

SIMPSON'S

Store Opens at 8.30 a.m.

SIMPSON'S

Store Closes at 5.30 p.m.

SIMPSON'S

**An Announcement of Supreme Importance
to Those Interested in Home Adornment---**

**The New Autumn and Winter Stocks of Home Furnishings
Have Taken Full Possession**

THANKS FIRST OF ALL TO THE ALLIED NATIONS whose "carrying on" has made possible the production of such beautiful and dependable furnishings for the home.

THE SIMPSON STORE is most happy to announce that the new and complete fall and winter stocks are for the most part as noteworthy as those of former years in point of quality, beauty, variety and economy.

The New Chintzes---the new damasks---the new rugs---the new electric fixtures---the new wallpapers---all conspire to make our "home" sections a veritable treasure land worthy of immediate personal inspection.

**People Returning Home From
Vacations----**

Are looking to their homes and with critical eye observing the presentableness of the various furnishings.

Here and there about the house one finds the need for

New Furnishings

to replace such things as have served their time in the home. Perhaps it is the draperies that show signs of wear. Perhaps a rug that isn't as good as it might be---or wall papers which ought to be renewed---or lighting fixtures which you could renew to advantage---or any of the multitude of things that go to make home the bright and cheery place it is. But

Whatever Your Home Requires

to make it more comfortable and livable---you will surely find at Simpson's where qualities and varieties beckon you. So come and view the superior stocks assembled for convenient inspection and selection. You will not be disappointed to buy.

Dine in the Palm Room Restaurant

Canada Food Board License No. 10-4322.
BREAKFAST, 8.30 to 10.00 a.m.
DINNER, 11.30 a.m. to 2.00 p.m.
AFTERNOON TEA, 3 to 5.30 p.m.
A LA CARTE LUNCHEONS at all hours.
Sixth Floor.

**New Wilton Rugs---New Axminster Rugs---
New Brussels Rugs---New Novelty Rugs of Beauty and Economy**

A Perfect Maze of Handsome Rugs for Every Room in the Home

NOVELTY PATTERNS IN
SCOTCH WOOL RUGS
\$2.00 SQ. YARD

These real Scotch Rugs are noted for sterling wearing qualities and wonderful soft coloring. Plain centre, with fancy borders or small conventional all-over patterns. Bedroom colors of soft blue, green and fawn. All the popular sizes at, square yard, \$2.00.

RUGS FROM JAPAN
\$7.50 to \$59.75

Quaint designs and novelty patterns. The shipment left Japan many months ago, and has just reached us. Colors are exceptionally good, and away above the average. Soft shades of brown, taupe and old blue, in a great variety of odd sizes. 6 ft. by 3 ft., \$7.50 each; 4 ft. by 7 ft., \$11.75 each; 6 ft. by 9 ft., \$17.75; 9 ft. by 12 ft., \$45.00; 10 ft. by 14 ft., \$59.75.

LINOLEUM, OILCLOTH A-PLenty

Getting scarcer and scarcer every month. Oilcloth and linoleum in great variety. Patterns suitable for room, store or hall, in printed or inlaid qualities. Made in different widths. Prices ranging from 60c to \$2.50 square yard. Simpson's---Fourth Floor.



NEW WILTON RUGS AT \$17.50
TO \$95.00

Offer wonderful choosing in Oriental patterns to harmonize with most any decorative scheme. They are obtainable in more than a dozen different sizes, ranging from 4 ft. 6 ins. by 6 ft. up to 11 ft. 3 ins. by 13 ft. 6 ins. Moderately priced at \$17.50 to \$95.00.

NEW AXMINSTER
RUGS---BEAUTIES

Handsome colorings---deep, thick pile. All copies of Oriental rugs, in design and color. Most popular shades in rich brown, fawns

or old blue effects. Made in various sizes. 4 ft. 6 in. by 6 ft., \$15.00; 6 ft. 9 in. by 9 ft., \$28.95; 9 ft. by 10 ft. 6 in., \$42.95.

NEW BRUSSELS RUGS---\$26.75 to \$46.50

A splendid range of new designs and colors has just arrived. Dainty chintz effects, for bedrooms---darker and richer shades for living-rooms. The popular sizes and prices make choosing easy. 6 ft. by 9 ft., \$26.75; 9 ft. by 12 ft., \$46.50.

**Pictures
of the
Rocky Mountains**

What a timely opportunity this is for homes---
**\$3.50 to \$4.50 Values
Today \$1.49**

And you may choose from 200 selected sheet pictures in genuine photographs---carbon, black and white, and hand colorings.

We must make room for incoming stocks, hence this dispersal today of these \$3.50 to \$4.50 pictures at \$1.49.

(See display in Queen St. window.)

VICTROLA

Entertainment for
Fall and Winter
Evenings

Models \$34.00 to \$340.00

The indoor evenings are fast approaching. Your family and friends with highly appreciate the Victrola as a superb entertainer during these shut-in days.

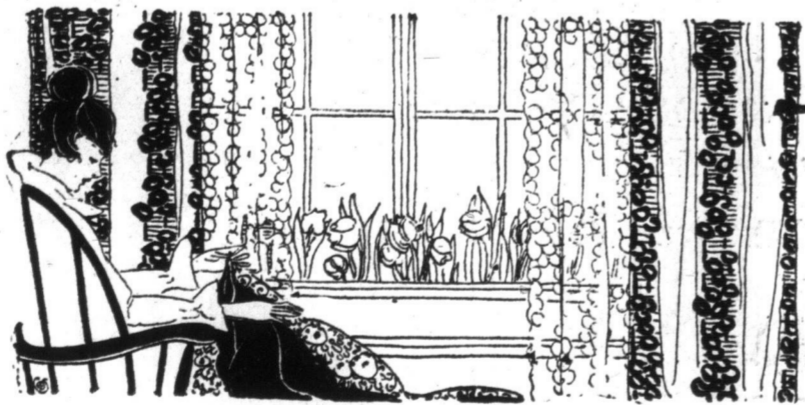
Think what it means to enjoy the productions of the greatest and best artists in the world. Everything in music and entertainment is at your command with the Victrola.

Thousands of Victor
Records

---comprising the exclusive talent of the world's best artists---are here, arranged for easy selection. Ask for Victor 1918 catalogue.

Musical Parlors, 6th Floor.

**New Chintzes,
New Velours, New Tapestries,
New Nets, Scrims and
Madrases**



New Chintzes

Hundreds of pieces to suit every conceivable decorative scheme, either for living-rooms or bedrooms.

Ask to see the reversible 36-inch Cretonne in dark tapestry effects for living-room or dining-room at \$1.49 yard.

Also the beautiful collection of everything that's new in bedroom chintzes at 79c yard.

New Velours at \$2.95

Greens, blues, browns, rose, and so on, in various qualities. Specially priced for today, yard, \$2.95.

**36-inch Comforter
Coverings at 29c Yard**

500 yards of American Silkoline, in light and medium colorings---effective conventional and floral patterns. Today, yard, 29c.

**New Tapestries \$1.85
to \$5.75**

Genuine English, Scotch and French Tapestry, 50 in. wide. Appropriate designs for furniture coverings, portieres, wall coverings, etc. Priced from \$1.85 up to \$5.75 yard.

Beautiful New Scrims and Marisettes, including plain, lace edge and fancy open-work borders. Special for today at 29c yard.

American Scrim in the rich ecru coloring---36 inches wide---attractive imitation drawn thread effect borders and tape edges. Today, yd., 29c to 89c.

Bungalow Nets From England---Showing both filet and allover effects, in white, ivory and ecru, 39c to \$2.00 yard.

Nets Special for Today at 69c Yard---White and cream, in fine and heavy weaves. Special today, 69c yard.

**Handsome Electric Fixtures to Enhance
The Beauty of Your Home**



bowl, \$13.65.

Same bowl on plain brushed brass hanger, \$11.95.

At \$13.65

New throughout. Hanger is finished in Florentine gold---a brown and gilt combination---and the bowl has beautiful 16-inch brown amber colored border. Hanger and

At \$7.95

Single chain hanger is simple yet effective, 8-inch shade in French grey. Suitable for bedrooms, small sitting-rooms, upper halls. The complete fixture is very attractive, \$7.95.

Other New Fixtures with white and colored bowls, many of which have beautiful hand painted scenes---one with roses, two with colored bands and rose wreaths. Complete, \$7.20 to \$35.00.

**New Wall Papers That Reflect the
Handicraft of Famous Makers**

Decorating Estimates
Furnished
Free of Charge

Borders Cut Out Free of Charge
During September

25c Wall Papers at Half Price, 12 1/2 --- For sitting-rooms, halls, bedrooms and dining-rooms. Many have cut-out borders to match. Regular 25c. Half price today, single roll, 12 1/2c. Cut-out Borders; regular 8c to 10c, today, yard, 4c.

Textile Weave Wall Papers form excellent backgrounds for the furnishing of homes. New shades of greys, putty, buff, drab, blue, tan, green and brown. 30 inches wide. Single roll, 85c.

New Chintz Wall Papers for Bedrooms and Dressing-rooms---Dainty colored floral patterns, allover and stripe designs. Some have over-print treatment, producing a soft shadowy effect. American wall papers, single roll, 50c; English wall papers, single roll, \$1.00.

Old Tapestry Hangings, reproduced on paper, all the clothly appearance retained. Of exceptional decorative value for living-rooms, hall and dining-rooms. 28-inch width, single roll, \$1.75; 21-inch width, single roll, \$1.00; 18-inch width, single roll, 50c.

Japanese Leathers, distinctive and artistic wall hangings, comprising the very latest, ranging from the burlap weave at 50c square yard to the hand tooled designs in artistic brushed colorings. Square yard, \$1.75.

The Robert **SIMPSON** Company Limited