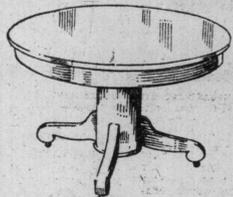


1898-Twenty First Anniversary, Coming of Age Year-1919 Simpson's February Furniture and Homefurnishing Sales

With remarkable stocks of SIMPSON quality merchandise, marked at February sale prices, this annual sale promises to be BIGGER and BETTER THAN EVER. The savings are as good and real as the furniture itself. This sale deals an extraordinary blow to the high cost of furniture and home needs, by offering the people of Toronto and roundabout furniture and furnishings of quality at really wonderful reductions.

Extension Tables
\$26.50 for \$18.45



Extension Table—Solid oak—fumed or golden finish; 45-inch top—shaped feet. Regular price, \$26.50. February Sale price **\$18.45**

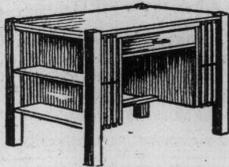
Extension Table—Solid oak—42-inch top—pedestal base. Shaped feet. Extends to 6 feet. Fumed or golden finish. Regular price, \$19.00. February Sale price **\$13.95**

Extension Table—Solid quarter-cut oak—fumed or golden finish. Colonial feet. Extends to 6 ft. Regular price, \$31.50. February Sale price **\$24.25**

Washstand—Solid oak base. Fumed or genuine mahogany finish; 1 large drawer and good cupboard space. Regular price, \$12.75. February Sale price **\$6.95**

Dresser—Surface oak—golden finish—large drawer—brass trimmed. Bevelled mirror. Regular price, \$12.50. February Sale price **\$8.95**

Library Tables
\$17.95



Library Table—Genuine quarter-cut oak—fumed finish. Book rack each end, drawers opening each side. Regular price, \$24.50. February Sale price **\$17.95**

Sale of Paint
69c Qt.



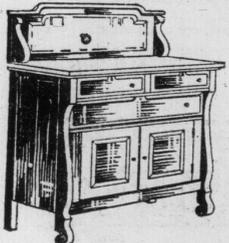
Reliable Household Paint—quality guaranteed for inside or outside use. Large range of colors, inside white, outside white, ivory, cream, buff, drab, pearl, mid grey, light blue, golden brown, antique brown, medium red, pea green, dark green, extra dark green.

SPECIAL PAINT BRUSHES, 19c EACH—2 1/2 inches wide—black bristles, securely bound.

BERRY BROS.' FLOOR WAX, 28c LB.—Full weight tins—light color wax for hardwood floors and linoleum—spreads easily, polishes quickly.

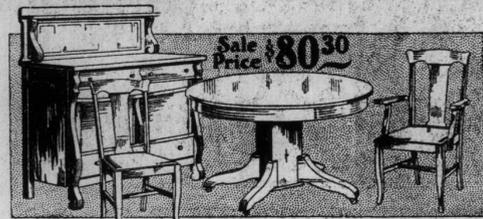
Simpson's—Sixth Floor.

This \$38.75 Buffet
for \$27.35



Buffet—Selected quarter-cut oak—colonial design. 48-inch case. Raised panels on front; 3 drawers, 1 lined. Sliding tray for cutlery. Regular price, \$38.75. February Sale price **\$27.35**

Handsome Dining Suites Greatly Price-Reduced



8-Piece Dining-Room Suite \$80.30
Regular Price, \$107.00. February Sale price **\$80.30**

Buffet, genuine quarter-cut oak—heavy colonial design. Lined doiley drawer. Three top drawers, shaped. Bevelled plate mirror. Extension tables, solid quarter-cut oak top—heavy square pedestal—shaped legs. Extends to 6 feet. Dining-room chairs—selected quarter-cut oak. Movable seats, upholstered in genuine leather. 5 small and 1 arm chair. These suites can be supplied in fumed or golden finish. 8 pieces complete. Regular price, \$107.00. February Sale price **\$80.30**



8-Piece Dining-Room Suite \$84.55
Regular Price, \$113.50. February Sale price **\$84.55**

Buffet, colonial design, 52-inch case. Three top drawers, shaped doiley drawer, lined. Extension tables, solid quarter-cut oak. Colonial feet. Five small and one arm chair. Shaped feet, movable seats, upholstered in genuine leather. Eight pieces complete. Regular price, \$113.50. February Sale price **\$84.55**

RUGS... CARPETS and DRAPERIES

Reversible Bedroom Rugs \$7.95 to \$11.95
A special purchase enables us to offer this lot at exceedingly low prices. Various colorings, with a small rug included in each purchase for dresser or bedside. Size 7 ft. 6 in. x 9 ft., sale price \$7.95 each; 9 ft. x 9 ft. at \$9.95 each; 9 ft. x 10 ft. 6 in. at \$10.95 each; 9 ft. x 12 ft. at \$11.95.

Low Prices on Brussels Rugs \$8.95 Up
Popular small designs, durable quality. Size 4 ft. 6 in. x 6 ft., regular \$12.75, sale price, \$8.95 each; size 4 ft. 6 in. x 7 ft. 6 in., regular \$16.50, sale price, \$13.95 each.

Large Rag Rugs Half Price \$6.75
Slightly soiled in the fold, plain shades with chintz borders. Size 6 x 9 ft. Regular \$13.50. Sale price, each \$6.75.

Simpson's—Fourth Floor.

\$19.50 Tapestry Rugs at \$14.95
Good designs and colors for bedroom or living-room. Size 9 x 9 ft. Regular value up to \$19.50. Clearing at, each \$14.95.

\$47.95 Seamless Axminster Rugs \$37.95
Oriental patterns and designs, up-to-date colorings. Size 9 x 12 ft., regular \$47.95. Sale price \$37.95.

750 Rag Rugs Offered at \$1.79 Each
A remarkably low price for these useful rugs, strongly woven in hit-and-miss or striped effects. Assorted colors. Size 3 ft. x 5 ft. 3 in. Special, sale price, each \$1.79.

Simpson's—Fourth Floor.

Extra Special! Color Border Scrims 19c Yd.
This is indeed most extraordinary value, quality considered, because the price is less than half today's value. Strong wearing scrim in white or cream, having double woven tape edges and dainty floral borders. A great assortment of washable colorings. 36 inches wide. Today, yard, 19c.

Lace Curtains Going at Wonderful Savings
For a record day's business today we have marked down prices on four lines of up-to-date imported curtains. Wise are homekeepers who figure out their needs and come first thing in the morning.

At \$1.98 pair, 5 patterns, white, 2 1/2 yards long, 300 pairs.
At \$2.49 pair, 5 patterns, white, 2 1/2 and 3 yards long, 150 pairs.
At \$1.49 pair, 6 patterns, white, 2 1/2 and 3 yards long, 150 pairs.

A Carload of Felt Base Oilcloths at 52c Square Yard
Come Early Today—4th Floor

The most fortunate purchase made in months brings this excellent quality floor covering to you at a greatly reduced price. The oilcloth is thoroughly seasoned and well glazed. Excepting a few rolls slightly defective in coloring or printing, the shipment is in perfect condition. Buy as much as you can today at, per square yard, 52c.

The HOME-LOVERS' CLUB

What the Home-Lovers' Club Means
THAT membership in it enables you to buy furniture and home furnishings at Simpson's, and spread the payments over a convenient period.
THAT even during February you may share in the special sale prices available, and have them charged on your Home-Lovers' Club account.
THAT you may buy all, or any part, of your home furnishing needs and receive the same special terms for payment.
THAT there is no interest to pay for this accommodation.
THAT the Secretary will gladly tell you of the Club terms.
Club Office—Fourth Floor.

Wall Papers
Special Rates on Decorating During February.

Estimates Furnished Free of Charge.

New Stucco Effect Wall Papers make excellent backgrounds for living-rooms, latest artistic shades of plaster grey, stone brown, apricot, olive, smoke blue, terra cotta, and blue; 30 inches wide, per 5-yard roll, \$1.50.

SIMPSON Limited

Electric Fixtures—Half Price

Illustration shows colonial style fixture in colonial brass finish; 4 lights, and cut shades. Same shade as shown, with different design. Half regular price, \$35.30; \$17.65.

Here are a few examples of truly wonderful values:

Oxidized silver finish. 4-light—heavy cast canopy—pan—and body. Cut glass shades. Half regular price, \$20.30; \$10.15.

Hammered brass. 4 light fixture, with handsome rose-amber shades. Half regular price, \$42.35; \$21.18.

Large 5-light Candle Pendant. Flemish finish. Half regular price, \$32.00; \$16.00.

Brush Brass Semi-Indirect Fixture, with 16-inch bowl, in deep cream tone, with decoration of white raised above surface, in conventional design. Half regular price, \$35.30; \$17.65.

Installed free in Toronto. Fees and joints (if needed) extra.
Sixth Floor.

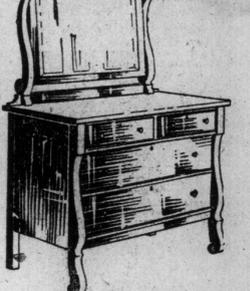
Odd Chesterfield
\$150.00 for \$99.00

Odd Chesterfield—1 only. Mahogany finish frame—spring panel, back, Loose Marshall cushions. Regular price, \$150. February Sale price at **\$99.00**

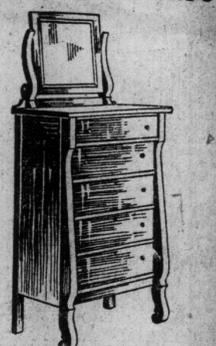
Baking Table
for \$7.15

Baking Table—Maple—natural and walnut finish. 1 deep drawer, divided for flour or meal. Cutlery drawer. Regular price, \$10.50. February Sale price **\$7.15**

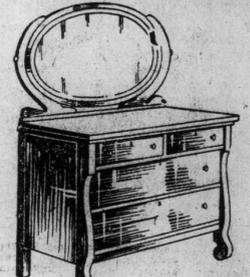
Remarkable Reductions on Bedroom Furniture



Dresser—Colonial design—base of genuine mahogany, and quarter-cut oak, rubbed finish. 2 large and 2 small drawers—wood trimmed. Bevelled mirror. Reg. price, \$32.50. February Sale price **\$23.95**



Chiffonier to match dresser—5 deep drawers, wood trimmed. Base of genuine mahogany and quarter-cut oak. Rubbed finish. Regular price, \$32.00. February Sale price **\$21.45**



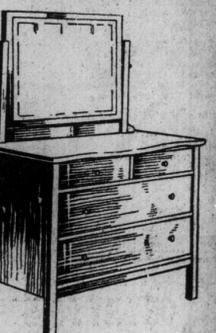
Dresser—Tops and fronts genuine mahogany. Oval mirrors. Rubbed, satin finish. Regular price, \$33.45. February Sale price **\$23.95**



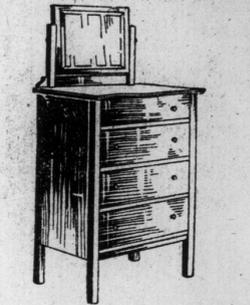
Chiffonier to match dresser—tops and fronts solid mahogany. Regular price \$33.50. February Sale price **\$27.95**



Dressing Table—Top and front solid mahogany—shaped standards, and oval mirror. Dull rubbed finish. Regular price, \$28.50. February Sale price **\$17.95**



Dresser—Selected ash—golden finish. 40-inch case. Shaped top—bevelled plate mirror. 1 only to each customer. Regular price \$22.00. February Sale price **\$14.95**



Chiffonier to match above—4 deep drawers, wood trimmed. Bevelled plate mirror. 1 only to each customer. Regular price, \$20.00. February Sale price **\$13.85**



Brass Beds
\$34.00 for \$25.95

Brass Bed—Heavy 2-in. posts and top rail. Special ball corners and trimming. Bright, polette, satin or ribbon finish. All regular sizes. Regular price, \$34.00. February Sale price **\$25.95**

Brass Bed—Bright, polette or satin finish—double size. Regular price, \$24.50. February Sale price **\$17.35**

Bed Spring—All metal woven wire fabric. All regular sizes. Regular February Sale price at **\$4.95**

Bed Spring—All metal lock weave, heavy rope edge. All regular sizes. Regular price, \$7.75. February Sale price **\$6.65**

Bed Spring—All metal double woven wire lock weave—heavy rope edge. All regular sizes. Regular price, \$10.50. February Sale price **\$8.45**

Simpson's—Fifth Floor.

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