

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Market Adel. 6100

# SIMPSON'S FURNITURE & HOME FURNISHING SALE

## The Place to Dine

Simpson's Palm Room is highly satisfactory. The appointments are good, surroundings cheerful, and the attendance prompt and courteous. Try it today.

## Great All-Canadian Display

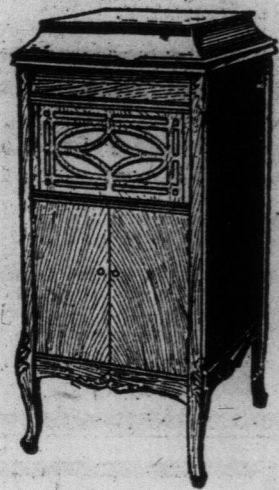
Row upon row, rank upon rank, in great variation of suites and pieces, stretches the display of furniture on the Fifth Floor. And every day, appreciating the splendid buying opportunities, the shoppers through the aisles. The far-sighted realize that to buy furniture this year is to buy it now if one would benefit by variety of design, excellence of workmanship and appealing prices.

## Why It Is Possible

The China attraction on this page is the outcome of a special visit of our Buyer to The Royal Doulton Potteries last Spring. As a direct result we are enabled to show these china service plates of unusually pleasing design and quality.

## The Electric Phonograph

Has a Great Number of Conveniences



So complete is this electrically-driven phonograph that it would be difficult to suggest any improvements. In tone quality, in finish, in convenience, it excels. Moreover, the electric flow tends to especially develop a steadiness in operation.

1. A rich, full, clear tone.
2. Plays any make of disc record.
3. Equipped with electric light, making it easy to operate.
4. Has an automatic self-stop and a tone regulator.

### Requires No Winding

5. The case is beautifully finished—Queen Anne design, in walnut, mahogany and fumed oak.
6. Even-running, quiet, electric motor—no winding—best quality.
7. Fully guaranteed, and is built to last and give service for years.

NOTE—The Electric Phonograph represents outstanding value at \$160.00. Remember, it is fully guaranteed. Inspect this electric model today.

Phonograph Dept.—Sixth Floor.

## A Connoisseur's Choice

You will delight in inspecting a little series of four mezzotint color prints, which have recently been received in the Art Department. These are reproductions from the work of G. Morland, who achieved his maximum skill in the early part of the 18th century.

This series of four deals with "The Hunt." The first depicts the riders going out, the burly landlord, all officious, the clamorous hounds, and a typical setting for a "run." The others deal successively with "Going Into Cover," "The Check" and "The Death."

This series might be utilized to advantage in small wall-spaces. It is a rare bit of artistry. Price 50.00

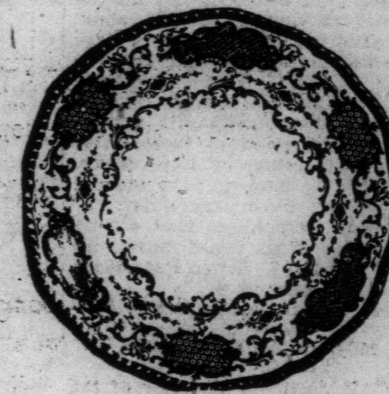
## Charming Doulton Service Plates

In a Delicacy of Color Treatment

The liquid lustre of the china upon which each exquisite bit of colorful design finds a brilliant setting, the intricacy and exquisite artistry of the designs themselves, and the delicacy of color-treatment, proclaim the work of the master-potter. Moreover, the durability of English China is already a tradition in homes where beautiful China has long been appreciated.

To attempt even the slightest description of the designs would be useless where such infinite variety is concerned. But one notes a decided absence of gold upon these newest arrivals, except where white and gold

treatments alone are used (these in exquisite raised paste effects of pure coin gold)—and a predominance of wonderful jade green, rose pinks, French enamel blues and violet.



Conventional vies with floral in design, or they are combined with wonderful effectiveness.

It will be particularly interesting to home-keepers to know that these plates are procurable in exclusive dozen lots, with, in many cases, dessert

and bread and butter plates to match. Also, that their prices, \$13.50 to \$120.00 dozen, are one-third less than present market values.

## In Which a Man Decides

On Two Very Important Things

He came in alone. His wife was down South and the house was to be renovated a little during her absence. She had left instructions (with some personal latitude in choice), but these, of course, he had mislaid.

"I know pretty well what she wishes," he said, "and if everything is harmonious and artistic, there will be no complaints."

He explained to the Simpson decorator that the house was not large, although there were some comparatively large rooms in it. Together they discussed the matter of sunlight, color preferences, velours, damasks, and various chintzes and fabrics.

### To Give Airiness

"Damask or silk gloss effects in portieres or hangings are usually used to give airiness and spaciousness to comparatively small houses," suggested the decorator, "whereas in large open rooms, one feels the need of warmth, both actually and by visual impression. This is gained by the use of rich, heavy velvet effects."

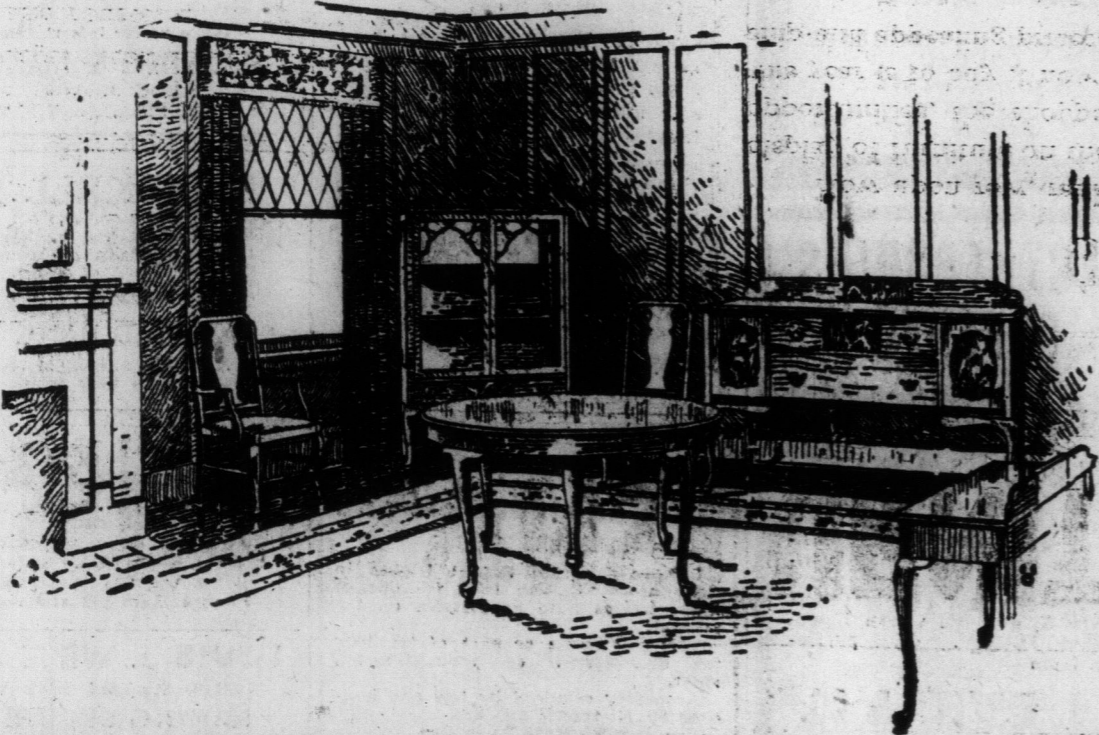
"That's awfully interesting," exclaimed the man. "I have often experienced what you describe, but have never analyzed it. I suppose you lay out many interiors."

"For hundreds of homes," said the Simpson representative, "and it works in so well with the Home-Lovers' Club, through which one can secure a host of things in furniture and home furnishing on a convenient payment basis."

"Then there are two things I would like you to do," said the visitor, "introduce me to the Club and take charge of my furnishing problem." Both were done satisfactorily for him. Both will be done satisfactorily for you. **The Home-Lovers' Club** offers many special advantages.

## Do You Belong?

Simpson's—Fourth Floor.



## To Aid the Laundress

In this age of labor-saving devices, the housekeeper seems to have always had a distinct place in the inventor's mind. It is wisdom today to note the various ways in which the labor of the laundress may be lightened. We would direct you to the Climax Water Power Washing Machine, which has been proven reliable and satisfactory.

### Simple Mechanism.

The mechanism is simplicity itself, and we know of cases where it is operating after five years of service. Place the washing solution in the tub, attach the motor hose to the cold water faucet, turn the tap, and the clothes are automatically, yet thoroughly cleaned. The cold water supplies power only, none of it entering the tub.

You will be glad to know that today this washer is marked down to \$21.95. It merits inspection.

Simpson's—Basement.

## Suits for Little Boy Blue

And All Who Would Like a Blue Suit

Ever since Eugene Field wrote his appealing lines on Little Boy Blue, mothers have enjoyed seeing suits of navy on their young hopefuls. But sentiment is not the great factor, the wearing quality of a good serge, and the "dressed" appearance of the boy have, perhaps, the greatest influence. Simpson's Boys' Clothing Department, Second Floor, extends some exceptional values in this connection.

### The Norfolk Model

At \$18.50—A regulation "Norfolk Model," in good quality "rough serge," with pleats, all-around loose belt, yoke at back, and plain covered pockets. Strongly lined throughout.

Bloomers are full cut, having belt loops, side and hip pockets, Governor fasteners, and are substantially lined. Sizes 25 to 30—7 to 12 years.

At \$21.00—A well tailored suit in an all-wool finished serge. Belfer model, having the all-around loose belt, slash pockets, single-breasted front, well-lined with twill.

Bloomers full-fashioned, with side, hip and watch pockets, belt loops, Governor fasteners. Sizes 31 to 34—13 to 16 years.

### An All-Wool Serge

At \$11.50—A pleasing design in a junior combination waistline and belter model. All-wool blue serge, single-breasted, two-button front, slash pockets, 3/4-belt, lined throughout. Knicker pants, side and hip pockets, finished to fasten at waist. Sizes 22 to 26—4 to 8 years.

At \$9.50—A Junior Russian Model, fashioned from a serviceable blue chevot.

Has close-fitting collar, all-around loose belt, pleats at back and front, slash pockets, well-lined throughout, fancy cord at throat. Knicker pants, well-lined, side and hip pockets, finished to fasten at waist. Sizes 22 to 26—4 to 8 years.

Simpson's—Second Floor.



The Robert SIMPSON Company Limited

PROBS

Be

HUNT

WINT

RAIN

No Cons

for A

GRA

It was a

Lethbridge,

Middlesex,

his home

with the c

could not

well know

was expect

the present

committee

more vigor

Neverthe

just as sm

no more

repeated

on Friday

sent for

will have

so from

It would

minister of

parts of

ing that

political

Sear

The Rem

in its rep

the South

Renfrew

light upon

for seats

Among oth

vention wa

The Army

convention

upon the

thus rep

named by

Ottawa w

Grant and

tion with

opening of

had advise

Kent. Mr.

North Nor

was the s

win had

could do

Mr. Raney

and Mr. D

wired the

(Continu

FLU IN

TOTA

Windsor,

hundred

were rep

medical

der Cities

virulent

serious

placards

spread of

advice on

measur

uous plac

WINDS

OR

Taking

by H

proa

Windsor,

waiting

date of

tion tak

lines, alre

of the B

tion to

rengement

day, but

change fr

the comm

of Febru

on the las

all the ac

ently clea

Toronto a

council fr

Commissio

have that

Particu

equipment

between

out after

The bonds

to be giv

been app

The Hyde

bonds issu

No money

the comm

new bonds

commissio

United for

Jury

"We fin

find The

libel and

and The

The abo

out short

by the jur

before Ch

Detective

No. 5 div

Newspape

George (I