



AN ENLARGED SECTION DEVOTED TO

ROOM RUGS

☐ The modern preference for hardwood floors has made the Rug, as distinctively termed, an indispensable feature of the artistically furnished house. We have taken due recognition of this fact in the enlarged space we are able to provide owing to our new building, and the extension of our Department of Housefurnishings through to James Street.

☐ We have more than double the quantity and variety of Carpet Rugs this Spring we have ever had before, because we have been able to devote double the space to Rugs.

POINTS ABOUT THE SIMPSON RUGS

☐ First of all, we have set a very high standard of taste in the designs. We have refused to accept the staple and somewhat common patterns that many mills of England offer, and we have taken our own ideas gleaned from various countries and various fabrics, and had them incorporated in Rugs for our exclusive trade by weavers whose quality of workmanship is famous throughout the world. Frequently our own customers have supplied inspiration for developments of this kind, and thus we think we can claim to be in very close touch with the preferences of Toronto home-makers.

AN INVITATION

☐ We invite all who have bare floors to be covered this Spring to consider RUGS, and Simpson's Rugs first. If your floors are of polished wood you simply must have a Rug. You wouldn't think of covering up a polished floor. If, on the contrary, you have the commonest, rough pine floor, and you admire the rug effect—come to us. We can stain the borders or lay parquet borders, or treat the floor in half a dozen ways to give you the desired effect. Come to consult us—we will talk over the whole question with you and give you suggestions and estimates free of charge.

A WORD AS TO THE COST OF RUGS

Axminster —Deepest pile machine carpet made:	9 x 12	30.00	9 x 9	12.00
6 x 9	11.3 x 12	38.00	9 x 10.6	14.00
9 x 10.6	11.3 x 13.6	45.00	9 x 12	16.00
9 x 12			11.3 x 12	20.00
10.6 x 12	Velvets —Cheapest pile carpet made:		11.3 x 13.6	22.50
10.6 x 13.6	9 x 10.6	16.50	Tapestries —Same surface as a Brussels, more economical:	
Wiltons —Close plush pile, most durable carpet made:	9 x 12	19.50	9 x 9	6.25
6.9 x 9	10.6 x 12	22.50	9 x 10.6	7.25
9 x 9	Brussels —Easiest swept carpet of all:		9 x 12	8.25
9 x 10.6	6.9 x 9	9.00	10.6 x 12	10.25
			12 x 12	13.50

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

TORONTO