

R. SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841.

We have 20 lines to Central

R. SIMPSON

THE SALE OF Brass Bedsteads

Once in a lifetime you furnish your home—once in a long time we have such bedsteads to sell, as those going very fast this week.

All new, specially made bedsteads, right from the factory, in face of prices that sound almost apocryphal.

The values are here for those who seize them at once.



\$8.45

Brass Bedsteads, as illustrated, with 2-inch upright posts and upright fillers, evenly distributed; has full extension foot end, and can be had in bright or satin finishes, in 3 ft. 3 in., 4 ft. or 4 ft. 6 in. widths; we have been selling this bed at the low price of \$11.95.

Special Brass Bedstead Sale Price... **8.45**



\$14.60

Brass Bedsteads, as illustrated, with continuous posts two inches in diameter and finished either in satin or bright. An exceptionally neat pattern, supplied in any of the standard widths. Carefully constructed of high-grade materials by experienced workmen. Regularly \$18.90. Special Brass Bedstead Sale Price... **14.60**



\$16.90

Brass Bedsteads, as illustrated; a new pattern of handsome design; the upright posts are 2 inches in diameter, and the filling is correspondingly heavy, the short filler panels at both head and foot end give a very pleasing effect; finished in either bright or combination finishes, and can be had in widths of 3 ft. 3 in., 4 ft., or 4 ft. 6 in. Sold in the regular way at \$23.75. Special Brass Bedstead Sale Price... **16.90**



\$19.90

Brass Bedsteads, as illustrated; the posts are 2-inch continuous, with 1-inch fillers; a really good pattern; very desirable in every feature of construction, style, and finish; finishes are either bright or satin, with sizes of 3 ft., 4 ft., or 4 ft. 6 in. Regularly sold at \$26. Special Brass Bedstead Sale Price... **19.90**



\$25.90

Brass Bedsteads, as illustrated; a particularly good design; the posts are heavy and continuous, with heavy mounts, and fifteen fillers at both head and foot ends, it is finished with the best English lacquer obtainable, and is one of the most desirable beds we have ever been able to offer; supplied in full size only. Our regular price is \$34.75. Special Brass Bedstead Sale Price... **25.90**

The Simpson Store and the Home

The furnishing of a home is always a money problem—aside from the artistic questions involved. Too often, for reasons of economy, people of taste and refinement believe it necessary to go to stores that sell "cheap" furnishings—satisfying neither in design nor in lasting qualities. This page will show how easily you can attain true economy—buying what you really want and what will serve you well at prices no higher than you have to pay for shoddy materials elsewhere.

Remarkable Disposal of Spring Curtain Materials

"CASEMENT" OR "BUNGALOW" NETS. 1,500 yards Curtain Cloth, 48 to 50 inches wide, cream and ecru shades. It's a rare chance to select new nets of these qualities at such figures. Worth 40c and 45c. Thursday... **39**

600 yards Heavy Imported Nets, good designs, cream and ecru shades, 48 inches to 52 inches wide; suitable for living-rooms, dens, or dining-rooms, with washable and good-wearing qualities. Worth 50c and 60c. Very special Thursday day... **39**

ART MUSLINS. 500 yards Art Muslins, for light drapery covers or screen filling, full 40 inches wide, neat floral patterns, soft shades. Worth 15c and 20c. Special Thursday day, yard... **14**

TAPESTRY CURTAINS. Large range of Tapestry Curtains, best shades and color combinations, 48 inches wide and 3 yards long, finished with tasseled fringe. Worth \$4.00 and \$4.50. Special Thursday at pair... **2.50**

WINDOW SHADES, 25c. Window Shades, 27 inches by 70 inches, in good quality opaque cloth, cream and green colors, mounted on reliable spring roller. Worth 40c. Special Thursday day at... **25**

HEAVY OPAQUE SHADES. In cream, white, and green, neatly trimmed with lace or insertions; standard size. Worth 75c. Special Thursday at... **39**

CURTAIN STRETCHERS, 75c. Curtain Stretchers, made of seasoned Southern pine, have reinforced centre support, with unbreakable hinge, rust-proof pins; large size. Worth \$1.25. Thursday special at... **79**

CURTAIN POLES, 15c. White Enamel Curtain Poles, four feet long, with brass ends, rings, and brackets. Worth 40c complete. Special Thursday at... **19**

STRIPED AWNING DUCKS. Fine range of Awning Ducks, in various fancy stripes and colors. These goods are "American" make, and warranted fast colors, 30 inches wide. Usual price 85c. Special Thursday at... **38**

Thursday will be a record day in the Drapery Department. The new spring goods are all to hand, and to these we have added many purchases of new goods which came to us at less than makers' prices. These will prove remarkable bargains for early buyers on Thursday morning.

Lace Curtains

A thousand pairs of lace curtains to go on sale at clearing prices. These are fine quality curtains only. Suitable for parlor, dining-room, living-room, or bedroom. Each item means a range of beautiful designs at bargain prices.

700 pairs Nottingham Lace Curtains, standard size, good heavy weaves, plenty of designs. Worth \$1.50 and \$1.75. 1.39 Special Sale at, pair...

500 pairs White Cable Net Curtains, mostly plain centres, imitation Renaissance lace borders, 50 inches wide. Worth \$2.00 and \$2.25. Special Thursday, pair... **1.69**

300 pairs Novelty Net Curtains, plain or point d'esprit centre, chintz applique borders, in blue and pink, very dainty, for bedrooms. Worth \$3.50 and \$4.00. Special Thursday, pair... **2.19**

200 pairs Swiss Applique Curtains, in white and ivory tones; many patterns to choose from, 3 1/2 and 5 1/2 yards long. Usual price \$4.50. Special Thursday, pair... **3.79**

100 pairs Irish Point Lace Curtains, good quality, have the design and appearance of much better curtains; usual sizes. Regularly \$3.00 and \$4.00. Special Thursday at... **4.89**

Variety as Wide as Your Needs in Carpets, Rugs, and Linoleums

Prices to Make Large Savings Certain

A special one-day clearance of dropped designs, odd sizes in single rugs, half and in some cases full rolls of carpets of patterns that we are not repeating, as well as some of which we have cleaned out manufacturers' stocks at decided price advantage—clean up of special hearth rugs and mats and two very extra linoleum specials. Space permits of our quoting a few only.

ORIENTAL RUGS—HALF-PRICE.

Very Fine Quality.

Persian Tabriz Rug, 8.4x12.6. Regular price \$375.00, Thursday... **\$187.50**

Beautiful Kasmaba Rug, 11.5x16.7. Regular price \$425.00, Thursday... **\$212.50**

Thick deep pile, rich red Turkey Rug, 13.7x10. Regular price \$150.00, Thursday... **\$75.00**

Handsome Blue Turkish Rug, 14.3 x 10.5. Regular price \$150.00, Thursday... **\$75.00**

Rich, gold, characteristic India Rugs, at very low prices: 3.4 x 6.2... **\$22.00** 12.3x9.7... **\$45.00** 10.10x9.6... **\$39.00** 10.8x8.4... **\$33.85**

Imported and Domestic Fine Wilton and Axminster Rugs at tremendous reductions: \$75.00 English Wilton, size 11.3 x 15. Thursday... **\$47.50** \$55.00 Fine Wilton, size 11.3x13.6. Thursday... **\$39.50** \$36.50 Wilton, size 11.3 x 12. Thursday... **\$27.50** \$43.00 Seamless Axminster, size 10.6 x 13.6. Thursday... **\$31.25** \$45.00 Fine Imported Axminster, size 9 x 12. Thursday... **\$32.25**

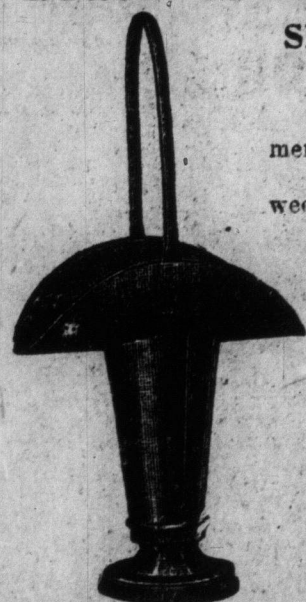
1,200 Pieces Fine Spun and Hand Hammered Brassware Less than Half Price, Piece, \$2.98

SEE YONGE STREET WINDOW. NO ORDERS TAKEN BY MAIL OR PHONE.

You must come at 8 o'clock sharp to make sure of the full assortment of beautiful gift pieces.

The assortment comprises a splendid range of pieces, suitable for wedding gifts, useful and decorative, superb samples of Brasscraft.

Umbrella Stands
Flower Baskets
Cord Hooks
Jardiniere
Flower Vases
Curtains
Round and Square Trays
Candlesticks
Smokers' Sets
Gongs
Kettles, with handle
Fire and Iron Sets
Pedestals
Coal Boxes
Fern Pots, etc.



The **SIMPSON** Company Limited

"MAY-DAY" SALE OF NEWLY DESIGNED Electric Fixtures

We are introducing some of the season's newest fixtures on the 1st of May. To give impetus to the selling we will run several special lines that cannot but please you at prices that help decidedly in the fitting of your home.

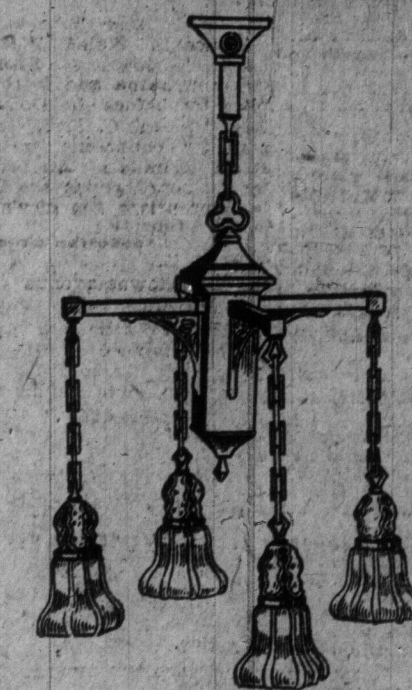
Ceiling Fixture

A new example of 4-light Ceiling Fixture, with cast brass enrichments and 4 long drops with fancy holders. May be supplied in either brush brass or rich gilt finish; complete with shades. Reg. \$19. Thursday... **\$14.50**



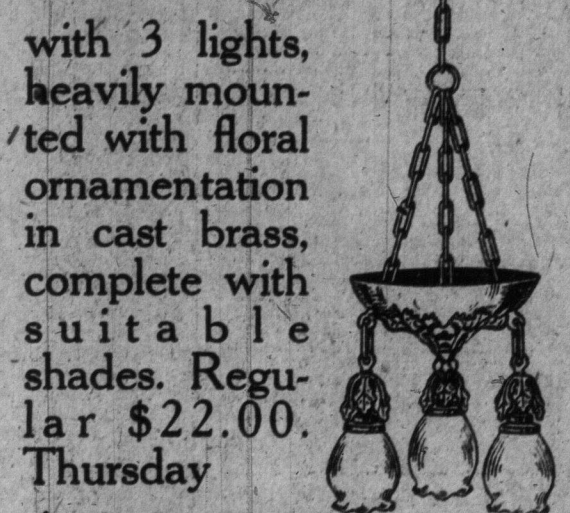
Dining-Room Fixture

Handsome 4-light Dining-room fixture of square design with cast mountings, furnished with suitable shades. Reg. \$35. Thursday... **\$26.50**



Parlor Fixture

with 3 lights, heavily mounted with floral ornamentation in cast brass, complete with suitable shades. Regular \$22.00. Thursday... **\$16.50**



Verandah Light with brass holder, lamp receptacle, and star cut ball. Regular \$1.50. Thursday... **\$1.10**



Bedroom or Hall Bracket

Useful Bedroom or Hall Bracket, complete with shade. Regular \$1.00. Thursday... **75c**



For Other Simpson Announcements See Other Page In This Paper