

SIMPSON

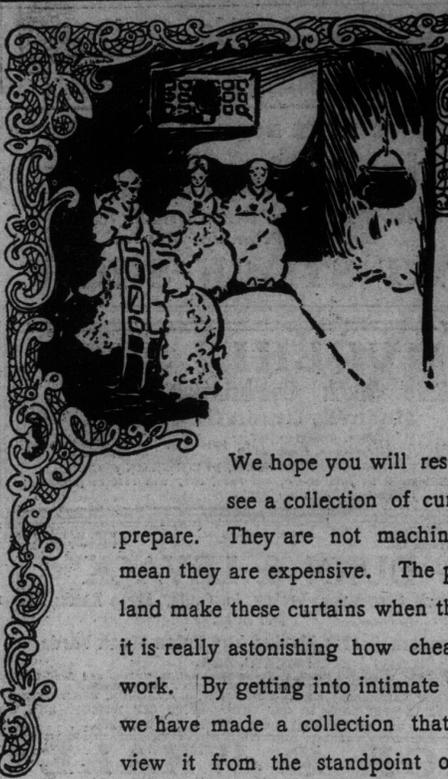
Store Opens at 8 a.m.
Closes at 5.30 p.m.

Other Simpson Pages in the Evening Papers

H. H. Fudger, President.
J. Wood, Manager.

Probabilities: Fine and cooler.

SIMPSON



From the Huts of French Peasants to the Homes of Toronto, "Via Simpson's," Thousands of Pairs of Exquisite Lace Curtains.

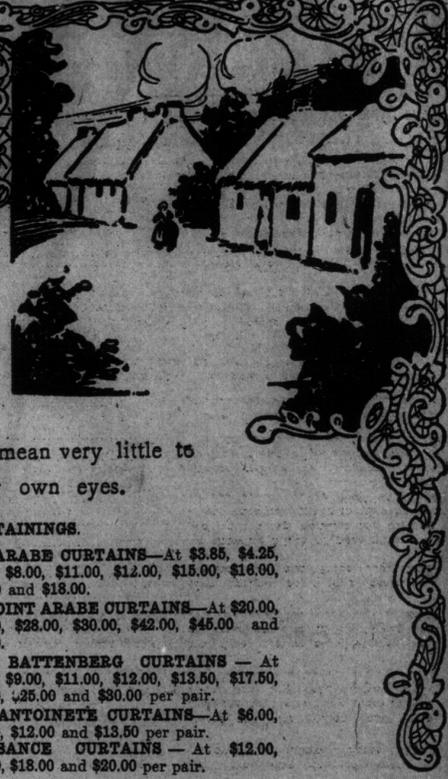
We hope you will reserve an hour or so of to-morrow to see a collection of curtains that has taken us months to prepare. They are not machine-made curtains—but that does not mean they are expensive. The peasant women of France and Switzerland make these curtains when their toil in the field is ended, and it is really astonishing how cheaply they dispose of this fine hand-work. By getting into intimate touch with this source of production we have made a collection that is quite exceptional, whether you view it from the standpoint of extent, variety or value.

Here is a list of names and prices that will mean very little to you unless you come and see with your own eyes.

THE NEWEST IN WINDOW CURTAININGS.

- SWISS TAMBOURS CURTAINS**—At \$5.00, \$8.00, \$9.00, \$10.50, \$12.00, \$13.50 and \$16.00 per pair.
- BEIGE IRISH POINT CURTAINS**—At \$4.50, \$6.00, \$7.00, \$12.00, \$15.00, \$25.00, and \$35.00 per pair.
- WHITE IRISH POINT CURTAINS**—At \$3.00, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$7.00, \$7.50, \$8.00, \$9.00, \$10.00, and \$12.00 per pair.
- WHITE CLUNY LACE CURTAINS**—At \$3.75, \$5.50, \$10.00, \$15.00, \$18.00 and \$25.00 per pair.

- POINT ARABE CURTAINS**—At \$3.85, \$4.25, \$6.00, \$8.00, \$11.00, \$12.00, \$15.00, \$16.00, \$17.50 and \$18.00.
- REAL POINT ARABE CURTAINS**—At \$20.00, \$25.00, \$28.00, \$30.00, \$42.00, \$45.00 and \$50.00.
- WHITE BATTENBERG CURTAINS**—At \$7.50, \$9.00, \$11.00, \$12.00, \$13.50, \$17.50, \$20.00, \$25.00 and \$30.00 per pair.
- MARIE ANTOINETTE CURTAINS**—At \$6.00, \$10.00, \$12.00 and \$13.50 per pair.
- RENAISSANCE CURTAINS**—At \$12.00, \$15.00, \$18.00 and \$20.00 per pair.



New Home of the Wall Paper Department



Since our Wall Paper stock has been moved to the Fifth Floor we've had an opportunity of showing our magnificent new stock to better advantage. When you come to-morrow, here's a reference list that may be useful:—

IMPORTED DRAWING-ROOMS AND PARLORS.
The latest effects, embossed in fine sharp relief, in champagne, grey, green, white, canary, old rose, in different shades. Per roll, \$1.00, \$1.25, \$2.50.
Green Metallics, for best rooms, in sharp or mild green shades, in stripes or figured designs, a few gold colorings. Per roll, \$1.00, \$2.00, \$3.00.
Pastel shades, for parlors, with fringes, white grounds, pleasing effects. Per roll, 65c, 75c, \$1.00.
and light green grounds, heavy relief. Per roll, \$1.50.

IMPORTED DINING-ROOM, LIBRARY, DEN AND HALL PAPERS.
English Cork and Oatmeal Papers, plain striped and figured, in tobacco, orange, yellow, stone, light or dark green, fawn, buff, and pretty colors. Per roll, 40c, 65c, 85c.
Metallic Papers, in tapestry, floral, stripes and scenic designs, in rich Jap. and American effects, blends of reds, browns, greens, blues, very rich for use as uppers or all walls. Per roll, 50c, 75c, \$1.00.

FRIEZES FOR DINING-ROOMS, PARLORS AND DENS.
Sunset Friezes, Fruit and Figure Friezes, Falcon, Horsec, Auto, Hunt, Devon, German, Dutch, Waterland, Floral, Panel, Scenic, Boat, Abbey and Shand Kydd, in the latest color effect. Per yard, 25c, 50c, 75c, \$1.00.

DIVIDERS AND CROWNS FOR PANELING HALLS, VESTIBULES, DENS AND DINING-ROOMS.
1, 2, 3 and 4-inch Dividers, for corbels and plain effects, with crowns to match, in reds, greens, browns, blues. Per yard, 3c to 25c.

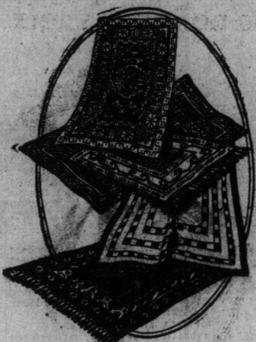
MEDALLIONS AND METALLIC FRIEZES, FOR DINING-ROOMS AND DENS.
Touched with soft tints to match the new brown, blue, green and metallic papers. Per yard, 50c and \$1.00.

BEDROOM AND SITTING-ROOM EFFECTS.
Plain stripes, Jap. linen, crash, burlap and grass cloth effects, to be decorated with uppers or friezes. Paper, per roll, 25c, 35c, 50c; decoration, per yard, 3c, 5c, 10c, 15c, 25c.
Cut outs to match any plain wall. Base divider, 10c yard; corners, 5c each; upper decoration, 25c yard.
Floral effects, for bedrooms, in pinks, blues, yellows, greens, greys, with plain color grounds. Per roll, 15c, 25c, 35c, 50c, 75c, \$1.00.
Domestic Bedroom Papers, in floral and plain designs, pretty colorings. Per roll, 8c, 10c, 15c, 25c.

BATH ROOMS, BUTCHER AND BARBER SHOPS.
English Varnish Tiles, in beautiful effects, in blues, greens, green and brown, green and red, in floral or brick or block pattern; ceilings to match. Per roll, 25c.
Imported Sanitas, the proper wall covering where steam is in the room, good designs, heavy varnish on heavy stock. Price, per yard, 40c.
Eurlaps, Scotch and American, dyed green, red, blue, brown, with heavy back, fancy and coarse weaves. Per yard, 50c and 65c.
Fine even weaves, good back, all colors. Per yard, 35c and 40c.
Painted Burlaps, for bathrooms and offices, cream color. Per yard, 18c. One, one and a half or two yards wide.

MOULDINGS.
Made to suit any color woodwork, in Bog, Mission, Cathedral, Old English, Golden, Ash, Georgia, White or Black Enamel.
Plate Rails, 5 inches, with blocks, per foot, 25c.
Plate Rails, 4 inches, with blocks, per foot, 20c.
Plate Rails, 3 inches, no blocks, per foot, 15c.
Chair Rails, 2 inches wide, 8c foot.
Chair Rails, 3 inches wide, 8c foot.
Chair Rails, 4 inches wide, 7c foot.
White Enamel Room Mouldings. Per foot, 1 1/4c, 2 1/4c, 4c.
Oak Room Mouldings. Per foot, 3c, 5c, 6c, 8c.

Oriental Art . . .



Domestic Rugs . . .

WE are anxious that you see these new rugs before deciding on more expensive floor covering, because we're sure they will appeal to your good sense. A large majority of people are unwilling to buy Persian rugs at several hundred dollars each; these new rugs are intended to give them the same artistic effect at a more reasonable cost.

We want a chance to show you how closely—how exactly—all that is best in Oriental art and weaving has been reproduced in the Wiltons that will be shown on our fourth floor to-morrow.

American and Canadian Wilton Rugs, in the most perfect reproductions of Saraband, Saruk, Gorevan, Tabriz, Soumak, Bokhara, Khiva, Kirman and Sebna Carpets.

4.6 x 6.0	\$ 8.00 to \$12.00	6.9 x 10.6	\$20.00 to \$27.50
4.6 x 6.0	\$10.00 to \$15.00	9.0 x 10.6	\$27.50 to \$60.00
4.6 x 9.0	\$12.00 to \$18.00	9.0 x 12.0	\$30.00 to \$70.00

Larger sizes at proportionate prices

The SIMPSON Company Limited

Heavy Selling of Furniture Continues

Though we announced that our "Furniture Sale" ended with August, we are bound to conclude, judging from the way furniture has been moving from our Fifth Floor this month, that no one cared if the sale was over; there were still sterling values to be found from one end of the floor to the other, and they were going to keep on buying our Furniture, simply because our regular values cannot be matched in Toronto. Allied, as we are, with one of the strongest chains of factories in the Dominion, we are enabled to sell very close to manufacturers' prices, as the following list will show:—



- Dresser, in mahogany, dull finish, colonial design, drawers trimmed with wood knobs, large oval plate mirror. Price, \$28.00
- Chiffonier, in mahogany, dull finish; three long, deep drawers, two short drawers and hat cupboard; heavy oval plate mirror. Price, \$27.00
- Princess Dresser, in genuine quartered oak, rich golden finish, trimmings are wooden knobs; long oval shaped beveled British plate mirror; full swell front, two short drawers and one long, deep drawer. Price, \$22.75
- Iron Bedstead, in pure white enamel finish, fancy scroll design with heavy filling evenly distributed; three brass spindles in head and foot end. Price, \$7.45
- Brass Bedstead, in satin finish, heavy upright posts with heavy fillings; extra large turned caps, full extension foot end. Price, \$31.50
- "Kelliaric" Mattress, has laced end showing filling of pure white cotton built up in layers, is also equipped with strap handles for turning. The Kelliaric is sanitary, comfortable and durable. Made in all standard sizes. Prices, \$9.50 to \$12.50
- Buffet Sideboards, in genuine quartered oak, early English finish, lined cutlery drawer, long, deep linen drawer and three large cupboards; trimmings of solid brass, dull finish. Price, \$35.00
- Solid Quartered Oak Extension Table, mission finish, pedestal design, with round top. Price, \$18.75
- Dining Chairs, in quartered oak, rich golden oak finish, panel back, full box seats, upholstered in genuine leather; sets of 5 small chairs and 1 arm. Price, \$14.00
- Combination Buffet and China Cabinet, golden oak finish, cabinet part has three display shelves with clear glass in two ends and front; buffet part has long linen drawer and lined drawer for cutlery. Price, \$17.00
- Sideboard, of quaint mission design and mission finish, good cupboard and drawer space with trimmings of dull brass. Price, . . . \$16.75
- Sideboard, made in solid ash, early English finish, lined cutlery drawer, large double door cupboard, and long, deep linen drawer, fitted with large British bevel mirror and extra wide display shelf. Price, . . \$23.00
- Dresser, in quartered oak or mahogany, highly polished, extremely neat design, large bevel plate mirror, trimmings of solid brass on two short and two long drawers. Price, \$17.00
- Chiffonier, in genuine quartered oak, full swell front, three short drawers at top with four long, deep ones underneath, neatly carved toilet, with oval shaped mirror. Price, \$22.60

