

Simpson's Midwinter Sale

Now's the Time to Fix Up Your Home and Simpson's is the Store That Anticipates Every Homefurnishing Need

THE HOME-LOVERS' CLUB

THE sole object of this helpful service is to assist customers in realizing their ambitions in connection with the furnishing of comfortable and cheery homes.

By simply becoming a Club Member (which costs nothing extra) customers may select whatever home-furnishings necessary and enjoy immediate use thereof upon making a first moderate deposit. The balance is spread over an arranged period.

You are asked nothing extra in the way of interest, fees, dues or the like, for the use of the Home-lovers' Club—it is purely an accommodation, as we said before, for those who feel that their home could best be fitted up in this way.

Confer With the Club Secretary and Learn What Convenient Terms Can Be Arranged for You
Fourth Floor

What the Sale of Wallpapers Has to Offer

Some Unusual Savings on Desirable Papers, Borders etc.

Tapestries, printed oatmeal, chintzes, conventional patterns and fabric weaves for rooms and halls. Regularly 20c to 75c roll. Special, 11c.

8c to 20c Cut-out Borders, yard, 3 1/2c—Floral, scenic and conventional designs in rich colorings to harmonize with above papers.

Wide Blend and Stipple Papers, 29c yard—Regularly

40c and 60c. 60 in. wide. Stipple papers 44 in. wide. Tan, green, blue, brown and mixed shades for living-rooms and halls.

Japanese Leatherettes, 69c yard—Regularly \$1.25 to \$1.75. 36 in. wide; for dados. All-over and panel designs.

Sale of Liquid Granite Varnish—Regularly \$1.50 quart, sale price today, 98c; regularly 85c pint, sale price today, 59c.

Simpson's—Sixth Floor.

Seamless Velvet Rugs at \$49.75

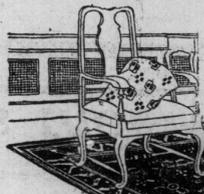
Regular \$57.50 Grade

And they're of good large size, 10 ft. 6 in. x 12 ft. The Oriental designs are very attractive and will harmonize with your furnishings. The closely woven pile makes these rugs durable and good-looking. Special sale price today, \$49.75.

Scotch Tapestry Rugs, \$18.95—Dark Oriental patterns for living-rooms, or lighter floral designs for bedroom use. Size 9 ft. x 12 ft. Regularly \$23.50. Today, special, \$18.95.

Japanese Jute Rugs, \$8.95—Hand made, in rich blues and tans. Plain centres with borders or novelty designs. Size 4 x 7 ft. Regularly \$11.75. Today, special, \$8.95.

Inlaid Linoleum, \$1.79 Square Yard—Patterned right through, in tile, block and wood designs. Well seasoned. Today, special, \$1.79 square yard.



Simpson's Fourth Floor

The **SIMPSON** Company Limited

Semi-Indirect Fixtures \$17.50

3 only, single chain hanger and hand decorated bowl.

1 flesh color, with cream tinted decorations.

1 frost white, with blue tinted decorations.

1 golden color, with white tinted decorations.

Regularly \$23.80 to \$25.65. Midwinter Sale, each, \$17.50.

6-Light Fixture \$49.40

Polished gold finish. Shades deep amber or deeply etched alabaster glass. Regularly \$56.00. Midwinter Sale, \$49.40.

Italian Renaissance, both pendant and candle designs, rusty iron and old gold and polychrome; \$49.45 to \$77.75. Midwinter Sale, \$44.50 to \$69.00.

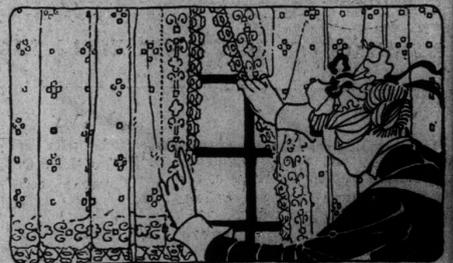
Installed free in city—fees extra. Simpson's—Sixth Floor.

Madras, 14c---Curtains, 98c and \$1.79---Window Shades, 79c---50-inch Shadow Cloths, \$1.29---American Chintz, 79c

Scotch Madras at 14c Yard—In white or cream, 25 inches wide, black and conventional designs. About half regular value. Today, yard, 14c.

Scrim Curtains with Valance, 98c pair—Plain double hem and a row of hemstitching. Complete with small "Dutch" valances. Today, pair, 98c.

Lace and Scrim Curtains at \$1.49 pair—Nottingham lace and lace and insertion trimmed. White, ivory and ecru, 2 1/2 yards long. Values up to \$2.25. Today, pair, \$1.49.



Insertion Trimmed Window Shades, 79c Each

Opaque shades in white or cream. Mounted on strong spring rollers. Including brackets, nails and ring pull. Size 37 x 70 inches. Regularly 98c. Today, each, 79c.

Simpson's—Fourth Floor.

Table Damask Less Than Half Price

Made in Ireland—bleached union damask of good heavy quality, dice pattern 70 inches wide. 300 yards to clear. Today, yard, \$1.35.

Madeira Hand-Embroidered Bread Tray Doilies—Oval. Size 5 x 11 inches. Today, each, 25c.

Hand-Made Battenberg Lace Centrepieces and Shams—Size 30 x 30 inches. Round and square. Regularly \$1.00. Today, each, 79c.

Damask Napkins—Size 20 x 20 inches. \$2.75 value. Today, dozen, \$1.98.

Checked Glass Toweling—20 inches wide. Reduced for quick clearance. Today, yard, 22c.

White English Satin Bedspreads—Size 72 x 90 inches. One design only. Extra special today, \$4.25.

White Dimity Bedspreads—Size 64 x 84 inches. Today, \$3.19.

Simpson's—Fourth Floor.

Midwinter Sale

Pictures Framed—Half

Today we offer a half-price frame for any sheet picture purchased in the department at regular market price. Selection includes our entire range of prints—Haywood platinum—Medici prints—Burlington proofs—Scotch prints—carbons, etc. Mouldings cover our entire range of samples. Today, for framing only, half price.

Other Excellent Values in Picture Framing

1,000 feet 1/4-inch Circassian Walnut and Rosewood Veneer, for photos, etc. Regularly 15c. Today for 10c.

1,000 feet 1/2-inch Rosewood Veneer—plain and cross grain. Regularly 15c. Today, foot 10c.

1/2-inch Antique Gilt, for water colors, etc. Regularly 20c. Today, foot, 12c.

1-inch Antique Gilt, for water colors, etc. Regularly 30c. Today, foot 20c.

3/4-inch Antique Gilt, for water colors, etc. Regularly 7c, 8c and 10c. Today, foot 5c.

Simpson's—Sixth Floor.

Special Offerings From the China Department

Cut Glass Water Sets, \$4.95



25 prettily cut, floral designed, seven-piece Water Sets. Bell shape tumblers. Today, set, \$4.95.

Cut Glass Bowls, \$3.69

Floral combination cut glass eight-inch Fruit Bowl. Regularly \$5.00. Today, \$3.69.

Floral Cut Glass Salt and Pepper Shakers, pearl tops. Today, pair, 98c.

Flower Vases, \$2.49

Cut glass, floral designed. Eight-inch size. Today, \$2.49.

A Big Sale of Clover Leaf Dinnerware

Clover Leaf Cups and Saucers. Good quality English Ware. Today special, 15c.

Dinner Plates, clover leaf decoration. Today, 15c.

Strong, heavy Baby Plates, several decorations. Today, 49c.

\$2.50 Brass Jardinieres, \$1.49

Heavy dull finish Brass Jardinieres. Three ball footed. One of two styles, illustrated. Today, \$1.49.

\$28.50 Dinner Sets, \$19.95

Beautiful quality thin white English ware. Rosebud border decorations. Gold line on handles and edges; 97 pieces. Today, set, \$19.95. Simpson's—Basement.

100 dozen Odd White English Cups, each, 7c.



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