

250 Rugs Will Be Given Free at Simpson's Today



These 250 rugs consist of Axminster Rugs, size 27 x 54 inches; English Reversible Rugs, size 36 x 72 inches, and heavy Reversible Wool Smyrna Rugs, size 30 x 60 inches. They are of excellent qualities and many beautiful patterns.

We are making a great display of the best rugs that it is possible to sell at \$39.75—and every person buying a rug here today for \$39.75 may have one of the hearth rugs above referred to free of charge.

The Rugs Included in the Display

A select assortment of high-grade rugs in various sizes from 6.9 x 9.0 up to 9 x 12 feet. There are Axminsters, Wiltons and Velvets in scores of handsome designs—Indian tree designs, Persian pine designs, Oriental designs, conventional, medallion, allover, scroll, floral—an enormous variety and in color combinations to match up with any decorative scheme.

We firmly believe that there are no better rugs in Canada at this price, and today every purchaser of one of these rugs at \$39.75 will receive without charge a beautiful hearth rug.



Members of the Home-Lovers' Club May Share in This Offering

There may be many people of moderate means who will desire to take advantage of this offer, but may not have the cash to spare at the time. We have provided for them through the Home-Lovers' Club. They may join the Club and thus receive the privilege of purchasing one of these rugs and any other home furnishings they may require with part cash payment. The balance may be arranged.

Framed Pictures at 79c

A clearance of beautiful framed pictures at 79c. Choice colored subjects, in landscapes; mounted on white torchon mounts, and framed in 1 1/2-inch gilt, with hand-laid corners; medium size pictures. Today, special79

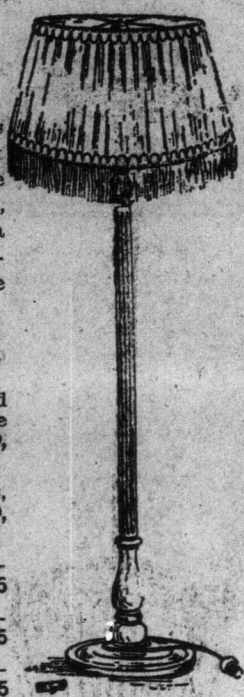
Picture Framing at Lower Prices

Get your pictures framed before the Christmas rush. Thousands of feet of select mouldings are offered today at a bargain price.

1-inch Tray Moulding, in mahogany, walnut or mission. Regular 12c. Today, per ft.11c
1 1/4-inch Circassian Walnut. Regular 24c. Today, per ft. 12c
1-inch Circassian Walnut, with two narrow black lines. Regular 25c. Today, per ft.12c

The Vogue of the Floor Lamp

No wonder that the Floor Lamp has leapt into such great favor—for it makes the room in which it is to be found more comfortable, more livable. Diffusing its soft, colored rays through the room, it sheds a delightful harmony upon every object within its reach. And, besides, floor lamps are exceedingly fashionable.



Some of Our Lamps

Japanese Lacquer Stands are novel and picturesque, at the same time they are charmingly decorative. Prices \$15.00, \$21.30, \$27.00, \$65.00.

William and Mary Mahogany Stands, beautiful and graceful. Prices \$15.00, \$15.00, \$20.00.

Jacobean Stands, in fumed oak and mahogany. Price11.25

Black Mahogany Finished Stands, in finely turned pattern. Price11.75

Mahogany Finished Stands, in our exclusive pattern. Price9.85

Silk Shades

Empire shape, 22 in. diameter, in plain and chintz lined effects; gold, rose or blue colors.6.75
Cone shapes, with crown and fringe; chintz lined12.50
Fancy shapes in big variety, in many colors, \$13.25, \$16.50, \$19.50, \$21.00 and \$23.00.

Women's Sweater Coats \$2.50

Easily Worth \$1.50 More

They are knit in a smart two-and-one rib, with an all-wool surface, and just a thread of cotton invisibly knit in back.

They have the new deep convertible turn-down collar, two patch pockets, and double knit cuffs; large pearl button fastenings. Sizes 34 to 42 bust. Colors white, navy and grey. Three hundred Women's Sweater Coats in a rush clearance today at2.50

Third Floor.

Watches for 89c

No Phone Orders.
100 only. Men's and Boys' Watches, 16 size, open face, stem wind and set; every watch fully guaranteed; fitted in a strong nickel case. Regularly \$1.25, .89



Alarm Clocks \$1.19

No Phone Orders.
200 only. Alarm Clocks, with bell on back, 4-inch dial, round nicked case, with shut-off lever. Every clock fully guaranteed. Regularly \$1.75. Today1.19

Fashionable Silks

and Dress Goods of Superior Grades Priced Very Attractively for Today.

Beautiful Fancy Silks for Separate Skirts, a wonderful showing of the latest and smartest New York designs, in stripes, plaids and other fashionable effects. Per yard, \$2.50 and \$3.50.

Exquisite Duchesse Satins, fashion's favorite this season for afternoon and evening gowns, from the best Zurich and Lyons makers. Per yard, \$1.79 to \$3.50.

Silk Zantine, a charming new fabric, with rich brocaded patterns, just imported from New York; 36 in. wide. Ask to see it at, yard2.50

Eolienne Chiffon, a softly clinging fabric, particularly dainty for afternoon and party frocks; exquisite new shades; 40 inches wide. Per yard1.95

YOU BUY A VICTORY BOND

Furniture on Fourth Floor

Big Money Saving Furniture Sale

Lace Curtains at \$2.79 Pair

About 50 pairs in all, including extra fine mesh curtains, showing extremely tasteful border designs, with plain or neatly patterned centres; white and ivory; lengths from 3 to 3 1/2 yards. Very special value today, per pair2.79

Imported Art Chintzes, Per Yard, 79c

Just to hand a shipment of very handsome English Chintz, in rich color combinations of red, green, blue and brown, having the most striking designs, some introducing the bird of paradise with foliage, and others showing black stripes and large floral and verdure effects. This is the mode of chintz that is in such strong demand for slip covers, hangings, cushions, etc. Today, yard79

\$8.75 Box Settees to Sell at \$6.98

A special clearing lot of 18 only, splendidly made Box Settees, covered with attractive art chintzes in various pleasing colors. This is a most useful article for the bedroom, comprising as it does a nice roomy receptacle for clothing, furs, etc., also a comfortable seat. Regularly \$8.75. Today, each6.98

The Home-Lovers' Club to Help You With Your Purchase If You Cannot Spare the Cash.

Responsible persons may join the Home-Lovers' Club and buy home furnishings at these sale prices, pay part cash, and have the balance spread over a period, as arranged. No red tape, and no expense. For further particulars consult the Club Secretary. His office is on the Fourth Floor.

Every Item a Special Bargain

- Odd Dressers and Chiffoniers, walnut, mahogany and white enamel, fitted with shaped bevel plate mirrors; good drawer space. Special today at19.95
- Dressers, in genuine mahogany and quarter-cut oak, shaped fronts; two small and two large drawers. Special today at24.75
- Chiffoniers, mahogany and quarter-cut oak, shaped fronts, four large and two small drawers, fitted with bevel plate mirrors. Special today21.50
- Odd Wooden Beds, in various finishes and designs, at greatly reduced prices, some as much as 50% reduction. Special today at15.95
- Odd Wooden Beds, in mahogany, ivory and black walnut, period designs, all well finished. Special today25.00
- One pair Twin Beds, in black walnut, cane panels in head and foot. A very handsome pair of beds at a big reduction. Regular \$73.50. Today49.75
- One pair Twin Beds, made in mahogany and hand-somely inlaid; Sheraton design. Regular \$73.50. Special today49.75
- Dining-room Chairs, of solid quarter-cut oak, full box seats, panel backs, well braced, upholstered in genuine leather, fumed and golden finish. Today, the set18.95
- Dining-room Chairs, in various designs, solid quartered oak, fumed or golden; have slip seats of genuine leather. Today, the set21.95
- Extension Tables, in solid quarter-cut oak, fumed or golden finish, 45-inch top, pedestal base, 6 ft. when extended. Special today15.95
- Extension Tables, fumed or golden finish; have massive pedestal bases, solid quartered oak, with 48-inch top, extends to 8 ft. Special today20.95
- Dining-room Suite, consisting of buffet, extension table, and set of diners. Colonial design. Table has 48-inch top, extending to 8 ft. Diners have shaped panels and legs, full box seats, and are upholstered in genuine leather. In fumed or golden finish. Special today, set86.00
- Dining-room Suite, consisting of buffet, extension table and set of diners. Buffet, 48-inch top. Extension table, solid oak, pedestal base, extends to 6 ft. Diners, full box seats, panel backs, well braced, upholstered in genuine leather. Golden finish only. Special today, the set60.00

Buy Flannelettes and Flannelette Blankets Now Buy Two or Three Seasons' Supply ---It Will Surely Pay You

These prices are so low that we could sell every pair of the blankets and every yard of the flannelette to wholesale houses. It is to prevent wholesale houses and retail dealers from buying up the lot that we make these restrictions:

Not More Than Three Pairs of Blankets to Any One Customer--- Flannelette Will Not Be Sold to Dealers

We bought this stock a long, long time ago. Since then prices have steadily advanced, so that now mill prices are higher than we ask for these goods today. Wholesalers and other dealers would be glad to take our whole stock at these prices. They could put their profits on them and still sell them to good advantage.

When our present supply of the Flannelettes will have been sold the new price will be 29c per pair. We have already placed orders to sell at that price.

As for the Blankets. Well, we just want to advise you to get them now for this year, for next year, and for as far ahead as you conveniently can.

THE FLANNELETTE offered today is 32 inches wide, white, a substantial quality. We reserve the right to limit the quantity to each customer. Per yard19

THE BLANKETS are of the best Canadian quality, thick, soft flannelette, white or grey; size 70 x 84 inches. Not more than 3 pairs to a customer. Per pair1.95

40-Piece English China Tea Set \$4.95

A variety of new, rose, violet and conventional border decorations, in a special selection of English China Tea Sets for today's selling. Every set is an excellent quality thin English bone china, and all have gold line on handles and edges; 40-piece sets; 20 sets only. Today, each4.95



The Robert SIMPSON Company Limited