

The Simpson Music Studio Will Gladly Play Any Victor Record You May Wish to Hear---on the VICTOR VICTROLA



XVI

To hear world-famous artists sing---to have noted instrumentalists play for you---to hear the select bands of the world---to enjoy Harry Lauder and other celebrated comedians and entertainers is indeed a rare treat, especially if heard in our spacious music studio.

To render in perfect replica such world-famed celebrities as Caruso, Tetrassini, Melba, Louise Homer, Mischa Elman, John McCormack, Alma Gluck, Galli Curci, Paderewski, is indeed an ordeal of no small proportion, and only those who have heard the artistic reproductions of those wonderful Victrola instruments can appreciate how faithfully this function has been performed.

Fabulous sums of money have been spent to secure the exclusive rights to reproduce the voices and talents of these gifted artists, and in the matter of the correct construction of the instrument to render these works. Come to the Music Studio at your convenience and we will gladly play any Victor Record for you.

Style XVI, as illustrated, in beautifully finished mahogany, \$285.00. Other choice models in mahogany and oak at \$151.00 and \$225.00.

Terms of payment may be arranged by our Home-Lovers' Club plan.



"HIS MASTER VOICE"

Mischa Elman Records

In Our Music Department

These are, of course, not special sale items. They are on sale every day at the price quoted.

Caprice Basque, Pablo de Sarasate, No. 74176, \$2.00.
Hungarian Dance No. 7, Brahms-Joachim, No. 64439, \$1.25.
In a Gondola—Impromptu, Elman, No. 64530, \$1.25.
Meistersinger—Preisleid (Price Song), Wagner, No. 74186, \$2.00.
Melodie (Air from "Orfeo"), Gluck, No. 74459, \$2.00.
Menuett in F Major, Haydn, No. 64135, \$1.25.
Menuett in D, No. 2, Haydn-Burmeister, No. 64538, \$1.25.
Minuet in G, No. 2, Beethoven, No. 64121, \$1.25.
Orientale (From "Kaleidoscope"), Cesar Cui, No. 64639, \$1.25.
Pastorale (Pianoforte by Gordon), Domenico Scarlatti, No. 64636, \$1.25.
Rondino (On a Theme by Beethoven), Fritz Kreisler, No. 64547, \$1.25.
Serenade—Standchen, Schubert, No. 74167, \$2.00.
Traumerei, Robert Schumann, No. 64197, \$1.25.
Elegie-Melodie (in French), Massenet, No. 89066, \$5.00.

Victor Records of Supreme Merit

A few very choice selections are given below.

Pagliacci (On With the Play), by Caruso. \$3.50.

Mignon-Polonne (I'm Fair Titania), by Tetrassini. \$3.50.

Nocturne in E Flat (Chopin), by Mischa Elman. \$2.00.

Lo, Hear the Gentle Lark, by Madame Melba. \$3.50.

Oh! Moon of My Delight, by John McCormack. \$2.00.

My Laddie, by Alma Gluck. \$1.25.

Bell Song (Lakne), by Galli Curci. \$2.00.

Valse Brillante (Chopin), by Paderewski. \$3.50.

Nero (Ah mon sort!), Rubinstein—Caruso, No. 88589, \$3.50.

Proch's Air and Variations (in Italian)—Galli Curci, No. 74557, \$2.00.

She Wandered Down the Mountain Side, Stephenson-Clay—Alma Gluck, No. 74503, \$2.00.

The Rainbow of Love, William F. Kirk-Gustave—Ferrari—John McCormack, No. 64732, \$1.25.

Danny Boy, Fred E. Weatherly—Schumann-Heink, No. 88592, \$3.50.

Hungarian Dance No. 5—Johannes Brahms, No. 64752, \$1.25.

Hungarian Dance No. 6—Johannes Brahms, No. 64753, \$1.25.



Victrola IX \$79.00

Mahogany or oak cabinet 14 1/2 inches high, 17 inches wide, 20 1/2 inches deep. 12-inch turntable. Nickel-plated exhibition sound box, new improved Victor tapering tone arm and tapering "goose neck" sound box tube; automatic brake, speed regulator, patented and improved double spring, spiral drive motor (can be wound while playing).

Catchy, Airy, Full-of-Life Dance Music Records

Beale Street Blues (Fox Trot) and Old Glory Mare—Fuller's Jazz Band. 18369. Price, 90c.
Cheer Up, Liza (Medley Fox Trot) and Melody Land (One-Step)—Victor Military Band. 18406. Price, 90c.
Ching-Chong (One-Step)—Van Eps Trio; and Wait Till the Cows Come Home—Veo's Orchestra. 18404. Price, 90c.
Coon Band Contest (Fox Trot) and Liza Jane (One-Step)—Fuller's Jazz Band. 18394. Price, 90c.
Don't Leave Me, Daddy (Fox Trot) and Zoo-Step (One-Step)—Veo's Orchestra. 18372. Price, 90c.
Leave it to Jane (Medley Fox Trot) and Rambler Rose (One-Step)—Smith's Orchestra. 35660. Price, \$1.50.
More Candy (One-Step) and It's a Bird (Fox Trot)—Conway's Band. 18359. Price, 90c.
Over There (One-Step) and Where Do We Go From Here?—Victor Military Band. 18379. Price, 90c.
Selling Away on The Henry Blay (Medley One-Step)—Victor Band; and Wonderful Girl. 35654. Price, \$1.50.
That's It (Fox Trot) and Umbrellas to Mend (One-Step)—Smith's Orchestra. 18690. Price, 90c.



Charming Hats for the South

Brightly suggestive of sunshine, songbirds and summer delights are the chic chapeaus for southern wear now displayed in the French room. The art of the designer is expressed in so many lovely ways that they are a joy to behold and to wear.

For instance, a jaunty rolled sailor has its brim of rose straw and its crown and facing of violet crepe de chine. Wool tassels form the only adornment. Price, \$15.00.

A stunning French poke is of bisque Georgette crepe. It is faced with nigger straw and has a band and long streamers of Copen. moire ribbon enriched by exquisite French flowers. Price, \$27.50.

There is striking simplicity in a large Leghorn sailor beautifully combined with fancy-figured taupe silk. Price, \$12.50.

The popular droop is expressed in a large sports hat of oyster khaki-kool with embroidered crown and peanut straw facing. Price, \$12.50.

Hat, Parasol and Bag to Match In These Lovely Sets

In one, the smart little hat of Alice blue straw is bound with embroidered taffeta and has a crushed band and fetching double bow of black serre ribbon. The bag is of taffeta and serre, finished with a silk tassel. The bunty taffeta parasol has a deep serre hem and loop handle. Price, \$37.50.

Embroidered coral taffeta in another saucily smart set. The hat is a poke, faced with black, and trimmed with black serre ribbon. The bag is uniquely-shaped and has a deep beading and petit bow of serre, while the parasol is similar to other set. Price, \$37.50.

Choose Here Luggage That's Built To Withstand the Roughest and Longest Trips

When you have to "live in a trunk," so to speak, there is nothing quite so convenient or easily packed, or that keeps your clothes in such splendid condition, as a "Rite Hite" or "Panama" Wardrobe Trunk.

The former range in price from a smart fibre-covered and bound, well-appointed trunk at \$18.50, to a three-quarter chintz lined fibre trunk at \$28.50. The latter are handsomely made and finished, and priced from \$43.50 to \$85.00.

Good-looking, Hand-sewn Club Bags are of smooth whole stock cowhide leather. In graceful French style, with whip-stock handles. Or of sturdy rich leather, deep and heavily made. Sizes 16, 18 and 20 inches. Black, brown and tan. Price, \$15.50 to \$19.50.

Black Duck Cases, a lightweight, durable traveling equipment, are much in vogue. You may have bags or suitcases in this material. They are nicely lined with chintz, and an article that fills a long-felt want. Priced from \$4.50 to \$8.50.

Handsome and serviceable are suitcases of whole stock cowhide leather, in the favored imperial brown or russet shades. They are beautifully finished, leather-lined and have heavy straps. Sizes 24 and 26 inches. Prices, \$25.50 and \$27.50.

Not so expensive, but a good-looking and splendidly made suit case, is one of heavy cowhide leather. It is a deep, full model, with outside and inside straps and shirt pocket. Sizes 24 and 26 inches. Prices, \$18.50 and \$14.50.



Picture Framing

Your Picture Framed for 50c, in sizes up to 11 x 14; complete with glass and back.

Handsomely Framed Pictures. Regular \$3.50 to \$7.50. Today, \$2.98.

Handsomely Framed Pictures. Regular up to \$3.50. Today, 98c.

Wall Papers

Imported Oatmeal Papers, light shades, 30 inches wide, 5-yard roll 1 1/2 c.

Cut-out and Scenic Borders, large range. Regular 8c to 25c. Yard, 2c.

Floral and Stripe Wall Papers for Bedrooms, single roll 11c.

Tapestry Wall Papers for Living-rooms. Regular 50c, for 25c.

Varnished Tile Wall Papers for Bedrooms, single roll, 19c.

Paint Department

Gold Medal Varnish for Floors. Regular 75c. Quart, 63c.

French Furniture Polish, 12-oz. bottles. Regular 50c, for 37c.

Black Enamel for Stove Pipes and Radiators, 1/4-pint 7c.

Simpson's Prepared Paint, large range of colors, per qt. 75c.

B.B. Floor Wax, 1-lb. tins. Extra special, each, 29c.

Breakfast in the Palm Room Today

In a bright, secluded westerly spot on the Sixth Floor is the Palm Room, Toronto's favorite place for Breakfast, Lunch or Afternoon Tea.

It is ideally situated; the surroundings are unusually bright, cheerful, yet delightfully quiet. The service is remarkably good—the food pure—and the prices are decidedly moderate.

The following schedule is for breakfast only—each day until further notice. Note the day and menu below.

Menu for Monday, Wednesday, Thursday and Saturday

At 15c
Pot of Coffee—Toast or Rolls.

At 20c
Toast or Rolls—Marmalade or Prunes or Stewed Fruit—Pot of Tea or Coffee.

At 25c
Choice of Fruit—Rolls or Toast—Pot of Tea or Coffee.

At 30c
Any Cereal with Cream—Fried Ham or Bacon or one Egg, any style—Toast or Rolls—Choice of Fruit—Pot of Tea or Coffee.

At 35c
Fried Ham with an Egg or Bacon and Egg—Toast or Rolls—Pot of Tea or Coffee—Any Fruit.

At 40c
One Fried Egg and Ham or Bacon and Egg—Hashed Brown Potatoes—Rolls or Toast—Choice of Fruit—Pot of Tea or Coffee.

At 45c
Two Eggs, any style, or Broiled Fish—Hashed Brown Potatoes—Toast or Rolls and choice of Fruit—Pot of Tea or Coffee.

At 50c
Choice of Fruit—Rolls or Toast—Pot of Tea or Coffee.

At 55c
Choice of Fruit—Rolls or Toast—Pot of Tea or Coffee.

The Robert SIMPSON Company Limited