

The Robert Simpson Company, Limited



The Store Will Remain Closed All Day Tomorrow, New Year's Day. The Great Sale Begins at 8.30 Friday Morning.

We start the New Year with a great bargain day that includes practically every part of the store.

From a comprehensive list we have chosen these house-furnishing items for this particular page, believing that it holds some interest for every family.

There are, however, a thousand other special values not mentioned in this page to make Friday a gala day for Toronto people and their visiting friends.

Simpson's January Sale ... OF ...

WHITEWEAR

This year we begin the white with bigger and better stocks than ever, a staff full of enthusiasm and a price for opening day that is one big surprise.

Look over your wardrobe and check up the lingerie you will need during Spring and Summer, and be ready Friday to catch the special bargains as they go.

The Appropriate Coverings For All Your Floors

From plain linoleums to splendid rugs, every kind of floor covering is displayed for your choosing Friday. The following are bargain values for Friday only:

All the goods are first-grade, dependable qualities, and in many cases are offered at actually less than the manufacturers' first cost. There are plenty of styles in each of the different lots.

CARPETS BY THE YARD.

500 yards of splendid Wilton Carpet, in desirable good colors and designs. Regularly \$1.85, \$2.25 and \$2.75 per yard. Sale price, yard 1.25

500 yards of Reliable, Hard-wearing English Axminster Carpets, mostly with borders to match, and beautiful designs and colors. Regularly \$1.75 yard. Sale price, yard 1.19

Brussels Carpets at less than half-price never have such values as these offered in this popular make of styles are of the best; small, neat many of them with borders to match, Regularly \$1.00, \$1.15, \$1.25 and \$1.50. Sale price, yard 72

Hair Carpets—Mottled English Velour and Hair Brussels Carpet; these two qualities will give you excellent wear, and keep their good appearance. 18 inch, special, yard 69c; 22 1-2 in. wide, special, yard 79c; 27 in. wide, special, yard 89c.

Rugs—25 Wilton Rugs, Oriental and Persian designs, size 9 x 12 28.75

15 large-size Seamless Axminster Rugs, imported manufacture, good designs, great value. 9.0 x 13.2, 10.6 x 12.0, 10.6 x 13.0. Each 24.75

Just look at these prices for English Brussels Rugs; nearly as cheap as printed rugs; and yet these are real woven Brussels; all the most needed sizes; all the best styles; all made by the best manufacturers. 6.9 x 9.0, special \$7.75; 6.9 x 9.5, special \$9.75; 9.0 x 9.0, special \$11.75; 10.0 x 10.5, special \$13.75; 9.0 x 12.0, special \$15.75; 11.3 x 12.0, special \$18.75.

Here's a bargain lot of useful size Hall Rugs, Wilton and Axminsters; some half-price: 4.6 x 8.0, 4.8 x 7.6, 4.6 x 9.0, 4.6 x 11.3, 4.6 x 12.0. Each 8.75

Only 20 of these Wilton Rugs, in two sizes, 8.0 x 9.0 and 9.0 x 10.6; a rare snap, and designs and colors of the best. Sale price, each 23.75

Scottish Tapestry Rugs, please note each rug is quite exceptional: 10.6 x 13.0, regularly \$13.75, sale price \$7.75; 10.6 x 13.6, regularly \$15.60, sale price \$8.95; 12.0 x 12.0, regularly \$16.25, sale price \$9.95; 12.0 x 13.6, regularly \$17.50, sale price \$11.95.

Heavy, Splendid Quality 50c English Linoleum; there are only six designs; every one of a good. Sale price, square yard 36

50 Beautiful Art Wool Rugs and Art Union at exceptional prices.

Very New Rugs, in pretty bedroom colors, and greens, blue and white, and green and red; very dainty: 6.0 x 9.0, extra special \$3.55; 8.0, extra special \$4.45; 9.0 x 9.0, extra special \$5.35; 9.0 x 10.6, extra special \$6.25; 12.0, extra special \$7.15; 10.6 x 12.0, extra special \$8.00.

The Stage Setting For a Happy Home

The furniture you use daily should be substantial and good in design. These pieces have both quality and exceptional prices to recommend them.

Chiffoniers—In quartered oak finish, golden color; five deep drawers, with brass handles. Regularly \$7.00. Sale price 5.95

Dressers—In quartered oak finish, golden color; three deep drawers; top part has British bevel mirror 20-inch x 16-inch. Regularly \$7.50. Sale price 5.95

Princess Dressers—In solid, quarter-cut oak and mahogany veneer; have large British bevel mirror, 40-inch x 20-inch. Regularly \$25.90. Sale price 20.90

Odd Chiffonier—In ivory enamel finish; has glass top. Regularly \$45.00. Sale price 27.00

Dresser—In white enamel and gold; has large mirror and plate glass top. Regularly \$120.00. Sale price 60.00

Dressing Table—To match above; has triple mirror and plate glass top. Regularly \$75.00. Sale price 37.50

Chiffonier—To match above pieces; plate glass top. Regularly \$35.00. Sale price 42.50

Extension Couch Bed—The frame is of heavy steel, finished in gold bronze; the spring is close coil woven wire, suspended with helicon springs; the mattress is tufted, and covered in green denim, with valance at front and both ends; size

when closed 3 ft. 2 in., when extended 3 ft. 9 in.; these can be made into separate couches. Regularly \$10.75. Sale price 6.75

All Brass Beds—Bright or satin finish; have 2-inch posts, with heavy fillers, supplied in standard sizes. Regularly \$11.90. Sale price 6.45

Iron Frame Woven Wire Bed Springs—The fabric is very finely woven steel wire. Can be supplied in standard sizes. Regularly \$3.00. Sale price 2.00

Mattresses—Filled with curled seagrass, with layer of felt at top and bottom and covered in strong ticking. Regularly \$2.60. Sale price 1.90

Mattresses—Filling is of pure cotton felt and encased in fine art ticking. Can be supplied in any standard size. Regularly \$6.00. Sale price 4.15

Buffet—Made of selected quartered oak, in fumed finish. Regularly \$61.00. Sale price 39.00

Dinner Wagons—Odd lines, quarter-cut oak, in fumed finish; these can be had in various designs. Regularly \$3.50 to \$20.00. At half-price.

China Cabinets—In golden quarter-cut oak, fumed finish; glass door and glass ends. Regularly \$16.00. Sale price 12.00

China Cabinet—In selected quarter-cut oak; fumed finish; has double door and glass ends. Regularly \$33.00. Sale price 27.50

China Cabinet—In solid quarter-cut oak, fumed finish. Regularly \$29.80. Sale price 19.90

Dining Chairs—Consisting of five side and one arm chair; made of selected solid quarter-cut oak, golden finish; have large shaped slat backs, and box seats, covered in genuine leather; legs have carved claw feet. Regularly \$13.00. Sale price 14.90

Extension Dining Table—In quartered oak finish; rich golden color; extends to six feet; has five heavy turned legs; size of top 48 x 48; either round or square top. Regularly \$9.75. Sale price 7.10

Extension Dining Table—Made of solid quarter-cut oak, in fumed or golden finish; top is 44 in. x 44 in.; extends to six feet. Regularly \$21.00. Sale price 17.90

Extension Dining Table—Made in selected quarter-cut oak; fumed finish; has 48-inch top, which extends to eight feet. Regularly \$45.00. Sale price 34.75

Couch—The frame is of selected wood, finished in golden quartered oak; has spring seat, neatly upholstered, tufted and covered in art leather. Regularly \$12.75. Sale price 9.00

For Your Walls

There are many papers in our stock that you will not like—that do not meet with your personal approval for your own home. But their number is infinitesimal when compared with the vast array that will please you. Prices are special all along the line for Friday, and it will pay you well to consider your decorating now.

English, French and Dutch Mottos and Prussia Papers, in green, champagne, old rose, grays, ivory. Regularly \$1.50 roll, sale price 79c; regularly \$1.00 roll, sale price 49c.

American Embossed Papers. Regularly \$1.00, sale price 53c; regularly \$1.50, sale price 88c.

Japanese Leathers, with metallic grounds, plain, mottled, with figured over-print, in real Jap colorings. Regularly \$1.00 yard, sale price 49c; regularly \$1.50, sale price 74c.

English Leatherettes, embossed patterns, in old gold, mahogany red, Jap brown, Spanish cordova, apple-leaf green. Regularly \$2.50 roll, sale price \$1.29; regularly \$3.00, sale price \$1.49.

German Leatherettes. Regularly \$1.00 roll, sale price 49c; regularly \$1.25, sale price 68c.

English Embossed Leatherette, 21 inches wide. Regularly \$3.50 and \$3.85. Sale price 1.99

English Tapestries, in old designs, florals and set figures. Regularly \$1.00 roll, sale price 69c; regularly 75c roll, sale price 48c; regularly 65c roll, sale price 31c.

American Tapestries. Regularly 75c roll, sale price 42c; regularly 50c, sale price 29c; regularly 35c, sale price 21c.

Metallic Wall Papers. Regularly \$1.00 roll, sale price 44

English Texture Papers, in stripes, corduroys, tweeds and cord designs, in tans, tan grays, brown tans. Regularly 50c, 65c and 75c. Friday, 31c, 37c and 44c.

English Bedroom Papers, in chintzes, cretonnes, florals, figured effects, lattices, on light grounds, with over-colors of pinks, blues, greens, old rose, yellow, mauve. Regularly 75c, sale price 48c; regularly 50c, sale price 31c.

Bedroom Ceilings, in white and cream grounds, with neat patterns of dots, lattices, moire. Regularly 20c, Friday 16c; regularly 15c, Friday 9c; regularly 10c, Friday 7c.

150 rolls only French High-class Papers, in old rose, rich green, red, old ivory, green stripes, nursery pattern on one; figures and set designs and Paisley patterns. Regularly \$1.75 roll, Friday, 1.19c.

English Friezes, in scenic figures, birds, marine, foliage, mountain, windmill designs; 21 inches wide. Regularly 50c, Friday, 31c.

American and Canadian Friezes, 18 inches wide; florals, scenes and figured; greens, browns, tans. Regularly 25c, Friday, 17c.

Varnish Tiles, English and American, in white grounds; blocks, florals, scenes, figured; over-colors of brown, blue, green, red. Regularly 35c roll, sale price 24c; regularly 25c, sale price 17c.

Strappings for panelings, dividers, molding turns, plate rail decorations, in browns, greens, tans, blues, grays; 3, 3 and 4 inches wide. Regularly 10c yard, sale price 7c; regularly 8c yard, sale price 6c; regularly 5c yard, sale price 3 1/2c.

Full line of Cut-out effects for any style of room, in figured, floral, medallion, corners, turns, runners, in grays, greens, blues, pink, yellow. Regularly 25c yard, sale price 17c; regularly 15c yard, sale price 9c; regularly 10c yard, sale price 6 1/2c.

We cut out any paper or border, one edge 5c per yard.

Full supply of Moldings, Burlaps, Hand-made Blends, Strappings. We will be pleased to submit latest ideas for decorating any style of room, flat or apartment house; will give prices for work if required. We guarantee work and material. (Fifth Floor).

The Fabrics You Need

FOR COMFORT AND DECORATIVE TREATMENT IN YOUR HOME.

They strike the color note for you strongly or softly, as your individual requirements demand, and in addition have unexpected texture values to offer that give most artistic effects at small cost. Perhaps just what you need is covered by this list.

LACE CURTAINS.

Nottingham Lace Curtains, in stripes and all-over patterns, good quality net, 3 yards long. Regularly 75c and 85c. Sale price, per yard 55

Nottingham Lace Curtains, superior quality, good lace designs, 3 1/4 yards long. Regularly \$1.25 per pair. Sale price, per pair 79

Nottingham Lace Curtains, extra fine net, rich lace designs. Regularly \$3.00 to \$4.50 per pair. Sale price, per pair 2.49

250 Pairs of Tapestry Curtains, heavily mercerized, in brown, crimson, green and olive; also combination green and red shades, full size, new designs. Regularly \$3.75, \$4.00 and \$4.50 per pair. Sale price, per pair 2.69

\$1.00 Egyptian Cloth, 75c a Yard—In brown and green only, for portieres, window curtains and furniture covering. This fabric is so well and favorably known that it does not require any special advertising; 50 inches wide. One day only. Sale price, a yard 79

40c Roman Stripes, 23c a Yard—For curtains, portieres, cushions, light upholstery, etc., etc., 45 inches wide, in pretty red and green combination Roman stripes. For one day only. Sale price, yard 23

\$1.00, \$1.25 and \$1.35 Tapestry, 60c a Yard—Odd lengths and broken lots, in an unlimited selection of colors and designs. The quantities are small in some patterns. All are 50 inches wide, and specially adapted for covering furniture. Sale price, a yard 69

In the Chintz Section—English Washing Chintz, 32 inches wide, in many colors and designs. Regularly 25c and 30c. Sale price, a yard 18

English Washing Chintz, a very heavy grade, fast colors, rich color combinations, among this lot are several pieces of the new over-print or Shadow Chintzes. Regularly 40c, 45c and 50c. Sale price, a yard 27

All short lengths, broken or discontinued designs, in the heavy rep cretonnes, block taffetas, reps and chintzes, all fast washing colors, 66c, 75c and 85c values. Sale price, a yard 39

Our upholstery department have placed three sample chairs on view in the Drapery Department, with a choice of coverings to be made up to your order.

A large handsome Arm Chair, regularly \$15.00, for, each 9.50

A Bedroom Rocker, very comfortable. Regularly \$12.00 each. Sale price, each 8.00

A Bedroom Chair, neat and durable. Regularly \$9.00 each. Sale price, each 5.75

These pieces are complete, covered in any tapestry on sale, marked down from 75c, 85c and \$1.00 per yard to, per yard 65

On all orders 25 per cent. deposit is requested.

It's an Economy to Buy More China

When prices like these can be had it pays to buy the pretty, likable china and glass, if only to save your more costly and valued wares. It's the best way to make the rare possessions last long. Specials Friday are:

97-piece Dinner Set, fine quality semi-porcelain, with colored decoration of floral sprays. Regularly \$11.25. Sale price 7.49

97-piece Dinner Set, best quality semi-porcelain, with conventional border, patterns in green or blue, good durable ware. Regularly \$15.00. Sale price 9.75

Clover Leaf Tea Set, with gold decoration, hard semi-porcelain, consisting of 6 plates, 6 cups and saucers, 1 soup bowl, 1 cream jug, 1 bread plate. Sale price 1.19

Toilet Sets, semi-porcelain, 10 large pieces, blue or green decoration. Sale price 1.59

Brass Jardiniere, holds 8-inch flower pot, brushed brass finish, 3 half feet. Sale price 1.59

Brass Umbrella Stands, 23 inches high, full size, wide collar. Sale price 1.98

Cut Glass Fruit Bowl, 8-inch size, with handsome deep cut pattern in hob-nail design. Sale price 4.25

Cut Glass Nappies, 6-inch size, with beautiful chair bottom and floral design. Sale price 1.79

Cut Glass Salt and Pepper Shakers, with sterling silver tops. Sale price, each 29

Water Tumblers, with cut flute bottom, fine crystal. Sale price, half-dozen 54

Water Tumblers, with etched band, clear quality glass. Sale price, half-dozen 47

Pressed Glass Jelly Stands, Pickle Dishes and Water Jugs. Sale price 12 1/2

Toilet Sets, 10 pieces, semi-porcelain, with blue or pink decorations, hard, white, strong ware, with good glass. Regularly \$2.60. Special, set 1.93

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