

ARMISTICE ANNIVERSARY SALE

Sale Starts This Morning
8.30 Sharp

SIMPSON'S
1898 TWENTY FIRST ANNIVERSARY COMING OF AGE YEAR 1919

Sale Starts This Morning
8.30 Sharp

Christmas trade is just upon us—but first you must have a share in this big money-saving event. For weeks all our buyers have been under instructions to open up the sale flood gates and pour out such a volume of bargains as will set a new record for any week's selling in our history. All offerings are clean, fine, Simpson kind of merchandise, special purchases and stock clearances, all in the sale without regard to profit. In the spirit of the celebration, Simpson's mark the anniversary of the signing of armistice by a sale. The wonderful programme of savings embraces the whole store.

Values Unsurpassed in Attractive Furnishings for the Home

Trunk Clearance \$7.75

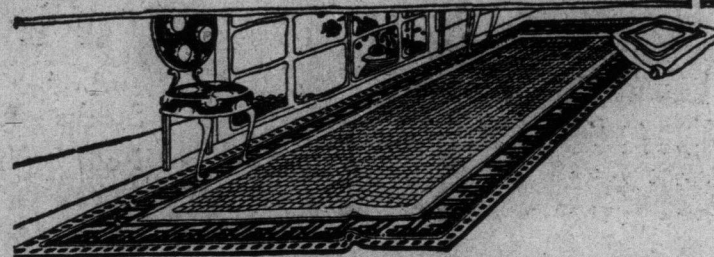
Exceptional offering of canvas-covered trunks, many at less than cost price. They are equipped with two leather straps, divided covered trays, good fasts and locks. Large and small sizes, 30", 32", 34", 36" and steamer 40". Armistice Anniversary Sale, \$7.75.

Clearance of Club Bags, \$3.49

Fabrikoid Club Bags—double high handle or single swing handle, reinforced corners, durable lining, good lock and fasts. Sizes 16" and 18". Armistice Anniversary Sale, \$3.49.

Simpson's—Sixth Floor.

The Biggest Floor Covering Event of the Season 100 Wilton, Axminster and Brussels Rugs Reduced



2000 Yards of Body Carpet, Mostly Brussels and Tapestry, \$1.75, \$1.85, \$1.95 and \$2.95 a Yard
These are imported carpets made by the best makers, and in the selection you will find carpets to suit any room.

Reversible Rugs

Glenarry Reversible Rugs, large medallion and small all-over two-tone effects. 7' 6" x 9' at \$10.95; 9' x 9' at \$13.95.

Congoleum, \$1.10 Square Yard

3 yards wide. One neat matting design on a cream ground, one tile effect. This wide width will cover rooms without seam. Congoleum does not bulge or shrink in wear.

Congoleum Rugs, \$9.49

Gold Seal Art Congoleum Rugs, size 9' x 9', at \$9.49.

Artoleum, \$3c Square Yard

The newest bedroom floor covering, coming in two-tone effects with an exceptionally high glaze finish. Anniversary Sale price, square yard, 33c.

One Special Value—Seamless Wilton Velvet Rugs, Size 12' x 9', Reduced to \$59.75

Recommended to withstand the hardest wear. Oriental designs, in all-over and medallion effects on rose, green and tan grounds. Size 12' x 9'. Anniversary Armistice Sale price, \$59.75.

Simpson's—Fourth Floor.

Here Are a Few of Them:

Wilton, usually \$175.00, for \$149.50
Wilton, usually \$145.00, for \$119.50
Wilton, usually \$127.50, for \$109.50
Axminster, usually \$ 97.50, for \$ 89.75
Axminster, usually \$ 75.00, for \$ 59.75
Brussels, usually \$ 51.50, for \$ 44.95

Tapestry Rugs Reduced

Good quality Tapestry Rugs, made with one seam, three designs only. Size 12' x 9', \$21.95; size 7' 6" x 9', \$13.25.

Velvet Carpet With Body to Match

One design only, two-tones of sage green, the design in rose. Yard, \$2.95.

Linoleum

A substantial quality printed cork linoleum in tile, matting and block effects, well finished surface, thoroughly seasoned. Sale price, square yard, \$1.15.

Japanese Rice Matting, 33c Yard

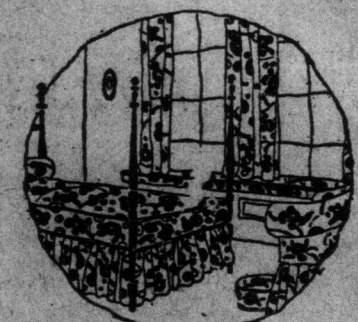
This is a plain Japanese Rice Matting, one yard wide. Sale price, yard, 33c.

Simpson's—Fourth Floor.

Chintzes, Lace Curtains At Armistice Anniversary Sale Prices

Chintz, 29c Yard

At less than today's mill price. Suitable for box covering and over-draperies. Regularly 39c yard. 34 inches wide. Armistice Anniversary Sale, yard, 29c.



Lace Curtains, \$1.89 Pair

150 pairs, in white, ivory or ecru, with plain centres and all-over neat design, also medallion centres. Values to \$2.39. Armistice Anniversary Sale, pair, \$1.89.

50-Inch Width Chintz at \$1.98 Yard

Heavy quality chintz, specially adapted for use in dining-room and living-room for over-draperies, loose covers and lining portieres. Values to \$3.00. 50 inches wide. \$1.98.

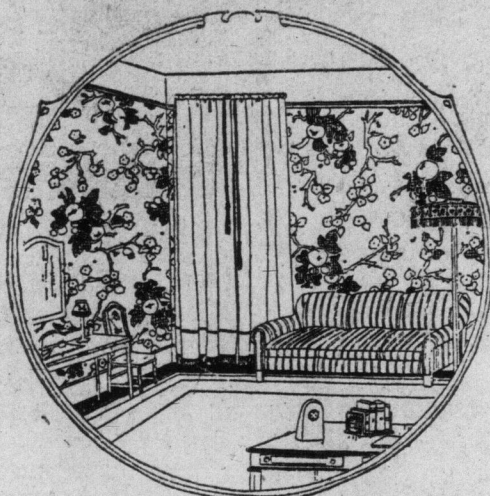
Bedroom Boxes, \$5.98

Covered in attractive chintz with padded top, plain color lining. Size 36 x 20 inches wide, by 15 inches high. Complete with easy-running castors. Regularly \$7.25. Armistice Anniversary Sale, only \$5.98.

Simpson's—Fourth Floor.

Thousands of Rolls Quality Wall Paper in the Sale, 11c

Regularly 20c to 40c



Designs and colorings suitable for all rooms in the home, also halls, stores and shops, including tapestries, fancy stripes, chintzes and floral patterns, printed oatmeal and conventional designs. Up-to-date color treatments on excellent quality stock. Regularly 20c to 40c. Sale price today, 11c.

Cut-Out Borders, Regularly 8c to 15c Armistice Anniversary Sale, 3c Yard

Your choice from complete range of decorative cut-out borders made in various widths and colorings to harmonize with above wall papers.

2000 Rolls Only, Pattern Ceiling Papers, 5c Roll Regular Values, 11c to 20c

Limit of 50 rolls to a customer. All-over floral patterns, polka dot and geometrical designs in light colors with silver mica on white and cream backgrounds.

Quart of R.S. Co. High-Grade Paint and Rubberset Brush, 95c

Ready mixed paint—quality guaranteed for inside or outside use. One quart of paint and rubberset brush, one-inch wide, with selected black bristles.

Your Choice From Complete Range of Colors.

White.	Buff.	Drab.
Pearl Gray.	Golden Brown.	Pale Green.
Medium Gray.	Dark Brown.	Pea Green.
Slate Gray.	Dark Brown.	Nile Green.
Sky Blue.	Medium Red.	Willow Green.
Medium Blue.	Maroon.	Dark Green.

Inside Floor Colors—Light gray, slate gray, dust drab and wine. Outside Veranda Floor Color—Medium slate gray.

200 Pints Majestic White Enamel, 49c Pint

High gloss white enamel for inside or outside use—will not crack or peel on metal, willow or woodwork.

Simpson's—Sixth Floor.

The Robert **SIMPSON** Company Limited

Sale 200 Damask Table Cloths \$3.50 Regularly \$5.50

They are beautifully finished and of extra fine texture in a choice selection of designs. Sizes are 66" x 83" and 70" x 88". Regularly \$8.50. Armistice Anniversary Sale, each, \$3.50.

30c White Nainsook, 22c Yard
5,000 yards fine quality Bridal Nainsook, pure spring water bleach. Specially made for women's and children's underwear, etc. 26 inches wide. Regularly 30c yard. Armistice Anniversary Sale, yard, 22c.

Extra Special! Flannelette Blankets, \$2.15 Pair

600 pairs Canadian-made white Flannelette Blankets—pink or blue stripe borders. Size 54 x 80 inches. Not more than 3 pairs sold to each customer. Armistice Anniversary Sale, pair, \$2.15.

69c Pillow Cotton, 49c Yard

2,000 yards heavy circular, fully bleached Pillow Cotton, close even weave, 44 inches wide. Not more than 20 yards sold to each customer. Regularly 69c yard. Armistice Anniversary Sale, yard, 49c.

5 Yards Stripe Flannelette for \$1.09 Regularly 29c Yard

4,600 yards finished in a close weave with a hard wearing make that can be used for a host of household purposes. 29 inches wide. Armistice Anniversary Sale, 5 yards for \$1.09.

\$1.00 and \$1.25 Stripe Flannelette, 59c Yard

2,400 yards. Smart striped patterns, all fast colors, for shirts, pajamas, waists, children's suits, etc. 31 inches wide. Regularly \$1.00 and \$1.25 yard. Armistice Anniversary Sale, yard, 59c.

Simpson's—Fourth Floor.

Phenomenal Reductions in Electric Fixtures

Radically reduced—20% to 33% off regular prices, and in some cases half-price. Come early for choice. 75 only in the sale.

\$13.95 Semi-Indirect Bowl, \$8.75

As illustrated. 16 inches in diameter. White glass, with decoration in natural colors, supported by three-chain fixture, finished in brush brass and black. Regularly \$13.95. Armistice Anniversary Sale, \$8.75.

3-Light Pendant, \$13.50

Hung on chains. Cast arms and socket covers, finished in Flemish gold, trimmed with Tiffany shades. Regularly \$27.00. Today, \$13.50.

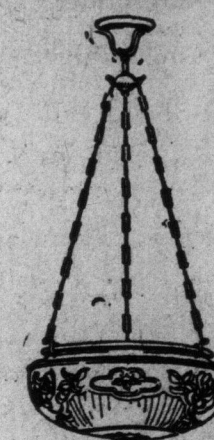
5-Light Candle Fixture, \$29.35

17-inch spread, silver and black finish. Regularly \$44.05. Armistice Anniversary Sale price, \$29.35.

40-Watt Bulbs, 5 for \$1.50

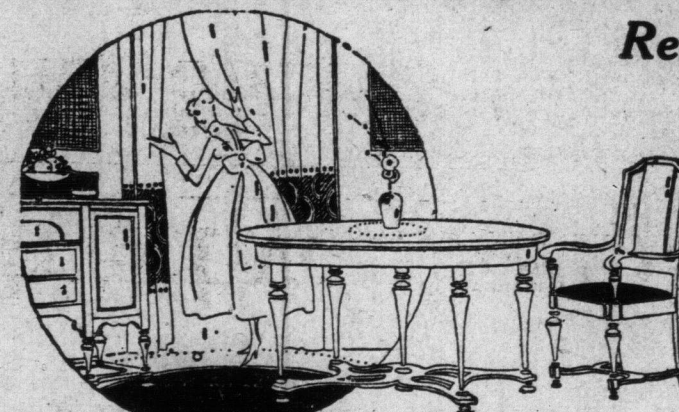
Exceptionally high-grade bulbs—specially low-priced today. Regularly 35c each. Armistice Anniversary Sale price, 5 for \$1.50.

Simpson's—Sixth Floor.



\$8.75

An 8-Piece Dining-Room Suite, \$121.25 Regularly \$159.00



\$64.00 Buffet of Quarter-Cut Oak, \$47.00

Golden finish, 52-inch case, heavy plank top, large cupboard and drawer space. Fitted with large plate mirror. Regularly \$64.00. Armistice Anniversary Sale, \$47.00.

Odd Chiffoniers, \$41.95 Regularly \$65.00

In ivory, enamel and walnut, well made pieces, with and without mirrors. Slightly imperfect. Regularly \$65.00. Armistice Anniversary Sale, \$41.95.

6 Only Odd Wooden Beds, \$25.95 Regularly Up to \$53.20

In walnut and mahogany, full size, several designs. Slightly imperfect, used as samples. Regularly up to \$53.20. Armistice Anniversary Sale, \$25.95.

Simpson's—Fifth Floor.

In the China Department

8.30 Special

English Teapots, 39c

300 only English Teapots—slightly imperfect. In 2 to 7 cup sizes—various decorations. Regularly 59c and 69c. Your choice today, 39c. (Phone Orders Filled.)

Clear White Glass Berry Bowl, 8-inch size. Regularly 80c. Today, 60c.

Glass Butter Box. Regularly 35c. Today, 19c.

Water Sets, \$1.39. Clear white glass. 1 large jug and 6 tumblers, star design. Today, \$1.25.

Glass Salt Boxes. Regularly 25c. Today, 20c.

Substantial Kitchen Tumblers. Your choice today, each, 4c.

Bedroom Lamps. Complete, today, 60c.

Bracket Lamp. Complete today, \$1.49.

For the Kiddies—2 dainty little Gold Fish in globe, 1 pint size. Today, 35c.

Cups and saucers, 25c—Green floral decorated.

Cups, 9c each—Good quality white porcelain, oval shape. Today, each, 5c.

4 Specially Priced Dinner Sets for Early Shoppers Today

\$25.00 Wood Rose for \$19.95

This substantial English semi-porcelain Dinner set of 37 pieces with wide floral border decoration, gold lined handles and edges. 25 only. Armistice Anniversary Sale, today, \$19.95.

\$42.50 Dinner Set for \$37.50

Real china with dainty floral decoration, gold traced handles and edges. 97 piece composition. Armistice Anniversary Sale, today, \$37.50.

The Popular White and Gold Set, Regularly \$70.00, Today, \$62.50

Beautiful dinner set of 97 pieces, with full gold handles. Real china dinner ware. Old oriental design, open stock pattern. Regularly \$70.00. Armistice Anniversary Sale, today, \$62.50.

Florentine Statuettes, 50c. The Reading Girl in a cultured pose. 75c value. Armistice Anniversary Sale, today, 50c.

Shaving Mugs, 4c. In many shapes and decorations. Today, 4c.

Cut Glass Flower Baskets, 98c. With floral cutting, 3-inch size. Today, 85c.

Cut Glass Water Sets, Today, \$4.85. 50 only good quality, heavy blanks, floral and spray cutting. Armistice Anniversary Sale, today, \$4.85.

Simpson's—Basement.