

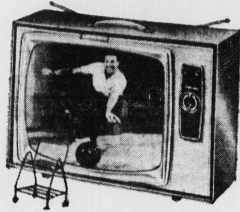
# OPENING Sale

**NEW STORE LOCATED**  
AT  
**156 KENT STREET**  
CHARLOTTETOWN

**19" Portable TV with Free Stand!**

SAVE 19.95

**89.95**



NO DOWN PAYMENT

Silvertone portable TV with keyed automatic gain control to give you more reliable reception. Telescoping antenna. Has 4" PM speaker. Free stand has brass-plated finish. TV has plastic cabinet. Buy it for your "second" set.

**Silvertone 23" Console TV**

Was **258.88** No Down Payment

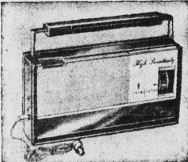
Save 20.00 on this large-screen "Lo-Boy" style television set. Chassis is hand-wired and hand-soldered to ensure dependable operation. Power transformer with parallel filament and Power Monitor for cool operation and longer tube life. Two 6" speakers for brilliant sound.

**JUST ARRIVED - ADMIRAL 11" PORTABLE TV SETS 149.95**

Modern compact carrying case, built in antenna. Choice of three colors.

**Save! 8-Transistor Portable Radio 24.88**

Reg. 32.85 Value



Packed with power to bring in your favorite stations. Has auxiliary airplane and phonograph pickup jacks. Four "C" batteries included. Black plastic cabinet, pull-out handle. Size about 8 1/2 x 2 x 4 1/4".

**Store Opens 9:30 Tuesday Morning, April 7th**  
**SHOP EARLY FOR THESE OUTSTANDING DOOR OPENING SPECIALS!**

**BATH TOWELS**

Size 22 x 44 inches

**JUST 68c EACH**

MODERN DECORATIVE STYLE  
WASH FAST FLORAL COLORS

**TWO PAIR NYLONS**

**FREE**

To First Fifty Lady Customers  
VISITING OUR NEW STORE

**LADIES NYLONS**

Assorted Shades

**JUST 29c PAIR**

MOST POPULAR SIZES  
LIMIT 5 PR. PER CUSTOMER

**5-Pc. Bronzefone or Chrome Suite**

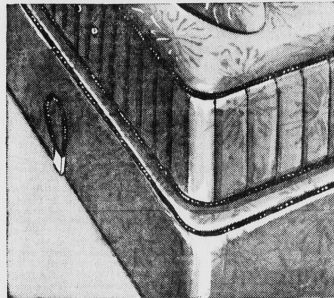
Reg. 89.32 **69.88**

A brand new suite in an impressive design. Table is 30" wide and extends from 38 to 48 inches. Armoire top has walnut-grained pattern; wide apron. Chairs have handle-back and are covered in 2-tone heavy-gauge vinyl. Padded seats. See this suite at Simpsons-Sears Opening!

Many other DINETTE SUITES

**59.88 to 99.88**

**Save 57.88 When You Buy Spring-Filled MATTRESS and Matching BOX SPRING**



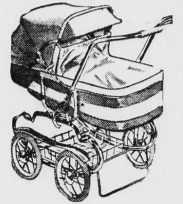
One of the biggest bedding bargains that we have ever offered. Not only are both pieces of superior construction and unexcelled comfort but they are priced to give you the buy of a lifetime! Note these outstanding features:

- Luxurious 405-coil mattress is covered in rich rayon damask!
- Quilted top is button-free for utmost in restful sleep!
- Kevlarized at the factory to preserve original freshness!
- Convenient handles for turning, ventilating!
- Designed for fine appearance and firm support!
- Available in choice of 30", 46" and 54" widths!
- No down payment in your Account!

Reg. 58.88 Each!

Buy the Mattress at Regular Price and get the Box Spring for only \$10.00!

**59.88** FOR BOTH



**Baby Carriages**

4-Way Convertible  
**36.88** No Down Payment

The modern carriage that can be used as a car bed, a bassinet, a stroller or as a regular carriage. Fully lined and padded for baby's comfort. 4-bow hood with sun visor. Chromed steel under-gear. 2" wheels with nylon bearings. Anti-tip stand.  
**STROLLERS** to take baby out in when the weather tempts you **12.77** outdoors

**Opening Special! SPRING-FILLED MATTRESSES**

Comfortable mattress filled with 180 resilient coil springs. Choice of 39-48 or 54" widths. Well-tufted and insulated with thick felt. Taped roll edge. Covered with a durable striped cotton ticking. Priced to fit into the most modest budget... buy at Simpsons-Sears great Opening Sale

**19.88**

**Extra Special! SPACE SAVER DAVENOS**

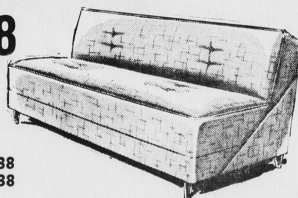
Our most popular davenos covered with fancy-pleated covers. Materials that would ordinarily only be put on higher-priced models. Easily converted to double bed when needed. Save at Opening Sale Price

Save 61.37 on Hollywood Beds

**49.88**

Reg. 131.25 value in these smart beds for the modern bedroom. Complete with headboard, mattress and matching box spring. Sizes: 30" and 48". Each set

**69.88**



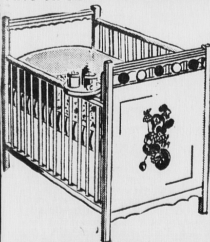
**Low Priced ROLL-AWAY COTS 23.77**  
**DAY-NITER COUCHES 39.88 and 44.88**  
Save on **SLEEP-OR-LOUNGE, Special 188.88**

**Feature Value! 3-pc. CRIB ENSEMBLE**

**37.66**

**SPRING FILLED CRIB MATTRESSES**

**9.99**



Ensemble comprises: wooden crib with solid end panels, 30 x 54" ... spring-filled mattress with 72 coils ... 4-position posture form support ... and handy Lazy Susan dressing tray. Single drop-side cannot be moved by baby. Non-toxic high-gloss finish in honey maple or white.

Tempered steel coil springs, built-in posture board, white cotton felt padding and cotton-backed vinyl cover. Two sizes: 27 x 32" and 24 x 49". Perforated borders to allow fresh air to circulate throughout mattress. Each

**Exclusive Design! 3-Pc. BEDROOM SUITE**

**169.88** No Down Payment



Lovely modern design in 54 bookcase bed ... triple dresser with mirror ... and 4-drawer chest. Drawers are dovetailed front and back. Nylon centre guides. Curved top drawers. Mahogany or walnut. High-gloss, hand-rubbed finish.

Many Other BEDROOM SUITES—Reg. 349.95—15% OFF!

**Chest of Drawers**

4-drawer chest in maple finish. Birch construction. About 30 x 17 x 41". Reg. 43.98. **36.88** value. Sale price

4-drawer chest in walnut finish. Solid birch fronts, birch-ply tops and sides. About 27 1/2 x 16 x 40 1/2". Reg. 27.98. **22.88** value.

Single DRESSER with mirror. Reg. 34.98. **29.88** value.

**SALE PRICE 29.88**

**8-PC. BUNK-BED OUTFITS**

Reg. 50.95 value. Two 30" hardwood beds; two spring-filled mattresses; two angle steel ribbon-slat springs; one 2-rung ladder; one guardrail. Red maple finish. **49.88**

Reg. 79.49 value. Two 30" hardwood beds; two spring-filled mattresses; two slat springs; one 3-rung ladder; one guardrail. Maple finish. **69.88**

Reg. 89.63 value. Two 36" wagon wheel bunk beds; two coil-top mattresses; two ribbon-slat springs; one 3-rung ladder; one guardrail. Maple finish. **77.77**

**Big Saving On LUGGAGE**



**46% OFF**

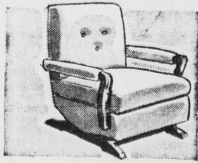
PULLMAN CASE, Reg. 51.95 **27.88**  
STORE OPENING SALE WARDROBE CASE, Reg. 51.95 value

STORE OPENING SALE **27.88**  
TRAVEL CASE, Reg. 34.95 value

STORE OPENING SALE **17.88**  
WEEKENDER CASE, Reg. 36.95 value

STORE OPENING SALE **19.88**

Now is the time to stock up on the luggage you'll be needing for your summer vacation. You can buy it tremendous savings during Simpsons-Sears Great Opening Sale. Sturdiest construction. Yet light in weight for modern needs. Shop early.



**SAVE on CHAIRS**

• **PLATFORM ROCKERS**  
Covered in 100% nylon frizee. Seat and back are spring-filled for rocking comfort. Snowwood fronts on arms. Back is about 31" high. **38.88**

• **HOSTESS CHAIRS**  
Covered in durable frizee fabrics. Standard style for the living room. A bargain at only **12.88**

• **HOSTESS CHAIRS with arms**  
STORE OPENING SALE **15.88**

• **HIGH CHAIRS**  
Chromed-plated legs. White laminated plastic tray with chromed arms. Nursery pattern on white background. Vinyl-padded seat and back. **9.88**

• **COFFEE & STEP TABLES**  
Walnut wood-grain Formica plastic tops. Walnut-finished sides and legs. Brass ferrules. Coffee table about 38 x 16 1/2" step table about 24 x 16"

Your choice **9.88**

**Kenmore Portable Sewing Machine**

Economy straight-stitch model. Has forward and reverse control. Stitch-length regulator. Thread tension control. Black finish. A good model for the beginner or those who want a machine for occasional use. No down payment. **47.88**  
STORE OPENING SPECIAL

**Zig-Zag Sewing Machine**

Portable model to give you basic zig-zag stitches as well as straight stitching. Just set the dial control. Does darning and mending. Sew on buttons. **79.95**  
STORE OPENING SPECIAL

**Vacuum Cleaner with attachments**

Reg. 84.95 value! Super-suction 1 1/3 hp. complete floor cleaner. Powerful twin-fan motor. Complete set of attachments. **69.88**  
STORE OPENING SPECIAL

**Kenmore 2-Brush Floor Polisher**

Powerful motor polishes your floors like new. Self-locking upright handle can't tip. Handy foot switch. Complete with two felt buffing pads. No down payment. **36.88**  
STORE OPENING SPECIAL

**feature value! 3-Room Ensembles, Total 70 Pieces!**

- 14-pc. Living Room Ensemble
- 12-pc. Bedroom Ensemble
- 44-pc. Kitchen Ensemble

**\$ 469**

**NO DOWN PAYMENT**  
Only \$16 Monthly

**COMPOSITION OF ENSEMBLES:**

- |                            |                          |
|----------------------------|--------------------------|
| <b>Living Room</b>         | <b>Bedroom</b>           |
| • 2-pc. chesterfield suite | • 3-pc. bedroom suite    |
| • 2 step tables            | • Spring-filled mattress |
| • 1 cocktail table         | • Matching box spring    |
| • 1 magazine rack          | • 2 soft pillows         |
| • 1 hostess chair          | • 2 button lamps         |
| • 3 footstools             | • 1 bedspread            |
| • 2 sofa cushions          | • 2 bedroom mats         |
| • 2 table lamps            |                          |
|                            | <b>Kitchen</b>           |
|                            | • 5-pc. dinette suite    |
|                            | • 39-pc. Melmac set      |

As one of the outstanding values of our Opening Sale we are featuring this 3-room ensemble at a saving of 36.17 on the combined cost of the individual pieces! You can put all the pieces in your home with NO DOWN PAYMENT if you buy on your present Easy Payment or Oil Purpose Account ... or if you open an Account during this sale! So drop in today and investigate this feature value!

You can buy the 2-pc. chesterfield suite separately, chesterfield and matching chair in serviceable 100% nylon frizee cover and Serro-OAM cushions ... **159.88** for only

3-pc. bedroom suite ... 54" bookcase bed, chest of drawers and 6-drawer double dresser. IR walnut or mocha finish for only **109.88**

5-pc. dinette suite ... extension table with Armoire top and four chairs with vinyl covers ... for only **59.88**

SHOP AND SAVE THE CATALOGUE WAY NOW LOCATED AT 156 KENT STREET

PHONE 892-1251