

1898

TWENTY-FIRST ANNIVERSARY

SIMPSON'S

COMING OF AGE YEAR

1919

Important News Today in the February Furniture and Homefurnishing Sale

Buy Through the Home-Lovers' Club

Choose the things necessary to "home comfort" today... pay a cash deposit and the Club Secretary will arrange the balance of your purchase amount.

Telephone Main 7841, Markets, Adelaide 6100

\$35.00 Axminster Rugs at \$29.95

Mixed designs in brown, with plain band border at ends in blue or green. Sizes 9 x 9 feet. Special, \$29.95; 9 ft. x 10 ft. 6 in. Regularly \$42.50. Special, \$37.95.

\$18.00 Tapestry Rugs for \$14.95—For bedrooms, floral or Oriental patterns. Size 9 x 9 feet. Sale price, \$14.95.

\$35.00 Seamless Axminster Rugs for \$25.95—Rich blue ground with fawn and rose shades. Oriental design. Size 7 ft. 6 in. x 9 ft. Sale price, \$25.95.

Felt Base Oilcloth, 52c square yard—Hard wearing designs in wood, tile and block, well glazed and thoroughly seasoned. Sale price, square yard, 52c.

Wilton Velvet Rugs—Special, \$69.75

Handsome and Oriental Chinese designs. Rich blue, copper and old rose. Seamless. Size 9 x 12 feet. Sale price, \$69.75.

\$42.00 Brussels Rugs, \$35.95—Small designs, brown, tan and fawn colorings. Size 9 ft. x 12 ft., regularly \$48.00; sale price \$35.95. Size 9 ft. x 10 ft. 6 in.; sale price \$35.95.

9c Rag Rugs for 6c—Mottled and striped effects. Size 2 ft. x 3 ft. Sale price 6c.

Fine Scrim Curtains at \$2.88

This is a timely offer of 150 pairs only. They are extra in quality, also they have lovely borders of hand-drawn thread. Obtainable in ivory and ecrú. A few pairs of lace and insertion trimmed curtains. All sharply reduced today, pair \$2.88.

Combination Window Shades, \$1.09—Outside in cream color, inside dark green, giving a softer light, and protecting the rooms and furnishings from the sun's hot rays—especially effective in bedrooms. 37 inches wide, 70 inches long. Guaranteed Hartshorn rollers. Today, special, \$1.09.

Archway Portieres, pair \$5.49—Of heavy reversible chenille in self tones of blue, green and bronze. Festoon fringe to finish. Pair, \$5.49. Simpson's—Fourth Floor.

Reliable Household Paint 65c Qt.

Table with 3 columns: Color (Drab, Pearl, Medium Grey, Light Blue, Golden Brown), Inside (White, Outside White, Ivory, Cream, Buff), and Outside (Antique Brown, Medium Red, Dark Green, Pea Green, Extra Dark Green).

9-Piece Dining Suite Today \$58.95

Buffet, Extension Table and Set of Chairs in walnut finish.

Buffet, 45-inch case, 2 small cutlery and 1 long linen drawer. Plate mirror. Extension Table, 44-inch top. Five small and one arm chair. Movable seats, in imitation Spanish leather. China Cabinet, glass front and ends. 3 shelves, to match above. Regular price \$98.75. February Sale price \$58.95.

Buffets—Of quarter-cut oak, fumed or golden finish. Plate mirror, \$39.75, for \$26.95.

Colonial Buffet—Solid quarter-cut oak, fumed or golden finish. Plate mirror. \$38.75, for \$27.35.

Kitchen Cabinet—Maple, natural finish. Top 26 x 48. February Sale price \$9.95.

Kitchen Cupboard—Elm, golden finish, double glass doors on top. \$22.75, for \$17.95.

Kitchen Cabinet—Genuine oak case. White enamel interior, roll shutter front. \$49.00, for \$38.95.

Chiffonier—Genuine mahogany, rubbed finish. Regular price \$32.00. February Sale price \$21.45.

Colonial Dresser—Base of genuine mahogany; four drawers. Plate mirror. \$32.50, for \$23.95.

William and Mary Dresser—Genuine black walnut top and front. Shaped mirror. \$46.25, for \$32.50.

Brass Bed—Bright, polette and ribbon finish. Regular price \$34.00, for \$26.95.

Ideal Spring Mattresses

Wire construction, made with 300 to 400 double coil springs, according to size. Individual pockets of heavy bur-lap, securely fastened, making each spring independent of the other. Guaranteed for 10 years.

3 ft., 3 ft. 6 in. February Sale price \$28.75.

4 ft., 4 ft. 6 in. February Sale price \$31.95.



Buy them whenever you can—they are a gilt-edged investment. They will bring dividends some day—Buy them.

Today is a Good Day to Get That Pair of Trousers

Here Are a Few Splendid Offerings From the Simpson Men's Store



Every pair of trousers is expertly designed and faultlessly tailored. The fabrics were chosen for their dependability and wanted patterns. The prices are rock bottom in every instance.

150 pairs—tailored in dark serviceable hard finished tweeds. Sizes 32 to 44. Today \$2.59.

Worsted Trousers—Dark greys with neat stripe effects. \$4.50.

Whipcord Trousers—Dark grey, good weight. Sizes 32 to 38. \$5.50.

Navy Blue Worsted Trousers, \$7.50.

English Tweed Trousers—Rich dark brown with neat dark stripe. \$8.50.

Black Worsted Trousers—All wool. English material. \$10.50.

Simpson's—Main Floor.

Table Cloths and Napkins—Special

Cloths, 2 x 2 1/2 yards. \$5.50 quality. Today, \$3.95. 22 x 22-inch Napkins to match. \$5.50 quality. Today, dozen, \$3.95.

Only when you have seen this serviceable quality and assortment of designs will you know of the excellent value. It is indeed a rare opportunity, and our advice to you is to shop at 8.30 a.m.

Simpson's—Fourth Floor

Sheetings, Eiderdowns—Very Special

Bleached Sheetting—70 inches wide. Splendid washing and wearing quality. Today less than wholesale price, yard, 59c. Wool Eiderdown at Half Price—Originally intended to retail at \$3.00 yard. Copenhagen, rose, red, pink and white. 54 inches wide. Today half price, \$1.50.

Baby Crib Blankets of Flannellette—Size 34 x 45 inches. Pink and blue borders. Special, pair 95c.

33-inch Flannellette—Light shirting weight. Range of stripe designs. Today, yard 25c.

White English Satin Bedspreads—Large size. Regularly \$3.50. Today \$2.95.

Bleached Huckaback Towelling—18 inches wide. Less than mill price. Yard 29c.

Simpson's—Fourth Floor

Simpson's MARKET for Today

PHONE ADELAIDE 6100 MEATS AND FISH. Canada Food Board License No. 9-029.

Fresh Lean Beef, boneless, for stewing, per lb., 20c.

Mixed Shoulder Steak, per lb., 25c.

Round Steak, Simpson quality, lb., 30c.

Sirloin Steak, Simpson quality, lb., 34c.

Young Lamb Chops, rib or loin, lb., 40c.

Veal Chops, choice, per lb., 40c.

Family Sausage, our own make, lb., 25c.

All Pork Sausage, our own make, lb., 25c.

Breakfast Bacon, mild, sliced, lb., 45c.

Select Boiled Ham, sliced thin, lb., 60c.

Pure Lard, 1-lb. prints, per lb., 33c.

Shredded Salt Cod, per packet, 12 1/2c.

Fresh Smoked Finnan Haddies, lb., 13c.

Select Smelts, per lb., 20c.

GROCERIES. Canada Food Board License No. 8-7531.

2,000 pails Pure Raspberry Jam, No. 4 size tin, 39c.

(Only 3 pails to a customer.)

Monarch Flour, 24-lb. bag, \$1.49.

Standard Granulated Sugar, 10 lbs., \$1.14.

Grapefruit Marmalade, No. 4 size pail, 33c.

Choice Rice, 3 lbs., 32c.

Purity Oats, large packet, 30c.

Cocoa, in bulk, lb., 24c.

White Beans, 3 lbs., 27c.

Gold Dust Cornmeal, 7 lbs., 45c.

Oxo Cubes, 3 tins, 27c.

Prunes, 2 lbs., 28c.

Salt, 2 packets, 19c.

Pink Naphtha Soap, 3 bars, 24c.

Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars, 30c.

Lenox Soap, 6 bars, 34c.

P. & G. Naphtha Soap, 4 bars, 30c.

Simpson's Big Bar, bar, 14c.

Ammonia Powder, 3 packets, 25c.

Cleanness Soap, 6 packets, 25c.

Blue, 2 packets, 10c.

Old Dutch Cleanser, 3 tins, 27c.

Comfort Lye, packet, 12c.

Laundry Starch, packet, 12c.

Gold Dust Washing Powder, large packet, 28c.

Toro Tablets, 6 packets, 25c.

Sapallo or Bon Ami, cake, 15c.

2,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed, lb., 49c.

FRUIT SECTION. California Navel Oranges, Sunlight Brand, dozen, 45c.

Choice Spitzenberg Apples, 6-quart basket, 70c.

Mexican Oranges, good size, dozen, 35c.

Parsnips, 7 lbs., 20c.

Yellow Turnips, 3 for 10c.

Imported Horse Radish, lb., 20c.

POULTRY SECTION. Scratch Feed, 6 lbs., 27c.

Baby Chick Feed, 6 lbs., 31c.

Ice Cream, 6 lbs., 10c.

Frigidat Laying Meal, 6 lbs., 35c.

The SIMPSON Company Limited

2 Big Specials---Women's Boots Today \$4.95---Men's Boots \$2.95

No Phone, Mail or C.O.D. Orders, No Exchanges or Refunds on Sale Footwear.

The Women's Boots

1,000 pairs Holden-McCreedy, Getty-Scott and Clark Bros. Every pair perfect. Brown, grey and black kid, gunmetal, velour calf and patent leather. High tops—Cuban, Spanish and low heels. Goodyear welt and McKay sewn soles. All the latest lasts, including plain vamps, imitation, straight and wing toe caps. All sizes in the lot, \$6.00, \$8.00 and \$9.00 grades. One price \$4.95.

Polish Specials—Ralston's Brown Liquid Cleaner, for 10c. Large tin Arctic Dubbin, for 10c. Insoles, corticine or luffer, 15c, for 10c.

Box Gunmetal Boots

\$1.50 saved on every pair. 300 pairs gunmetal blucher, made on full round toe, also straight lace made on English recede toe, McKay sewn soles, low heels. New boots just arrived from the maker. All sizes 6 to 11. Today, \$2.95.

The Boys' Boots

Blucher style with neat round toe and solid leather McKay sewn soles. Sizes 11 to 13, at \$2.25, and 1 to 5, at \$2.75.

Simpson's—Second Floor.

THE MONDAY BASEMENT SALE Phone Main 7841

Sale of High-Grade Aluminum Ware

Advertisement for aluminum ware including teapots, cups, saucers, and other kitchen items with prices.

Advertisement for various household appliances including washers, blenders, and ironing boards with prices.

Advertisement for China Department Specials including dinnerware, teapots, and other tableware with prices.

WANTED MODERN... ALL Foch... SUPERINTENDENT... LAKES TO OCEAN... WAS... Instead of Trips Own... Albany, N.Y... attention should be... Great Lakes to... a commercial... gross upon inv... that any money... would be... Lewis Nixon, S... work in a let... and submitted... special message... night... Mr. Nixon... amendment to... all now pendin... would provide... don't committ... between the U... Britain be req... what further... Lawrence B... and Lake Ont... make it navig... vessels, togeth... and report... Canada and the... recommendation... the United Sta... of the river... The State of... urge simply a... the ground the... route proved... just cities... will benefit... the later point... Not Profit... Opposition is... based largely... great ships, b... great lakes, w... able to use t... cause of the m... would be nece... shallow and n... open water... stated, run at... miles an hour... miles an hour... for them to c... waters. Takin... that lake vess... of money, can... seven months... many trips as... A cargo of gr... Buffalo could... days, at a cost... high lake freig... the vessels \$10... with coal wou... nesses back... Montreal inter... about \$4500, a... coal to take b... Ten Trips... Standard Granulated Sugar, 10 lbs., \$1.14. "Instead of co... wrote Superint... less he could... from Duluth to... engage in such... "We are loc... time when gov... vic ceases, an... by steamer at... consorts reduc... fare to New Y... half cents a b... the idea of oc... the Montreal t... more to run... the loss of it... nels as compa... would mean a... ing."