

SIMPSON

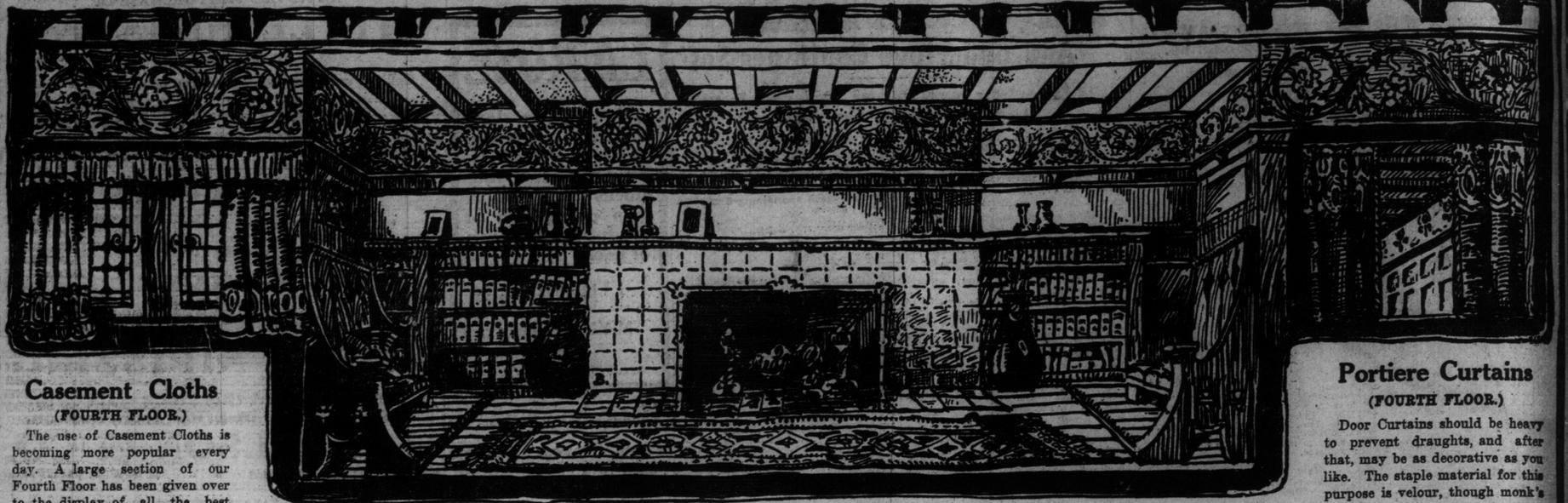
Store Opens at 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President, J. Wood, Manager.

Probabilities: North-westerly winds with snow flurries.

SIMPSON



Casement Cloths
(FOURTH FLOOR.)

The use of Casement Cloths is becoming more popular every day. A large section of our Fourth Floor has been given over to the display of all the best Casement Cloths obtainable in the markets of Great Britain and the United States. The famous "colonial" fabrics vie with insertions, stencils and appliques from our own workrooms. As an option, we have Scotch nets, scrims plain or figured, satin cloths and other light weaves that make most attractive window drapes. You'll be surprised at the very reasonable prices.

Brass and China-ware in the Basement

Useful and ornamental articles collected for your choosing in the new basement. Each piece mentioned has a decorative value, and is very reasonably priced.

Parlor Hanging Lamp, 75-candle power, central draft burner, polished brass finish, extension spring, 14-inch, rich decorated dome shade; a rich, decorative, useful piece for the parlor at a very moderate price. Complete Lamp, \$6.75.

Reading Lamp, nickel fount and stand, centre draft burner, 75-candle power, green dome shade, for an all round household lamp this is hard to beat. Extra special. Complete, \$2.25.

Brass Umbrella Stand, brush brass finish, heavy weight stand; 22-inch, highly finished with heavy cast brass lion's head and ring on each side. Special, \$6.75.

Brass Candlesticks, 10-inch high, heavy cast antique design; make a pleasing decoration. A genuine snap, \$1.50 per pair.

Brass Jardiniere, brush brass finish, will take a 7 1/2-inch pot, solid rolled finish, footed and handled. 200 only underpriced for quick selling. Regular \$3.50. Special \$2.00.

Jardiniere and Pedestal, 38 inches high, high-grade porcelain ware, decorated in the new Ravissant Art Ware; dark, deep, rich glaze, embossed bird and floral designs; a decisive bargain. Regular \$14.25. Special, \$6.00.

10-piece Toilet Set, in the famous Royal Doulton ware, an artistic set, beautiful deep tone colors, pleasing shapes, large size wash basin. This complete Doulton set, \$6.50.

97-piece Dinner Set, high-grade English semi-porcelain ware, rich gold decoration; a complete dinner and tea service for 12 people; will supply only 100 sets at the price, \$6.00 per set.

China Tea Set, 40 pieces, dainty floral decorations, gold trimmed, natural colors. Complete set, \$2.69.

One of Our Open Stock Patterns. 102-piece Dinner Set, beautiful translucent white china body, all pieces in the new St. Regis shape, decorated with neat natural color, floral band design; all pieces finished in genuine coin gold; cups have solid gold handles. To those whose wants require an extra fine quality ware at a moderate price this is your opportunity; our regular price \$50.00. Complete set for 17 people, \$39.00.

Money Spent on Your Home is Well Spent

This statement needs to be qualified.

But, speaking generally, you can get more satisfaction out of good permanent investments, in home-furnishings than out of most other ways of spending your money.

On the other hand, there is more money spent in Toronto every year on cheap tawdry household "junk" than it would take to rebuild the Parthenon.

When you consider this, would you not be interested in an assemblage of good permanent home-furnishings that is within a few minutes' ride of every home in Toronto? No use multiplying adjectives about our Fourth and Fifth Floors. Suffice it to say that there's just one verdict from the people who have made comparisons, and that is "There's nothing else like it in Canada!"

This, then, is the place to make your permanent investments in Homefurnishings, and you'll find here a brief summary of what we have to show you. But don't take the rest of this page as read; each item is, in itself, interesting enough to look for, the next time you're down town.

A Noteworthy Collection of Furniture

(FIFTH FLOOR)

Beside the living room furniture mentioned in detail below, we direct your special attention to an assortment of small mahogany furniture, which contains some most desirable pieces. We will gladly store articles bought outright or hold them on deposit for Christmas delivery. The selection is now at its best.

Arm Den Chair, frames made in solid quartered oak, Early English finish, loose cushion seat and back covered with genuine Spanish leather. Price \$23.00.

Library Arm Chair, upholstered all over in the best of leather, spring seat, back, arms and head rests. Price \$63.00.

Davenport, in selected quartered oak, Mission style, in fumed or Early English finish, loose cushion seat in genuine Spanish leather, strongly made and comfortable. Price \$32.00.

Writing Desk, in genuine quartered oak, rich golden, fumed or Early English finishes, extra large writing bed, with good pigeon-hole arrangement and space for books underneath fitted with sliding glass door. Price \$21.50.

"Fireside" Reed Craft Rocking Chair, an exceptionally good pattern, made of selected materials by expert workmen, finish is rich brown in color, with upholstered seat and back in special Spanish art leather. Price \$12.50.

Reed Arm Chair, built on artistic lines and of graceful appearance. It is strong and durable and very suitable for libraries or living rooms. Price \$13.00.

Suite of Four Pieces, in birch-finished dull mahogany. Is built on straight lines, with upholstering of green panne plush, decorated around the seats with dull brass nails. This suite presents a very smart and pleasing effect and consists of settee, arm chair, arm rocking chair and small chair. Price \$59.00.

Sofa, in solid mahogany, produced from an old Colonial pattern. A magnificent design and perfect workmanship, with hand-carved roll arms and feet. Plain upholstering with covering of green denim. Price \$53.00.

Arm Rocker, in solid dull-finished mahogany, solid wood seat with high spindle back—an old-fashioned design, well made. Price \$15.50.

"Windsor" Arm Rocking Chair, in mahogany finished dull, box-shaped spindle back, with shaped solid wood seat. Price \$15.00.

Library Table, in mahogany, dull finish, large size, double top, heavy square legs with turned ball feet. Price \$20.00.

Sewing Table, of unique design, in dull mahogany, octagon shape, with opening top and each side opening down showing compartments to take care of the various articles necessary for sewing. Price \$19.75.

Modern Ideas in Wall Decoration

will be seen at their best when you review the following list of foreign wall coverings now being displayed on our Fifth Floor.

The noted **Calder, Cruix Gork Velours**, with rich colorings in woollen cloth face, for dining-rooms, dens and halls, in seal, tobacco, cork, red, biscuit, chrome, green and drab colorings. Per roll (21 inches wide), 35c.

Rich-colored Dividers to use for paneling, in corks or plain effects. Per yard, 15c and 25c.

Rich Borders, to use over corks and plain effects, scenic, floral, water scene and set designs. 10 1/2-in., 18-in., 21-in., and 27-in. Per yard, 25c, 50c, 75c, \$1.00.

Imported Metallics, with leaf, floral, landscape and set designs, for dens, libraries, halls and dining-rooms, rich colorings of red, brown, green, terra and blue blends. Per roll, \$1.00.

Metallic Dividers. Per yard, 15c.

Metallic Borders. Per yard, \$1.00.

Metallic Ceilings. Per roll, 50c.

Imported and Foreign Dining-room and Hall Effects, in brown, green, red or buff grounds, in self-tone or color designs, to be used for all walls, uppers or border effects. Per roll, 35c, 50c, 75c.

Japanese Grass Cloths, in drab, brown, yellow, white or green, fine or coarse weave. Per yard, 60c and 75c.

Japanese Leathers, in Jap-metallic effects, in green, brown and beaten brass colorings. Per yard, \$1.00 and \$1.50.

Foreign Silk-faced Papers, for parlors, drawing-rooms and reception-rooms, in greens, champagnes, biscuit, yellow, blue, old rose, grey. Per roll, \$1.00, \$1.25, \$1.50, \$1.75.

Tekko, the Swiss silk-faced effect. 30 inches wide, in green, gold, silver, wine and grey colorings. Per yard, \$1.25.

Foreign Ceilings, in Mica and Java papers, for best rooms, in zinc-white. Per roll, 35c, 50c, 75c, \$1.00.

Imported Jasper, linen and chambray effects, in yellow, grey, buff and light-colored stripe effects, for sitting-rooms or best bedrooms. Per roll, 25c, 35c, 50c, 75c.

Out-of Effects, to match greys, buffs, yellows, greens. Per yard, 10c, 25c, 50c, 75c.

Room Mouldings to match any color shade in the different oaks, gilts or white, in any width of wall mouldings, chair rail, panel divider, card or plate rail. Prices according to size and color moulding. Per foot, 2c to 25c.

Ornaments, for paneling, in plaster, fibre and compo. Each 5c to 50c.

Portiere Curtains

(FOURTH FLOOR.)

Door Curtains should be heavy to prevent draughts, and after that, may be as decorative as you like. The staple material for this purpose is velour, though monk's cloth and velvets run it close. Monk's cloth is reversible and has proved itself most satisfactory. We have it in rich shades of reds, browns and greens, as well as the natural shade, and with stencil or applique, it makes very handsome portieres. Our assortment of velours and velvets is made up of the best Imperial qualities, standard widths, prices ranging from a dollar and a half to five dollars a yard.

French Wilton Rugs

(FOURTH FLOOR.)

That are Facsimiles of the Best Orientals.

All the most beautiful designs of the Old East are now reproduced in these marvelous modern Rugs.

The fabric is of the finest Wilton and stands years of hard wear, without materially affecting the colors, or the Rug itself. Really the only difference is that they are woven by machinery instead of by hand, and are considerably cheaper.

The prices are within reach of the majority of housekeepers:—

9 x 12	\$65.00 and \$70.00.
9 x 10.6	\$55.00 and \$60.00.
6 x 9	\$37.50.

If You're Looking for a Real Oriental

We would particularly like you to see our collection of Bokharas. Prices ranging from \$75.00 to \$300.00.

Our stock of "Bokharas" is second to none on this continent. We have also a large variety of "Royal Kermanshahs" and "Tabriz" Rugs, ranging in price from \$200.00 to \$500.00 each.

"Persian Strips," "Sarabends," "Turkey Carpets," "Shirvans," Small "Bokharas," "Kazaks," and a few good "Samarcands," at prices ranging from \$11.50 to \$100.00 each.

The Kind of Pictures You Want

It is a pleasure to live in the same house with the kind of pictures we've collected in our Sixth Floor Galleries. Here is a brief resume of what we have there:—

I. Original Oil and Water Colors, paintings by Canadian, English and Dutch artists; at low prices and in sizes to suit all rooms.

II. Reproductions of many well known paintings, including "Burlington Proofs," carbons, engravings, etchings, etc.

III. Mirrors of French design, in every convenient size; fitted at top with French and old English prints; these Mirrors add greatly to the finish of any room.

THE ROBERT SIMPSON COMPANY LIMITED
TORONTO