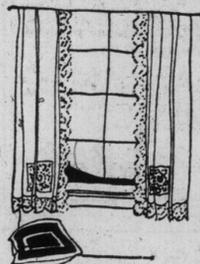


Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

At Simpson's—Important Offerings in Homefurnishings Today

Lace Curtains Are \$1.98 Today

White or cream, showing several new and attractive patterns, suitable for bedrooms or sitting-rooms. Sill lengths, 2 1/2 yards, and 45 inches wide. Today, pair, \$1.98.



Marquessette Curtains, \$2.98 Pair
Hemstitched marquessette curtains, in white, with 2-inch double hem. Today, pair, \$2.98.

Lace Curtains, \$4.25 Pair
For wide windows. Plain, medallion or spray centres, and new border designs. 3 yards long. Today, pair, \$4.25.

New Net Curtains Direct From Switzerland At \$10.50 to \$22.50 Pair

Point Venice, Irish point or tambour varieties, shown mostly with perfectly plain centres, and conventional, scroll or floral borders. White, Ivory or ecru. 2 1/2 to 3 yards long. Today, pair, \$10.50 to \$22.50.

Simpson's—Fourth Floor

EXHIBITION ROYAL CHINESE ROBES

A cordial invitation is extended to you and your friends to come in and see this marvelous display which is now open to the public on Simpson's Fifth Floor.

Exhibit Hours 9.30 to 4.30

Big Sale of Wall Papers Today

Comprising 5000 Rolls in 3 Special Lots

- 17c to 30c Wall Papers at 11c
- 35c to 50c Wall Papers at 17c
- 40c to 60c Wall Papers at 23c



Make your selection early from the full assortment, as some lines are short lots only. No reservations for quantities, so bring the measurements of your rooms.

Special imported and domestic wall papers in up-to-date designs and color treatments, including verdure and scenic tapestries, chintzes and fancy stripes, fabric weaves and printed oatmeal papers, conventional patterns and small all-over printed effects. Attractive wall decorations, suitable for living-rooms, halls, dens, bedrooms and dining-rooms.

Simpson's—Sixth Floor.

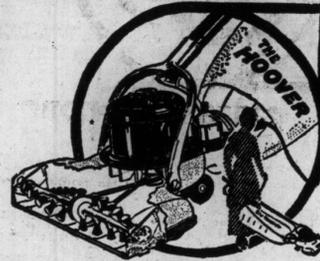
The "Hoover" Electric Suction Sweeper

The Machine That Beats and Sweeps. Its sweeping brush has 24 large tufts of soft bristles, which revolve at a terrific speed in constant contact with the carpet. No lint or thread can cling on the carpet nor withstand this sweeping. The nap is brushed up to proper position, which is most important in prolonging the life of your carpet, as it prevents wear on the sides of the nap.

Let us send our representative to demonstrate at your home.

For general household use, the Baby Hoover, \$62.50. Attachments for wall, furniture, etc., \$17.50 extra.

For public rooms, showrooms, hotels, etc., the Hoover Special, \$75.00. Attachments, \$17.50 extra.



Just Received! English Stair Carpets

A new shipment of English Axminster Stair Carpets in deep, rich Oriental colorings, that will blend perfectly with Oriental rugs. These are first-class grades, in two widths—27" wide, at \$5.50 per yard; 22 1/2" wide, at \$5.25 per yard.

Plain Velvet Pile Carpets, 27" Wide

Plain shades of blue, grey and taupe, so much in demand today, where a plain floor covering is required to offset the other furnishings of the room. These plain carpets are also used for stairs. 27" wide, at \$4.50 per yard.

4-Yard-Wide Printed Linoleum at \$1.35 Square Yard

A quality that will make a permanent floor covering. If it is well laid on a good even floor, coming in this wide width, there is no danger of damp getting beneath through the seams. For halls and kitchens there are neat and practical designs, 4 yards wide, at square yard, \$1.35.

Simpson's—Fourth Floor

Striped Flannelette 37c Yard

2000 yards heavy quality English and Canadian striped flannelettes, well napped. Wide widths, 34 and 35 inches, which cut to good advantage. Not more than 20 yards to each customer. Special, today, yard, 37c.

Scotch Travelling Rugs, \$8.50 Each

Just received! They're a mixture of wool and cotton with heavy fringed ends. Size 60 x 72 inches. All dark shades of blue and green with fancy colored plaids. Special today, each, \$8.50.

Heavy Circular Pillow Cotton, 65c Yard

Linen finished, close even weave—fully bleached. 46 inches wide. Special today, yard, 65c.

Satin Damask Table Cloths, \$4.95

Superior quality, beautifully finished. Variety of designs, including the ever popular spot and fleur-de-lis. All hemmed.

White Turkish Bath Towels, 98c Pair

Heavy and soft—good drying quality. Hemmed ends. Size 23 x 27 inches. Special today, pair, 98c.

Irish "Colleen" Brand Figured Huckaback Towelling

Assorted patterns, medium weight. Perfectly white. 18 inches wide. Special today, yard, 88c.

Simpson's—Fourth Floor.

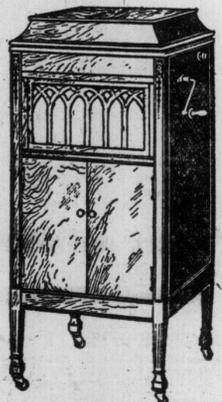
The "Canadian" Phonograph is Only \$100

This model, with its full rich tone, handsome appearance and smooth-running mechanism, is a general favorite.

We know its past performances so well that we guarantee it in every respect. It plays perfectly any make of disc record.

The "Canadian" is built to give years of service and is exquisitely finished in mahogany and fumed oak. It is equipped with an automatic stop, tone modulator, double-spring motor, universal tone arm, and has a set-in record compartment to hold 100 records. Hear the "Canadian" today.

Phonograph Department—Sixth Floor.



Mattresses, Springs and Bedding

Mattresses at \$5.75—Seagrass centre, with jute both sides, deep border, in art ticking. \$5.75.

Mattresses at \$8.50—Wood fibre centre, with jute felt both sides—border has roll edge. \$8.50.

Mattresses at \$12.75—All jute felt in layers—deep border, with roll edge. Deeply tufted, well finished. \$12.75.

Springs, \$5.00—All steel frame, tubular sides, high angles, reinforced woven wire fabric. \$5.00.

Springs, \$6.95—All steel frames, high angles, tubular sides, woven wire fabric, with lock weave, heavy rope edge. \$6.95.

Pillows, \$2.50 Pair—All clean feathers. Size 18 x 26 in. Pair, \$2.50.

Pillows, \$3.50 Pair—Mixed duck and chicken feathers. Size 21 x 27 in. Encased in good art ticking. Pair, \$3.50.

Pillows, \$5.25 Pair—All duck feathers. Size 21 x 27 inches. In good grade of ticking. Pair, \$5.25.

Simpson's—Fifth Floor.

STORE CONVENIENCES For Visitors to Toronto

THE PALM ROOM—The best place to dine. On the Sixth Floor.

INFORMATION BUREAU—On Main Floor, Centre.

TELEGRAPH STATION AND FREE PARCEL CHECK ROOM—In the Basement, Centre.

POST OFFICE—On the Street Floor, Centre.

WOMEN'S REST ROOM—On the Third Floor, Richmond side.

TELEPHONE BOOTHS—Conveniently located throughout the Store.

We Prepay Delivery Charges

on all purchases of \$10 or more to any station in Ontario.

AN APPOINTMENT REGISTER

Where you can write your instructions to friends has placed at the Queen Street Entrance, Main Floor.

SELF SERVICE LUNCH

In connection with the Palm Room.

THE PALM ROOM SERVICE

Breakfast—8.30 to 10. Lunch—11.30 to 2. Afternoon Tea—3 to 5.30.

SIMPSON'S BASEMENT SALE TODAY PHONE M. 7841

STANDARD WASHING MACHINES, \$9.99.
Round tub, dolly washer, lever handle, easy to operate. 46 only to sell today at \$9.99.

CLOTHES BASKETS.
Made of hardwood strips, patent wire, woven very strong.
Small size, 20 x 13 x 8 inches, \$1.25.
Medium size, 24 x 15 x 10 inches, \$1.75.
Large size, 30 x 17 x 12 inches, \$2.25.
Curtain stretchers, adjustable size, extends to 6 x 13 ft., today, \$1.95.

CLOTHES WRINGERS, \$4.95.
The "Imperial," Dowell's reliable make. Enclosed cone, spiral springs, warranted grade rubber rolls. 72 only to sell today at, each, \$4.95.

FOLDING WASH BENCHES, \$2.95.
Hardwood varnished. Holds two tubs and a wringer. 36 only to sell today, \$2.95.

Galvanized Wash Boilers, rustproof. No. 8 or No. 9 size. Today, \$1.49.

WASH TUBS, \$1.35.
Galvanized iron, rustproof, 33-inch diameter. Attachments for wringer. Today, \$1.35.

WATER BUCKETS, 45c.
Galvanized iron, rustproof, 12-quart size. Today, 45c.

Wash Boards, "Eddy's Fibre." A good serviceable board. Today, 65c.

POTTS' SADD IRONS, \$1.98.
Nickel plated finish. Three irons, stand and handle. \$2.50 value. Today, \$1.98.

Potts' Sad Iron Handles, Today, 15c.

Ironing Tables, well made, \$3.50 value. Today, \$2.95.

Clothes Lines, the "Beauty." A braided cotton line, 50-foot length. Today, 65c. 100-foot length, today, \$1.30.

Ash Sifter, \$2.95—Banner Rocker. Cuts down the winter's coal bill. Made of galvanized iron. Dustless. Serves also as an ash can. \$3.95.

Ash Cans, \$2.95—Galvanized iron, wood protected sides, side handles, size 15 x 25 in. Today, \$2.95.

COAL SCUTTLES.
Black sheet steel. Today, 45c.

Fire Shovels, heavy steel shovel, with wood handle; very handy for stove or furnace. Today, 25c.

PREFECTION OIL HEATERS.
Will heat a large room or hall. Safe, convenient, economical. 250 to sell today, each, \$6.50.

QUEBEC HEATERS.
With grate and deep ash pan. Nickel trimmed.
No. 3 size, today, \$13.75.
No. 4 size, today, \$16.50.

COAL RANGE, \$39.75.
"Gurney Prince" six-hole top, reversible grill, large oven, nickel trimmed, 13 only to sell today, each, \$39.75.

Aluminum Double Boilers, 2 qt. size, today, \$1.98.
Aluminum Tea Kettles—
3 1/2 qt. size, today, \$3.25
5 qt. size, today, \$3.95
Aluminum Covered Saucepans, "Wear-Ever" make, 3 1/2 qt. size, \$2.50 value, today, \$1.98
Aluminum Lipped Saucepans—
1 pint size, today, 35c
2 pint size, today, 45c
3 pint size, today, 65c
4 quart size, today, \$1.25
Aluminum Preserving Kettles—
4 quart size, today, \$1.25
6 quart size, today, \$1.85

"ROSEMARY" DINNER SET, \$28.50.
Open stock pattern. Dainty rosette decoration, with gold traced handles and edges. 37 pieces. Today, \$28.50.

"BORDEAUX" DINNER SET, \$69.50.
Open stock pattern. Handsome china dinner set of 37 pieces, with old French decoration. Full gold handles and gold traced edges. \$69.50.
Tollet Sets, \$8.25—Substantial English ware with gold edge decoration. Complete set. Today, 8c.
Cups and Saucers—200 dozen only, thin white porcelain. Today, 12c.
Simpson's—Basement.

BABY PLATES, 65c.
Many pleasing decorations. A, B, C and nursery rhymes. Today, 50c.
Vegetable Dishes, in many shapes and decorations. Specially priced, \$1.25.

ENGLISH TEAPOTS, 49c.
2 to 6-oz sizes. Brown and black decorations. Today, 45c.

200 Dozen White Porcelain Fruit Saucers, seconds, to clear at, each, 5c.
Pressed Glass Fruit Bowl, large size, regularly 49c. Today, 19c.

"VESTA" DINNER SET, \$28.50.
Open stock pattern. Pink rose border decoration. 37-piece composition. First grade Johnson ware. Set only, \$28.50.

"MEUSE" DINNER SET, \$37.50.
Excellent quality thin translucent china, with black key border design. Gold line on edges and full gold handles. 37-piece set. Specially priced, \$37.50.
Cut Glass Vase, Sets, \$1.69—Three cut star design. Large jug and six tumblers. Today, only \$1.69.
Brass Jardiniere, heavy brass, three ball feet, dull or bright finish, at 6-inch pot, regular \$1.50, for \$1.19.

Stoneware Crocks, 75c—100 only. No. 4 size. For preserves, pickles, etc. Specially priced, 75c.

The Robert SIMPSON Company Limited