$2.00 and \$2.50. Monday . . . . .99

## BRIDAL ROSE CHINA

Regular 75c Sugar and Cream Sets, Monday pair . . . . .29

50 Covered Sugar Bowls, Monday, each \$1.50, \$2.00 and \$2.50. Monday . . . . .99

150 Chocolate Pots, Monday, each . . . . .15

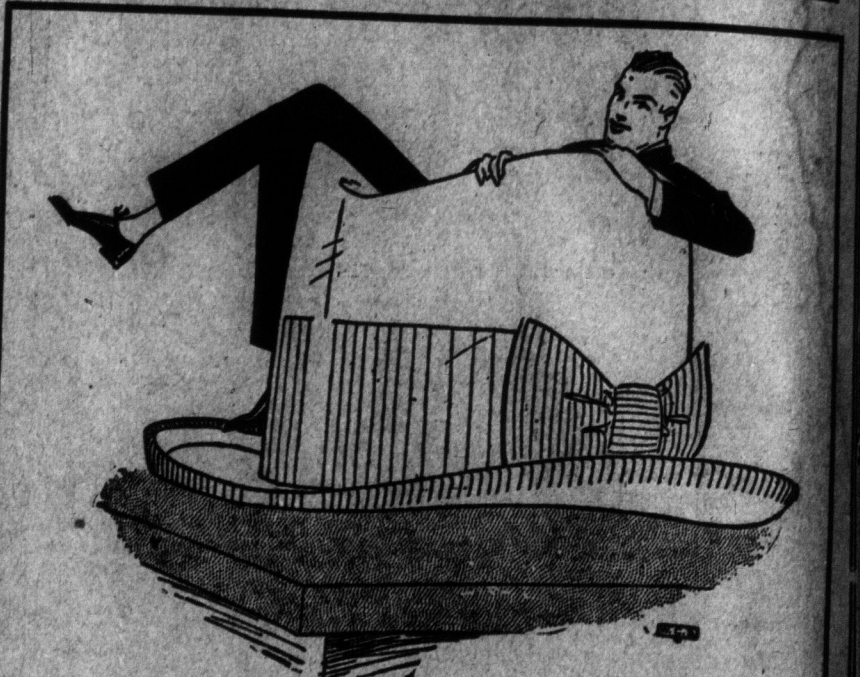
750 Covered Marmalade Jars, Monday at . . . . .39

## 25c and 35c Enamelware 15c

6,500 pieces of Enamelware, some gray, some blue and white, white and white, all first quality enamel, including the following: Wash Basins, small, medium and large sizes; Jelly Moulds, Cake Moulds, Pudding Dishes, Lipped Saucepans, 1 quart, 5 and 8 quart sizes. These and many other miscellaneous articles, regular 25c, 30c, 35c, to clear on Monday at each . . . . .15

## 50c to \$1.50 Enamelware 39c

24 only Kneading Pins, 21-quart size; Tea and Coffee Pots, white or gray, 1 1/2 and 2 quart; Green Cooks, 3-quart size; Preserving Saucepans, Salt Boxes, Preserving Kettles. Regular 50c to \$1.50. Monday . . . . .39



## You'll Be Comfortable in One of Our Spring Hats

Comfortable because they are soft and fit the head without extra pressure at certain points—your bump of generosity may not be accommodated properly by a stiff hat—but a soft, comfortable, felt hat takes care of that bump and all the others.

Borsalino Felts in all the new spring shades . . . . .4.00

English Fedoras, new high crown styles with wide silk band and silk lining—colors, light and dark grey, green, and brown . . . . .3.00

Light Grey Fedoras, with black bound edge and black band—a smart hat and a great favorite . . . . .2.00

Caps, in checks and brown and grey patterns, in golf and pleated band styles . . . . .50 and .75

Christy's Caps, smart black and white checks, light weight; Donegal tweeds, some lined, some taped, all light and cool, and the best of their kind . . . . .1.25 to 2.00

Children's Hats, in neat checks and plain colors, in several new shapes . . . . .75 and 1.00

Straw Hats, for the children, are now in—a large assortment of styles ranging in price from . . . . .75 to 2.00

## Today's Boot and Shoe List

Read over the makes that constitute our large Shoe stock, and you will see why so many people buy all their footwear from "Simpson's."

FOR MEN—Hannan & Sons, New York, Hartt Shoes Co., "Victor" brand, and "Simpson's Active Service," etc.

FOR WOMEN—Laird Schuber & Co., Philadelphia, "Queen Quality," Boston, "Classic," Harvey and Gupta, etc. Prices range from \$3.50 to \$10.00.

TWO SPECIALS FOR 8.30 A.M. MONDAY.

Men's Boots and Sample Oxfords, \$3.24. 1000 pairs high-grade Good-year Oxfords and Boots, made by some of the best shoe manufacturers in the eastern province; in button and lace styles; patent oiled, gunmetal calf, high or low English heels; sizes 6 to 11. Regular \$4.00, \$4.50 and \$5.00. Orders filled while they last. Monday . . . . .3.24

Women's \$4.00, \$4.50 and \$5.00 Boots for \$2.95. American made boots, only 700 pairs in the lot, in patent calf, vic kid, dull kid, with Good-year welt styles; with plain and toecap vamp; sizes in the lot 2 1/2 to 7. Monday . . . . .2.95

## Today's Values in Dinnerware

- \$22.50 Repton Set, \$14.50—Finest grade English Ware, rich "Crown Derby" border decoration. Perfectly modelled ware; 105 pieces. Monday, set . . . . .14.50
- Pink Rose Design, \$18.50—A new dainty pink rosebud design, excellent quality English ware; 77 pieces. Monday . . . . .18.50
- Wedgwood & Co. Set, \$18.50—Famous Wedgwood make of English dinnerware. Pretty combination conventional and floral border design; 77 pieces. Monday, 16.50
- A Minton Border Decoration, \$14.75—Finest grade Purnell's Minton border design; 77 pieces. Monday, 12.75
- Complete Limoges China Set, \$27.75—Dainty pink rose border decoration, half set . . . . .27.75
- 400 Jardiniere, 30c—Pretty floral decorated jardiniere. Monday . . . . .30
- 200 Milk Jugs, 15c—All sizes, various styles and decorations. Monday . . . . .15
- 40c Saucetines, 30c—Florentine statuary, various subjects. Monday . . . . .30
- 35c Japanese Cups and Saucers, 25c—New floral decorated cups and saucers. Monday . . . . .25
- 35c Cupboards, 25c—Majolica cupboards, extra heavy. Monday . . . . .25
- 25c Bulb Bowls, 18c—7-inch Wedgwood blue decorated bulb bowls. Monday . . . . .18
- 25c Jumbo Cups and Saucers, 25c—Green floral decorated cups and saucers, extra large size. Monday . . . . .25

## NEW MARKET Telephone Adelaide 6100

- Beane's Lean Beef for stewing, lb. . . . .14
- Briest's Boiling Cuts, choice, lb. . . . .14
- Mixed Shoulder Steak, lb. . . . .14
- Round Steak, Simpson quality, lb. . . . .15
- Centre Cut Porterhouse Steak, Simpson quality, lb. . . . .25
- Family Sausage, our own make, lb. . . . .12
- Breakfast Bacon, mid curing, sliced, lb. . . . .12
- 3,000 English Rose Bushes, good assortment of colors and all named, special, per bush . . . . .25
- Rhubarb Roots, each . . . . .10
- Virginia Creepers, each . . . . .10
- Summer Home Lawn Grass Seed, 1-lb. package . . . . .15
- Double Ivy, each . . . . .20
- Lawn Clover Seed, 1-lb. package, 60c; age . . . . .20
- Upton's Marmalade, 4-lb. pack . . . . .24
- Choice Pink Salmon, tall tin . . . . .20
- Pure Cocoa, in bulk, per lb. . . . .12
- Finest Pot Barley, 5 lbs. . . . .20
- Fancy Japan Rice, 5 lbs. . . . .25
- Finest Canned Lombard Plums, 5 tins . . . . .25
- Wax Candles, per dozen . . . . .12
- Post Toasties, 3 packages . . . . .50
- Pala Naptha Soap, per bar . . . . .12
- Gold Soap, per bar, 5c or 25 bars . . . . .1.00
- Sunlight and Sunrise Soap, 5 bars . . . . .9
- Comfort and Taylor's Borax Soap, 5 bars . . . . .9
- Simpson's Big Bar Soap, per bar . . . . .10
- Ammonia Powder, 4 packages . . . . .25
- Pearline large package . . . . .10
- 1-lb. 2 packages . . . . .25
- Old Dutch Cleanser, 3 tins . . . . .25
- Rabbit's Cleanser, 4 tins . . . . .25
- 1-lb. or Silver Glass Starch, 6-lb. tin . . . . .59
- 1,000 lbs. Pure Oiler Wax, of uniform quality and fine flavor, black or mixed, Monday, 2 1/2 lbs. . . . .74
- 3,000 English Rose Bushes, good assortment of colors and all named, special, per bush . . . . .25
- Rhubarb Roots, each . . . . .10
- Virginia Creepers, each . . . . .10
- Summer Home Lawn Grass Seed, 1-lb. package . . . . .15
- Double Ivy, each . . . . .20
- Lawn Clover Seed, 1-lb. package, 60c; age . . . . .20
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- Gold Soap, per bar, 5c or 25 bars . . . . .1.00
- Sunlight and Sunrise Soap, 5 bars . . . . .9
- Comfort and Taylor's Borax Soap, 5 bars . . . . .9
- Simpson's Big Bar Soap, per bar . . . . .10
- Ammonia Powder, 4 packages . . . . .25
- Pearline large package . . . . .10
- 1-lb. 2 packages . . . . .25

The SIMPSON Company Robert Simpson Limited