McCall and Pictorial Patterns

Learn to make your summer frocks and underwear with McCall and Pictorial Review patterns. The directions are so simple to follow and the results are so gratifying—the cost will be trifling.

Pattern Counter-Second

Dine in Simpson's Palm Room Today

—cool, delectable salad—ice cold tea—finest of butter, and crispest of roles—then, perhaps, strawberry shortcake—what more delightfu: luncheon could be desired?

Simpson's Palm Room—Sixth

SIMPSON'S

Telephone Main 7841

Market Adel, 6100

SIMPSON'S SUMMER HOURS

During June, July and August, 8:30 (5:30 daily, except Saturday, when the closing hour is 1 p.m. No noon delivery on Saturday.

TODAY!

An Important Selling of Genuine Oriental Rugs at Greatly Reduced Prices, Many at Half Price!

What a wonderful opportunity this is for the homes of Toronto and roundabout! Every rug in the assortment is a marvel of perfection in weave, design and color. It is a known fact that for durability, appearance and economy, no other type of rug can equal the genuine Oriental.

Two special lots on sale today as follows:-

Lot No. 1

Are rugs of the Caucasian weaves, including Kazak, Shirvan and Mosoul Rugs, mostly in their typical blue and red colorings and characteristic designs. Popular for halls, dens, etc.

Shirvan Rug, 4' 10" x 3' 5"
Regularly \$59.50. Today 39.67

Lot No. 2

Kirmanshah Rugs, Half Price

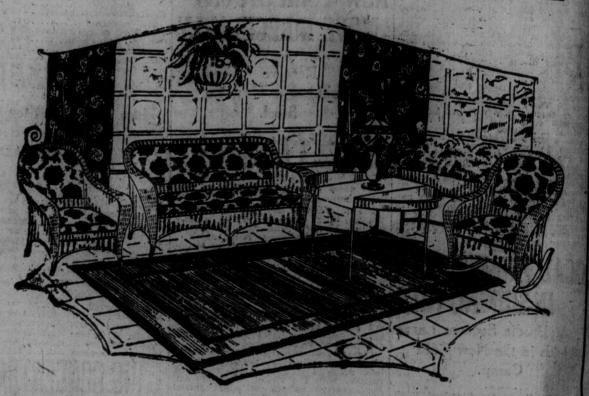
Are of the finer weaves, and will be sold today at half-price. Kirmanshah rugs, size 4' 6" x 6' 5", medallion designs on a camel ground—border in rose and cream. Regularly \$225.00. Today, half-price. 112.50

Kirmanshah, 5' 8" x 4' 6" at \$135.00

Dozar Rug, 6'8" x 5'1"
Half Price at \$147.50

Simpson's --- Fourth Floor





Perhaps Your Home Needs New Fixtures, Beds, Bedding, Pictures, Wall Papers or Slip Covers for the Furniture.

Wherefore the Simpson store is well stocked to meet your individual requirement for every room in the home. Should you desire estimates on home furnishing or decorating simply telephone Main 7841 and one of our men will call at your home.

The Reductions on Electric Fixtures

are worth while—in many cases 1-3 less. We will instal them now or later, as you prefer. The installation in Toronto and outside of Toronto where our daily delivery calls is included. Inspection fees and bulbs extra. Here are a few:

3-Light Fixture \$13.95

Flemish gold finish—medium size for dining-rooms and living-rooms. Complete with shades in old lvory colored glass. Regularly \$19.10. Special 13.95

3-Light Fixture \$10.95

 ·2 or 3-Light Fixture
This piece is just right for small

Flemish 2 - light, with shades, as shown. Regularly \$18.60. Special, at 9.95

Rose Gold, 2-light. Regularly \$20.10. Special, at 10.95

Flemish, 3-light. Regularly \$21.95.



Framed Pictures 65c

Large assortment of Old Masters in sepia, with dark mat and gumwood frames. Various subjects—Innocence, Miss Simplicity, Boy and Rabbit, Madonna and others. Size 8 x 10 inches. Regularly 85c. Today65

FramedPictures \$1.50 and \$2.50

Landscape scenes and Old Masters, with dark mat and dark frames.
Size 9" x 11" . . 1.50
Size 14" x 13" . . 2.50
Simpson's—Sixth Floor.

Slip Covers for Furniture

Made to Order!

The making to order of slip covers for any style or size of chair, chesterfield or sofa, s a special feature of the simpson Drapery Department.

Phone Main 7841, Drapery Department; and our man will call to estimate some of the newest fabrics for slip

\$1.95 to \$3.75 Yard
Fine verdure and floral designs in all the most wanted colorings. 38 to 50 inches ride,

Plain Linens, \$2.25 to
\$3.75 Yard
In self tones of green, gray
natural and mulberry, mauve,
and brown, 36 to 50 inches
wide,

\$46 Brass Beds \$41.50

2-inch posts, with large knobs—double top-rails and heavy fillers. Full size. Regularly \$46.00. Today

Brase Beds, heavy posts, with large flaring caps—five one-inch fillers with fancy mounts. Regularly \$43.00. Today

Mattress—Centre of wood fibre, with jute felt on both sides—deep border. Covered in art tick-

Mattress, all felt, in layers, well tufted. Has roll edge border. Regularly \$15.75. Today 11.50

Mattress, all cotton felt, built in layers—full depth border with roll edge. Regularly \$17.00:
Today 14.00

Mattrets, all white cotton felt, in layers—deep border with roll edge. Regularly \$22.00. Today 18.75

Wall Papers to Beautify Your Home

Please do not judge these artistic Wall Papers merely by the prices, because they are very much under present market quotations.

Foliage designs in rich color treatments of tan, gray, blue and brown.

Printed Oatmeal Papers, 29c Roll
High light stripe in varied tones of green and brown.

Pretty Floral Patterns, 23c Roll
For bedrooms—allover floral patterns, in pink, blue
and mixed shades

Simpson's—Sixth Floor.

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