



## HAVE YOU COVERED THE GROUND?

Before you place your order for rugs we want to insist on the recognition of this fact—that you haven't covered the ground, that you haven't seen all the possibilities, that you haven't done yourself justice, unless you've looked through our present stock of rugs.

Here is the range as briefly as possible—

**Tapestry Rugs**—Good bedroom rugs from Scotland, containing just as good material as any Brussels, but easier to make.....**\$8.00 to \$28.00**

**Brussels Rugs**—Now recognized as the ideal bedroom rug, some pretty new chintz effects never shown before.....**\$12.00 to \$30.00**

**Velvet Rugs**—From Scotland. For the money invested, undoubtedly the best rug to be had. It will stand the hardest dining-room wear. All sizes.....**\$16.50 to \$30.00**

**Wilton Rugs**—For library or hall. Exact reproductions of Oriental effects, famous wearing qualities, refined designs.....**\$18.00 to \$50.00**

**Axminster Rugs**—Canadian, American and English. The nature of these rugs makes it possible for the maker to produce any effect—one tone or a hundred—so all tastes can be suited. We are sole agents for the best American Axminsters—the “Medallion” effects that are so famous....**\$40.00 to \$75.00.** Ask to see the Vice-Regal Axminster, made in England, worth.....**\$350.00**

**Oriental Rugs**—A famous American rug-buyer, who spends every winter ‘somewhere east o’ Suez,’ looked through our collection of Oriental Rugs last week, and told us, quite gratuitously, that we were selling them at too low a price. This was no news to us, the prices remain unchanged, we intend to be a strong factor in the Oriental Rug business of Toronto, and know no better way than this

of keeping ourselves in the public eye. If your tastes run to Orientals, it is a great satisfaction to buy from a firm whose guarantee as to the rug's genuineness is inviolable.

Take the Elevator to the 3rd Floor.



THE **SIMPSON** COMPANY LIMITED