

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 Floor.

Dine in Simpson's Palm Room Today

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

Simpson's Palm Room—Sixth Floor.

SIMPSON'S

Telephone Main 7841

Market Adel. 6100

SIMPSON'S SUMMER HOURS

During June, July and August, 8:30 to 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 round-about! 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.

Kazak Rug, 6' 1" x 3' 6"
Regularly \$85.00. Today 56.67

Shirvan Rug, 3' 3" x 5' 9"
Regularly \$65.00. Today 43.33

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
Regularly \$270.00

Medallion design on cream ground—handsome designs in green, blue and red. Regularly \$270.00. Today, special 135.00

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

Ferahan design on a dark blue ground—border cream, blue and red. Regularly \$295.00. Today, half-price 147.50

Dozar Rug, 4' 10" x 7' 1"
Half Price \$127.50

Camel ground—all-over design, in terra cotta, green and blue. Cream border, with green corners. Regularly \$255.00. Today, half-price 127.50

These handsome rugs are conveniently arranged and displayed on the fourth floor. Make it a point to see them, whether or not you are in immediate need of rugs.

English Floor Felts

Plain felts in art shades of green and blue, for close covering rooms—also for rug surrounds. 50 inches wide, at yard 2.75



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 install 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 ivory colored glass. Regularly \$19.10. Special 13.95

2 or 3-Light Fixture

This piece is just right for small rooms.

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. Special 14.50



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. Today 65c

Framed Pictures \$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, is 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 covers.

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

Plain Linens, \$2.25 to \$3.75 Yard
In self-tones of green, gray, natural and mulberry, mauve and brown. 38 to 50 inches wide.

Simpson's—Fourth Floor.

\$46 Brass Beds \$41.50

2-inch posts, with large knobs—double top-rails and heavy fillers. Full size. Regularly \$46.00. Today 41.50

Brass Beds, heavy posts, with large flaring caps—five one-inch fillers with fancy mounts. Regularly \$43.00. Today 39.25

Mattress—Centre of wood fibre, with jute felt on both sides—deep border. Covered in art ticking 7.75

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

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

Spring—All metal frame—high angles, closely woven wire fabric 7.75

Simpson's—Fifth Floor.

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.

Verdure Tapestry Papers, 33c Roll
Foliage designs in rich color treatments of tan, gray, blue and brown.

Printed Outmeal 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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