

Simpson's Sales for Today

Furnishings That Match

If they don't actually match they should at least harmonize, and by consulting our Drapery Section you'll secure a harmonious effect. The leading color in the cretonnes may be repeated in the color of the rug, sometimes in the pattern, or possibly just in the border.

The desire to serve, backed by the ability to serve, which we place at your disposal, will save you a lot of worry. You'll save a lot of money also by keeping tab on our daily offerings of Furniture, Rugs, Draperies, etc. Further, we invite you to join the Home-Lovers' Club if deferred payments interest you. Club office, Fourth Floor.



Have Your Awnings Made Now

You are urgently advised to place your order for window and verandah awnings here now. At present we are prepared to facilitate all orders promptly and satisfactorily.

Don't wait till the rush is here, as deliveries cannot be promised so speedily. Orders received now will be executed in strict rotation. We will gladly send our man to take the measurements of any number of awnings you need, and also show you samples of the newest English and American striped ducks. Phone today, Main 7841.

Special Size Window Shades Made on Short Notice.

This is the selected time to replace your soiled shades and freshen up the windows for the searching bright summer days.

We have on hand an immense stock of genuine Scotch Holland in white, cream and green, also heavy oil-finished opaque cloth, in plain and the new combination colors. Phone Main 7841, and our man will call to take the measurements.

Re-upholstering.

Furniture is always more presentable with a new covering. If you have some chairs that need new springs or webbing our staff of upholsterers will remedy them and return your furniture promptly looking like new. Phone Main 7841, and our man will call and estimate the cost of same.

Curtains and Draperies Made to Order.

Our new season's stocks are now complete and include wide assortments of Bungalow Nets, Scrims, Marisettes, Madras, Muslin, Chintzes, Casement Cloths, Tapestries and Velours.

Phone Main 7841 (Drapery Department), and have one of our experts on interior decoration call.

Suggestions as to proper materials and color, together with valuable information as to the best arrangement for your individual requirements, will be given free.

A Thousand Unframed Pictures to Clear Today at 19c Each

Regular 49c to 75c.

Will fit frames from 11 x 14 to 20 x 24, in photographs and artotypes; the subjects include landscapes, figures, seascapes; among them are reproductions from famous paintings. Today, 19c.

Picture Frame Moulding at Half Price—400 feet of a choice 3/4-inch gilt moulding with gold burnished tips. Regular 20c. Today, per foot, 10c.

165 feet of a 3/4-inch Antique Moulding with brown centre finish. Regular 25c. Today, per foot, 12 1/2c.

For Breakfast Luncheon or Afternoon Tea

Simpson's Club service is the most satisfactory. The appointments and surroundings are attractive. The attendance is courteous and prompt. The food is appetizing.

Enjoy a hearty breakfast and you've made a good start for the day.



Another Shipment of High-Grade Velocipedes Unusually Low Prices 50 Only in This Lot.

Velocipedes are the king of outdoor toys, and these have heavy rubber tires, and can be used in the house as well. Dark red enamelled steel frames; adjustable handle-bars, and spring saddle; full nickel finish; special crank shaft and pedals; extra heavy rubber tires; diameter of front wheels, 14-inch size, \$6.70; 16-inch size, \$7.35; 20-inch size, \$7.35; 24-inch size, \$8.90.

Furniture Priced for Quick Clearance

Solid Oak Kitchen Cabinets, with white enamel interior, roll shutter front, nickeloid extension top, flour bins, glass spice jars, etc. Special, \$26.50.

Dining-room Chairs of quarter-cut oak, golden finish only, movable seats in genuine leather. Special, \$23.95.

Extension Tables of quarter-cut oak, golden finish, made with massive pedestal base, shaped feet, 48-in. top, extends to 8 ft. Special, \$23.95.

Extension Tables, quarter-cut oak, golden finish only, pedestal base with double locks, 48-inch top, extends to 8 feet. Special, \$21.75.

Extension Tables of solid quarter-cut oak, 48-in. top, deep rims, twin pedestal base, extends to 6 feet, fumed and golden finish. Special, \$15.95.

Buffet in solid quarter-cut oak, Jacobean finish, William and Mary design, 48-inch high, has cupboard and drawer space, large plate mirror. Special, \$23.00.

Odd Parlor Chairs and Rockers, with backs of genuine veneered mahogany, shaped arms, spring seats covered in mixed silks. Special, \$6.75.

Library Tables of solid quarter-cut oak, mission design, 44 x 28-inch top, has book shelves at each end and drawer at each side. Special \$15.95.

Dressers in white enamel, with 1 long and 2 short drawers, wood trimmings, has large shaped plate mirror. Special, \$13.95.

Mattresses of fibre centre with extra heavy layer of felt, on both sides, roll edge, encased in good grade of art ticking. Special, \$6.50.

Mattresses of blown cotton centre, layer of felt on both sides, deeply tufted, encased in good grade of art ticking. Special, \$10.25.



Pillows, mixed feathers, encased in good grade of ticking. Special, per pair, 95c.

Pillows, 6 lbs., extra fine chicken feathers, size 19 x 27. Special, per pair, \$2.50.

Special Selling of Small Sized Rugs and Runners

Axminster Rugs at \$14.95.

Particularly for use over hardwood floors. In small sizes in heavy quality with thick and deep pile. Rich oriental colors and new designs. Size 6.9 x 9.0, only \$26.95; 4.6 x 7.6, only \$14.95.

Brussels Rugs on Sale at \$14.49.

A very useful rug and one that will give splendid wear. Patterns suitable for living-room or bedroom use. Oriental colors and small designs in lighter shades. Sizes 6.9 x 7.6. Reduced to \$14.49.

Small Size Tapestry Rugs Reduced to \$6.49.

A useful size and quite inexpensive. Scotch made and seamless. Suitable for hall or small bedroom use. Attractive designs and colors. Size 4.6 x 5.0. Reduced to, each, \$6.49.

Axminster Hall Rugs at Low Prices.

A serviceable and heavy quality Axminster Rug, in colors suitable for up-to-date hall decorations. Shades of brown, old rose, green and tan effects—oriental patterns or medallion designs. Size 27 x 54 in., each \$3.45; size 36 x 65 in., each, \$6.95.

Wilton Hall Runners Reduced.

Cut prices on fine quality English made Wilton Runners, suitable designs for hall or passage use. They are of unusual quality, oriental patterns and small designs. Size 2.0 x 12.0, reduced to \$18.95; size 3.0 x 10.6, reduced to \$16.95; size 3.8 x 9.0, reduced to \$14.95.

Axminster Hall Runners Moderately Priced.

Heavy quality Axminster Runners that do not curl. New patterns and up-to-date colors, popularly priced. Size 2.3 x 12.0, only, each, \$18.75; size 2.3 x 10.6, only, each, \$11.25; size 2.3 x 9.0, only, each, \$9.95; size 2.3 x 7.6, only, each, \$8.95.

New Table Lamps Just Received

Table Lamps of every description have just arrived. Newest designs and finishes. Gold, bronze, antique, copper, brown, green, and in a dozen combinations. Some very fine solid mahogany lamps, brand new, with suitable silk shades, now on sale.

Lamp, similar to cut, old brass finish, red flower and green leaf design, \$15.00.

Old Gold, medium size, with square base, round fluted column and square shade, \$8.75.

Old Gold, Blue and Polychrome finish, with beautifully designed shade having bent amber panels, \$18.00.

Green Bronze finish, ornamental stand, square shade; big value, \$5.75.

Metal Lamp, like this illustration, in dark mahogany and gold finish, \$6.25.

Solid Mahogany and many other kinds, with or without shades, \$7.25 and up.

In Floor Lamps, every one is clean and fresh, free from scratches and marks and the finish will last, \$10.75 to \$28.00.

Especially Attractive Cut Glass Savings

Cut Glass Salt and Pepper Shakers. Heavy clear white blanks, pretty floral cut design; genuine sterling silver tops. Regular \$1.75 the pair. Today, special, the pair, 95c.

300 only, 5-inch Double-handled Cut Glass Bonbon Dishes. Pretty daisy cut design. Today, special, each, 50c.

200 only, pairs Star Design Genuine Cut Glass Sugar and Cream Sets. Clear heavy white blanks. Regular \$3.75. Today, the pair, \$2.95.

50 only, Heavy 8-inch Corset Shape Floral Design Cut Glass Vases. Regular \$3.50. Today, each, \$2.49.

Complete Cut Glass Water Sets of seven pieces. Popular buzz cut design, consisting of large water pitcher and six water tumblers. Today, the set, very special, \$9.95.



O-Cedar Polish Mops
No. 1, round \$1.50
No. 2, triangle 1.50
O-Cedar Dusting Mop.
No. 5, round \$1.50
No. 14, triangle 1.50

They Have Made Drudgery a Thing of the Past



4-oz. bottle \$.25
12-oz. bottle50
Quart can 1.00
Half-gallon can 1.50
Gallon can 2.50

Sprustex Polish
for dusting and glossing furniture, woodwork, automobiles, for re-treating polish-mops. Restores the original lustre on varnished surfaces.

The O-Cedar Polish Mop
Under its magic sweep your floors, linoleums, woodwork take on new life; the dust is collected; the color and beauty of the wood are brought out; the surface is cleaned and polished. You do not need to move the furniture or use a step-ladder—the long handle reaches under low furniture and over high places. The mop collects and holds the dust until shaken out. It is very substantially made of string cotton fibre, securely fastened to a steel centre.



O-Cedar Polish Mops
No. 1, round \$1.50
No. 2, triangle 1.50
O-Cedar Dusting Mop.
No. 5, round \$1.50
No. 14, triangle 1.50

Watch and Jewelry Repair Dept.

Now located in the Optical Dept., Second Floor.

Waltham and Elgin Watches repaired by expert watch makers. Our prices are moderate. Watch glasses fitted while you wait.

(Second Floor, Yonge Street elevators).

Bordered Stationery

Colored Writing Papers are "coming in" again, and the very newest is the colored stationery with a narrow border on both paper and envelopes. We make a showing of these in—

White paper with gold border.
Pink paper with deep pink border.
Blue paper with deep blue border.
Purple paper with deep purple border.

A splendid quality of linen paper, 24 sheets of the paper with 24 envelopes, with two distinctive cuts of envelopes and paper. Per box, 35c and 45c.

Stationery Dept., Phone Main 7841.

Dandy Wheelbarrows Priced 75c



Metal bodies, painted red, and varnished, wooden handles, and wire wheel; box 8 in. by 10 in.; handles 26 in. long. Special value today, 75c.

Artillery Cars

Metal boxes, painted grey, and stencilled; heavy stamped steel gears; bent handles for steering or pulling; oval steel tires. Three sizes: Size 12 in. by 24 in., price \$2.80; size 14 in. by 28 in., price \$3.00; size 16 in. by 32 in., price \$3.25.

Great Clothing Values

While They Last--Don't Kick, But Buy for Future Needs

When we remonstrated with the woollen manufacturer asking a further advance for future orders, he said: "Don't kick, you may yet have to wear paper clothes and come in when it rains!"

The clothing we tell of in today's store news is made from woollens bought months ago, and it is priced accordingly for quick selling. Good woollens firmly woven and hand tailored at these prices are a sound investment for anyone who expects to wear clothes this year or next year.

Buy Clothing Now Men's New Suits at Popular Prices

Men's Suits of a medium grey Bannockburn effect tweed, single-breasted, 3-button, form-fitting sack, with half belt back, medium height vest, trousers finished with belt loops, cuff or plain bottom, in sizes 36 to 42. Price, \$15.00.

Men's Suits of a light grey and black soft finished tweed mixture, 3-button, soft roll, form-fitting sack, medium height vest, trousers finished with tunnel cuffs, cuff or plain bottom, in sizes 36 to 42. Price, \$20.00.

Men's Suits of a medium grey imported English mill finished worsted, in a neat pin check pattern; 3-button, soft roll, form-fitting sack, low cut vest, trousers finished with belt loops, cuff or plain bottom, in sizes 36 to 42. Price, \$24.00.

Men's Suits of a dark brown imported English worsted in a smart, small check pattern; 3-button, soft roll, semi-fitted sack, medium height vest, trousers finished with belt loops, cuff or plain bottom, in sizes 36 to 44. Price, \$25.00.



Men's Light-Weight Overcoats

Made in the standard fly-front Chesterfield model, with semi-fitting back, of a medium grey all-wool cheviot; dressy in appearance, well-tailored, and with good-wearing qualities. Sizes 36 to 44. Price, \$20.00.

Young Men's Paramatta Raincoats

Made up in the popular trencher model, with all-around belt, and metal buckle; slash pockets, and convertible collar; made from an imported all-wool English paramatta cloth that is thoroughly rubberized, with all edges sewn and cemented; just the weight for spring and summer wear; guaranteed waterproof. Sizes 36 to 44. \$14.00.

Men's, Young Men's and Boys' Wash Silk Collars, Special at 29c

Made from good quality wash silks, in a large variety of striped patterns, in two and three-tone colorings, in the stylish double-fold kind. Sizes 13 1/2 to 16. On sale today, much below regular. Each, 29c.

Three Special Good Values in Boys' Shirts

Boys' Shirts, \$1.00—Boys' Negligee Shirts, made from good quality shirting yarn to match; coat style, soft double materials, striped patterns in blue, helle, black, with separate collar, coat style, double French cuff cuffs; sizes 12 to 14. Today, \$1.00.

Boys' Negligee Shirts, made from extra quality shirting material, newest striped patterns; coat style, soft double French cuffs, with separate collar to match; sizes 12 to 14. Today, \$1.50.

Boys' Negligee Shirts, all newest patterns for spring and summer, neat stripes in a variety of color styles; separate collars, made from good quality shirting yarn to match; coat style, soft double French cuffs. Sizes 12 to 14. Today, \$1.25.

Men's Black Hats

The Black Stiff Hat is again becoming popular. It is, really speaking, the proper dress hat. We are making an excellent showing of the following makes:

- Burton's (maker to His Majesty) \$3.50
- Christy's Feather-weight .. \$3.00 and \$3.50
- Stevenson & Eagle Hats \$2.50
- Stetson \$6.00



Three Splendid Types of Boys' Suits Attractively Priced

Boys' Suits, of blue worsted, in double-breasted two-button model, made with slash pockets, plain back, with all-around belt at waist; bloomers lined throughout; belt loops; four pockets; expanding knee bands. Sizes 25 to 30, \$14.00; 31 to 34, \$15.00; 35 and 36, \$16.00.

Boys' Suits, of fawn pin-head check tweed, with red and blue invisible stripe pattern; single-breasted, three-button model; patch pockets; all-around belt at waist; bloomers lined throughout; belt loops; four pockets; expanding knee bands. Sizes 25 to 30, \$9.50; 31 to 34, \$11.00.

Boys' Suits, of grey and black hairline stripe tweed; single-breasted, three-button model; made with dip yoke front and back; box pleats extending from yoke to waist; fancy welt pockets; all-around belt at waist; bloomers; expanding knee bands; 25 to 35, \$10.50.

War Books for Boys

Clean, wholesome reading and with just enough punch in the stories to make them appeal to any red-blooded youth.

- First Series.**
- "The Boy Allies With the Army."
 - "The Boy Allies in Great Peril."
 - "The Boy Allies in the Balkan Campaign."
 - "The Boy Allies at Liege."
 - "The Boy Allies on the Firing Line."
 - "The Boy Allies With the Cossacks."
 - "The Boy Allies in the Trenches."
- Second Series.**
- "The Boy Allies With the Battleships."
 - "The Boy Allies Under the Sea."
 - "The Boy Allies in the Baltic."
 - "The Boy Allies on the North Sea Patrol."
 - "The Boy Allies Under Two Flags."
 - "The Boy Allies With the Flying Squadron."
 - "The Boy Allies With the Terror of the Seas."

Each 35c

(Book Dept., Main 7841)

The **SIMPSON** Limited

FOR FIRST FLOOR, CARLAV...
Steam heat; excel passenger elevator...
M. H. W...
26 King Street East
PROBS...
EN...
ZEEB...
AN...
Official A...
Nava...
London, April...
Following the...
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