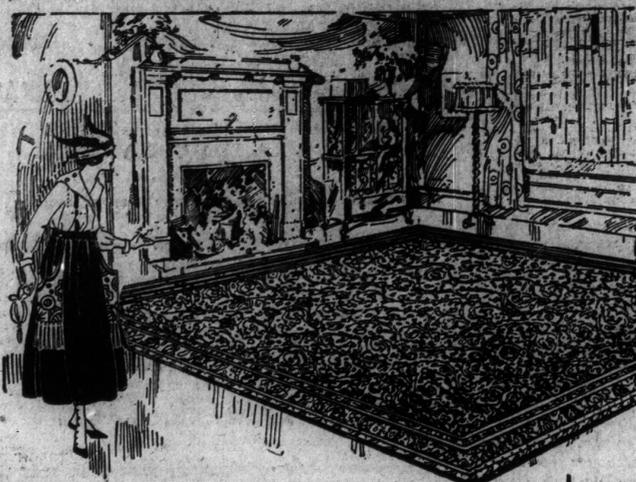


New and Attractive Floor Coverings Now Ready at Simpson's



This timely showing of New Floor Coverings is planned on so broad a plan that every need of every room in every home, however luxurious or however modest, can be supplied quickly, economically and satisfactorily.

Special Today—Axminster Rugs \$14.75

More of the same handsome and serviceable Axminster rugs that were so popular about a month ago. All are made without seams and may be had in rare Oriental designs in colors of old rose, brown, blue and green mixtures. Size 4.6x6.6. Exceptional value Today \$14.75

Dine in the Palm Room

Club Breakfast, 8.30-11 25c
Afternoon Tea 20c
Corn Muffins, with Maple Syrup
Pot of Tea or Cup of Coffee
Ice Cream
Lunch
Soup
Roast Stuffed Young Chicken
or Roast Ribs of Prime Beef
Creamed Mashed Potatoes,
Garden Spinach
Choice Pudding, Pie or Ice Cream
Pot Tea or Coffee
60c

Rich New Patterns in Genuine English Axminster Carpets

Just In
Fine quality, in the new plain rich shades of blue, green and brown, as well as beautifully colored patterns, to harmonize with any room or hall anywhere. Width 27 inches. Priced at yard...2.95

Imported Axminster Direct From a World's Famous Maker \$2.65

This manufacturer's designs and color tastes are recognized the most wonderful the world over. You will agree these new effects are wonderfully clever. We have just received his latest ideas in Oriental designs suitable to work out any decorative scheme.

Six Groups of Exquisite New Room Rugs

Effective Seamless Wilton Rugs

Grouped under this heading are dozens of new patterns, including handsome medallion ideas, small all-over Persian effects and conventional designs in uncommon variety. Suitable colorings and designs for any room in the home. A more satisfactory wearing rug you could not buy. Inspection will reveal several qualities and as many sizes. Only two lots are mentioned. Size 8.3 x 10.6, \$62.50 and \$82.50. Size 9.0 x 12.0, \$75.00 and \$97.50.

Seamless Axminster Rugs

For hard everyday wear the quality is unsurpassed. Texture of yarn used in the manufacture of these rugs, together with their rich coloring and handsome designs, make them most desirable and serviceable for day-in-and-out use. Variety of sizes including every wanted style. All are of unusual high standard quality. Priced according to size: 9.0 x 12.0, at \$95.00, \$48.50 and \$38.50.

Beautiful Wilton Rugs Moderately Priced

Embraced in this collection are some of the richest color effects imaginable, such as brown, green, fawn, old rose and blue, in combination effects; also shown are the small conventional and all-over patterns, popular and serviceable for all rooms. Prices and sizes follow:
6.9 x 9.0, priced at \$24.50.
6.9 x 10.6, priced at \$29.50.
8.0 x 10.6, priced at \$39.50.
9.0 x 12.0, priced at \$48.50.

Heavy Axminster Rugs

Here is the Simpson standard in Axminster rugs, set many years ago, and which has not varied one iota since it was first offered to the public. The same quality, in new designs and color schemes, such as brown, rose, green and blue effects, in rare Oriental ideas. Procurable in the following sizes:
4.6 x 7.6, at \$13.50.
6.9 x 9.0, at \$23.75.
6.9 x 10.6, at \$27.50.
8.0 x 9.0, at \$31.00.
8.0 x 10.6, at \$35.00.
9.0 x 12.0, at \$39.50.

Featuring These New Tapestry Rugs on the Fourth Floor

SEAMLESS TAPESTRY RUGS

Not an ordinary tapestry rug, but a copy of a fine Brussels, woven in an extra heavy and close weave in one piece. Good assortment of designs, chiefly in small all-over patterns and in pretty shades of brown, green and soft rose. Sizes 8.3 x 10.6, \$27.50; 9.0 x 12.0, \$29.75.

MORE NEW TAPESTRY RUGS

New Scotch Tapestry Rugs here. Just arrived, a splendid lot of entirely new Tapestry Rugs, in a quality that can be guaranteed for all kinds of wear; a big assortment of designs to select from:
Size 7.6 x 9.0 11.25
Size 9.0 x 9.0 12.25
Size 9.0 x 10.6 14.25
Size 9.0 x 12.0 15.95

SCOTCH AND ENGLISH TAPESTRY CARPETS

Imported Tapestry Carpets at the old prices are very difficult to find anywhere, but here are several hundred rolls in a big assortment of designs and coloring. Stairs in 18, 22 and 27-inch widths, and body carpet to match. Prices, 85c, 95c, \$1.15 and \$1.35 per yard.

Traveling Goods Specials

Matting Suit Cases, best grade Japanese matting, edges leather bound, leather corners and straps, strong swing handle, good lock and bolts, linen lined. Sizes 24 and 26 inches. Regular \$3.50 and \$3.75. 2.98 Today

Tourist Trunks

Waterproof canvas covered, two leather straps, wide hardwood slats, with brass protectors, three-lever lock and heavy bolts, neat check lining, with two trays. Today, size 32 in., \$6.95; 34 in., 7.50; 36 in., \$7.95.

Picture Framing at Reduced Prices

160 feet 1 1/4" Circassian Walnut, beveled pattern; suitable for brown pictures. Regular \$40. Today, 15c per foot.
300 feet 1 1/4" Grey and Black Moulding, suitable for grey and black pictures. Regular 15c. Today, 10c per foot.
360 feet 2" Weathered Oak; choice pattern for diplomas, groups or photographs. Regular 15c. Today, 10c per foot.
180 feet 1" Weathered Oak; good pattern for soldiers' photos, battalion pictures. Regular 8c. Today, 5c per foot.
360 feet 3/4" Mahogany, with a neat black line. Regular 15c. Today, 8c per foot.
FRAMED MIRRORS AT \$6.40. REGULAR \$7.75.
Beveled Mirrors, Size 18 x 40; 2-inch golden oak or white enamel; suitable for any purpose.
14 x 17 Framed Beveled Mirrors, Size 18 x 20. Framed in mission oak. Regular \$3.50. Today 2.75

New Brussels Rugs Extensive Ranges of New Designs

A big assortment of these serviceable and hard-wearing Rugs in a big range of sizes, and chiefly small conventional patterns and colorings, suitable for bedroom, office or living-room use.

Size 4.6 x 6	\$ 6.75
Size 4.6 x 7.6	8.50
Size 6.9 x 9	15.50
Size 6.9 x 10.6	18.50
Size 9 x 9	21.00
Size 9 x 10.6	23.75
Size 9 x 12	26.75

Seamless Velvet Rugs Priced According to Size

This group, while quite inexpensive, offers untold possibility to make any room in the house more attractive at a moderate outlay. Generally comes in small conventional and occasionally in the more handsome medallion designs, in soft, rich subdued shades. Obtainable in size 8.3 x 10.6 at \$36.50 and 9.0 x 12.0 at \$39.75.

Floorcoverings for Porch, Verandah or Summer Home---Attractive Color Effects



Check Your Oilcloth and Linoleum Needs From This Good List

Special quality Scotch Oilcloth for halls and surrounds in a rich colored wood parquet design only, some with with border on one side only for mitring around rooms.
18 in. wide, yard .30
27 in. wide, yard .50
54 in. wide, yard 1.00

Extra heavy Linoleum and Cork Carpet, suitable for offices, barber shops, stores, churches, hospitals, etc., in plain colors and various qualities. Now ready in various sizes in large quantities. Prices on application.

500 Rolls of Oilcloth at 42c Square Yard

An accumulation of highly desirable designs, representing every new idea, suitable for any room, hall or passage way. In widths of 36, 45, 54, 72 and 90 inches. Ready today at, per square yard 42

Stair and Passage Oilcloth

Large variety of designs and patterns in all widths, with canvas back for stairs or heavy painted back for passages and landings.
Canvas Back, 18" wide, yard .. 21
Canvas Back, 22" wide, yard .. 26
Painted Back, 18" wide, yard .. 24
Painted Back, 22" wide, yard .. 30
Painted Back, 27" wide, yard .. 38

Heavy Printed Linoleum 60c

Thoroughly seasoned and reliable quality in block tile, floral and wood designs; 30 different designs. Square yard60

Congoleum Rugs, New and Practical

The new designs and colorings as represented in this new shipment of these charming rugs are surprisingly handsome and decidedly practical. So extensive and varied are the patterns that any need for these sizes can be judiciously met—for a small outlay. Conventional and Oriental patterns:
Size 8 x 10.6 10.50
Size 9 x 12 12.00

Silver-Plated Tea Spoons \$1 Dozen

Set of 12 medium size Tea Spoons, silver-plated, bright finish, in a pretty floral pattern. To- 1.00 day, per dozen
One dozen only to a customer.

Five Sizes New Crex Rugs

We have just received a large shipment of Crex Matting Rugs, in a quality that is better than usual, and entirely new designs; strongly made, and bound all around; green, brown and blue colorings:
Size 8.0 x 6.0 2.25
Size 4.6 x 7.6 4.50
Size 6.0 x 9.0 6.50
Size 8.0 x 10.0 9.50
Size 9.0 x 12.0 12.50

See These New Japanese Rugs

A new shipment just received from Japan of extra fine quality Japanese Rugs, woven in one piece, which is quite a novelty in this make of goods; plain cream color, with an occasional pattern in soft, delicate shades; very suitable for bedroom or sunroom use. Size 6 ft. x 9 ft., today, \$2.25; 4 ft. x 6 ft., \$1.10.

Japanese Matting, 25c

Just arrived from Japan is this big shipment of Japanese Matting; plenty of good patterns and colors to choose from, in their quaint designs and colorings; some with patterns woven right through, others stenciled on one side only; 28 in. wide. Per yard 25

More New Fibre Rugs

Very suitable for bedroom or summer cottage, or porch use, are these light, yet strong and serviceable Fibre Rugs. Reversible patterns in pretty shades of tan, cream, green and blue coloring. Easy to clean, and good value at these special prices:
Size 7.6 x 9 7.95
Size 8 x 6 1.25
Size 2.4 x 6 1.49

Cocoa Door Mats

Large variety in various sizes, stout and serviceable. Priced at 75c, 90c, \$1.10, \$1.25, \$1.75, \$2.15, \$3.50.

Heavy Weight Cocoa Matting

Well woven, in weights and widths suitable for verandah, porch, steps, summer cottages, churches, halls, etc.
18-inch width 35
22-inch width 45
27-inch width 50
36-inch width 65
45-inch width 80
54-inch width 95
72-inch width 1.25

Reproductions of Famous Oriental Rug Masterpieces

Prices Are Surprisingly Moderate

Here in this varied collection of Rugs are exact reproductions of rare and ancient Oriental masterpieces, faithful copies of priceless gems, that if purchased today would no doubt command handsome figures. Having these reproduced as we do gives our patrons practically the same effect as the originals, and at the same time saves them hundreds of dollars.

These like the real rugs are in one piece, and are procurable in rich, dark subdued colors as well as the lighter tones, such as deep blue, cream and burnt orange, with medallion centres. There are also smaller patterns and colorings of old rose, blue, fawn, etc. Two sizes and two qualities. Here they are:
8.3 x 10.6 at \$62.50 and \$82.50 9.0 x 12.0 at \$75.00 and \$97.50



\$8.50 Military Wrist Watch for \$5.00

A thin model Men's Wrist Watch, set with 15 jewels, nickel lever movement, guaranteed for one year, with luminous dial and unbreakable glass, fitted in a strong nickel case with straps attached. Regularly \$8.50. Today 5.00



The SIMPSON Company Limited