

1898

TWENTY-FIRST  
ANNIVERSARY

SIMPSON'S

COMING OF  
AGE YEAR

1919

# The February Furniture and Homefurnishing Sales Are Replete With Advantageous Opportunities for Today

**The Home Lovers Club**

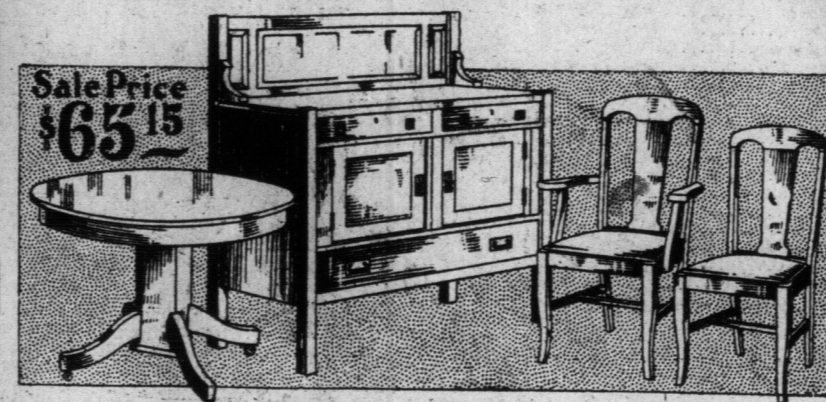
**Part Cash Payment and Balance During an Arranged Period**

That is the idea of the Home-Lovers Club. It meets the requirements of responsible people who wish to furnish homes either completely or partly. It costs nothing extra to join the Club, and members may purchase furniture and home furnishings at special sale prices. (That's fair, isn't it?)

Club Secretary—Fourth Floor.

Public response to our sale offerings has been exceedingly good, outdistancing the most successful events of former years. That's fine! It is unmistakable evidence that the values are highly meritorious and appreciated by the esteemed patrons of the Simpson Store. The busyness is the direct result of offering high-grade furniture and home furnishings at much lower prices than ordinarily.

## 2 Handsome Dining-room Suites Reduced



**This \$89.50 Dining Suite \$65.15**  
Eight pieces—Buffet, solid oak—mission design, 48-inch case; bevelled mirror. Extension Table, 42-inch top, 6 feet when extended, 5 small and 1 arm chair; movable seats, in genuine leather. Regular price, \$89.50. February Sale price, suite, \$65.15.



**This \$107 Dining Suite \$80.30**  
As illustrated, 8 pieces—Buffet, Extension Table and set of Chairs. Buffet—genuine quarter-cut oak, heavy colonial design. Extension Table—solid quarter-cut oak top, 46 inches, extends to 6 feet, 5 small and 1 arm chair, solid quarter-cut oak, movable seats in genuine leather. Regular price, \$107.00. February Sale price, suite, \$80.30.

### 5-Piece Bedroom Outfit at \$77.15

**Brass Bed, Spring, Mattress, Dresser and Chiffonier**  
REGULAR PRICE \$106.00—Brass Beds, all regular sizes. Spring, metal frame closely woven wire fabric. Mattress, all regular sizes. Dresser, colonial design, base of genuine mahogany and quarter-cut oak, rubbed finish. 2 large and 2 small drawers. Bevelled mirror. Chiffonier, colonial design. 5 drawers. Base of genuine mahogany and quarter-cut oak, rubbed finish. Regular price, \$106.00. February Sale price, \$77.15.

### Odd Furniture Pieces Greatly Reduced

**Regular Prices \$29.50 to \$50.00 for \$21.95**  
Chiffoniers and Women's Dressing Tables, slightly imperfect. Chiffoniers, with or without mirror. Dressing Tables, triple mirrors—ivory, walnut and mahogany. No exchanges. Regular prices \$29.50 to \$50.00. February Sale price, each, \$21.95.

## Sale of Lace Curtains at Half Price

**Regular Price 98c to \$15.00**  
**Sale Price 49c to \$7.50**  
An interesting assortment of 150 pairs of lace curtains assembled and marked exactly half for immediate dispersal today. Included are Nottingham Lace Curtains, Scrim and Voile Curtains, also a few Swiss Net Curtains. Choose them in any desired width or length. The opportunity is too good to miss. Regularly 98c to \$15.00. Sale prices today, 49c to \$7.50.

**Chintzes—Half Price**  
2,000 yards of American and English Art Chintzes, in almost every wanted coloring. 30 to 36 inches wide. Regularly 59c to \$1.49. Today, yard 29c to 74c.

**Scrims and Nets Half Price**  
Odd bolts of American Scrims and Bungalow Nets, in discontinued numbers. 50c to \$1.50. Today 25c to 75c.  
Simpson's—Fourth Floor.

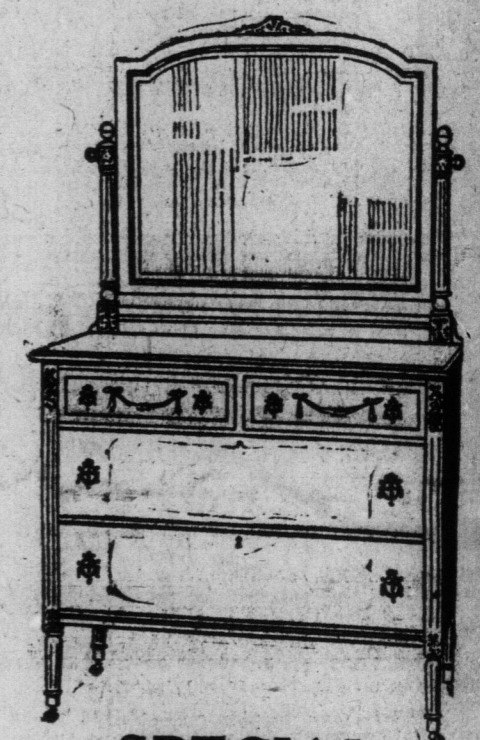


## New Table Lamps at Sale Prices Today

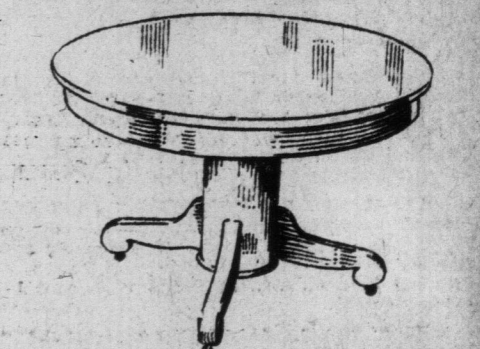
Boudoir size, old ivory finish. Shades are pink, ecru or iridescent. Height 13 inches, width 8 inches. Complete, \$7.50.  
Small Mahogany Finish Lamps with key socket—silk cord and plug and silk shades. 9 inches wide, in rose, gold, pink or blue, and three shades. Regularly \$4.45 and \$4.60. Today \$3.95.  
4 Lt. Fixture, Sheffield design. Pan 18 inches wide—finish brush brass and black. Shades have amber panels. February Sale price, \$14.60.  
Simpson's—Sixth Floor.

## New Low Prices on Tapestry Wall Papers

Verdure patterns, in rich colorings of blue and brown, also subdued tones of grey and buff, with warmer shades for living-rooms and halls. Roll 29c.  
50c Silk Parlor Papers, Half Price, 25c—All-over design, in two-tone colorings of pale green, champagne and yellow—embossed stock. English Floral Papers for Bedrooms, regular 50c and 60c, sale price 33c—Stripe and all-over effects, in rose, with green leaves on light-background.  
Simpson's—Sixth Floor.



**SPECIAL**  
**This \$43.00 DRESSER \$32**  
As illustrated, mahogany finish. Bevelled plate mirror. Regular price \$43.00. February Sale price \$32.00.



Extension Table, illustrated. Quarter-cut oak, 45-inch. Fumed or golden finish. Regular price \$28.00. February Sale price \$20.95.



Buffet, illustrated. Solid quarter-cut oak, fumed or golden finish. Regular price \$39.75. February Sale price \$28.95.



**Brass Bed, Spring and Mattress, \$31.75.**  
Brass Bed, heavy 2-inch posts and top rods. All regular sizes. Springs, metal frame, closely woven wire fabric. Mattress, jute felt both sides. All regular sizes. Regular price \$41.50. February Sale price, complete, \$31.75.

**BUY W.S. SAVINGS STAMPS**

**Breakfast Lunch Afternoon Tea**

are equally enjoyable in our Palm Room—"The Room of Sunshine"—quiet, restful service—good, well-cooked food—moderate prices.

Our French Pastry is deservedly popular. "Simpson-baked" is a guarantee of its goodness. On sale after 10.30 a.m. daily—Pastry Counter, 6th Floor (Outside Palm Room).

Simpson's—Sixth Floor.

### \$45.00 Axminster Rugs \$37.95 Today on Fourth Floor

Wonderfully attractive rugs for so little. They come in handsome Oriental designs worked out in very desirable colorings. Size 8' 3" x 10' 6". Regularly \$45.00, reduced to \$37.95.

**\$15.00 Tapestry Rugs at \$11.95**  
Scotch—in floral and conventional designs. Size 7' 6" x 9'. Regularly \$15.00. Sale price, each, \$11.95.

**Rag Rugs Clearing at \$1.19.**  
300 strong Rugs in striped and hit-and-miss patterns, assorted colorings. Size 2' 3" x 4' 6". February Sale, each, \$1.19.

**95c Stair Carpet at 59c**  
Reversible. Tan and brown shades. 22" wide. Regularly 95c per yard. Sale price, per yard, 59c.

**Cocoa Mats, Special, 98c**  
Size 14" x 24". Special Sale price, each, 98c.

**Oilcloth Rugs Clearing at \$3.95**  
For kitchen or bedroom. Large quantity in one design only—brown, red and tan Oriental pattern. Size 4' 6" x 7' 6". Clearing at, each, \$3.95.

**Congoleum Rug Specials**  
New patterns. 3 sizes, 6' x 9'. Special Sale price, \$8.95; 7' 6" x 9', special sale price, \$9.95; 9' x 10' 6", special sale price at \$13.95.

The **SIMPSON** Company  
Robert Limited

### Simpson's Market List for Today

Phone Adelaide 6100

MEATS AND FISH.

Canada Food Board License No. 9-023.

Specialty Priced Corn Beef, 2-751.

Prime Corned Lean Shoulder Cuts, lb.	20c
Prime Corned Rump, square end, lb.	23c
Prime Corned Beef, Simpson quality, per lb.	21c
Shoulder Roast Beef, Simpson quality, per lb.	23c
Blade Roast, per lb.	23c
Cottage Rolls, boneless, peasmealed, for frying or boiling, 3 to 5 lbs. each, per lb.	28c
Family Sausage, our own make, lb.	25c
All Pork Sausage, our own make, lb.	25c
Finest Boiled Ham, sliced thin, lb.	25c
Finest Jellied Ox Tongue, per lb.	25c
Headcheese, our own make, per lb.	25c
Winter-caught Round Whitefish, special, per lb.	25c
Select Fresh Frozen Smelts, per lb.	20c
Mild Cured Smoked Bloaters, per lb.	18c
Fresh Frozen Flounders, per lb.	12 1/2c

GROCERIES.

Canada Food Board License No. 8-751.

Lenox Soap, 15 bars, \$1.00.	
One car Standard Granulated Sugar, 20-lb. bag, \$2.28.	
Five Roses Flour, 24-lb. bag, \$1.63.	
Morris' Oleomargarine, 3 lbs., \$1.00.	
4,000 lbs. Finest Creamery Butter, lb., 56c.	
4,000 tins Finest Canned Pumpkin, 5 lbs., 20c.	
4,000 tins Finest Canned Peas, tin, 14c.	
4,000 tins Finest Canned Corn or Tomatoes, tin, 12c.	
Seeded Raisins, pkt., 15c.	
California Midget Raisins, a substitute for currants, lb., 15c.	
Finest Cooking Molasses, tin, 14c.	
Canned Pineapple Cubes, Niagara Falls Brand, tin, 27c.	
Magic Baking Powder, 1-lb. tin, 25c.	
Dominion Canned Vegetable Soup, 3 tins, 25c.	
Red Salmon, 1/2-lb. tin, 15c.	
Crisco, 1-lb. tin, 25c.	
Pure Gold Jelly Powders, assorted, 3 pkts., 25c.	
Quaker Oats, large pkt., 30c.	

FRUIT SECTION.

California Navel Oranges, fair size, per dozen, 45c.	
1,000 8-oz. baskets Choice Spy Apples, each, 60c.	
Choice Grapefruit, 3 for 25c.	
1,000 lbs. Finest Cooking Onions, 12 lbs., 25c.	
1 car Potatoes, peck 25c, bag, \$1.45.	

CANDY SECTION.

Salted Peanuts, lb., 25c.	
Scotch Mints, lb., 30c.	
Peanut Brittle, lb., 30c.	

FLOWER SECTION.

Cyclamen, each, 95c.	
Pans Hyacinths, each, \$1.00.	
Pots Daffodils, each, 50c.	
Asparagus Ferns, each, 15c.	
Boston Ferns, each, \$1.50.	
Fern Plants, each, 25c and 27c.	

FOR MODERN ROOMS, 3000 King Street, Toronto.

PROBS

De

Cor

T

GREAT

AFTER

FRAN

Memory Together More Co

WANTS

Sir George ada is F

Fran

London, the newspaper Borden, print declined to ment on pro peace con baphazard harmful to Discussing man colonies "Canada

Our interv side of Great and is still tems studied are of too nature for or desirable of a league all other of important it can refuse of the five gre to abstain- consideration the other maintain a sacrifices of have been it is internati right in the capability of themselves. which is an tions, shows the league of Sir Robert any effort served, has proud at the she only pos the war 30 nearly half vice of the "Franc relations bet will become coordial after two nations respect each and glory to must remain sacrifices be cause of hu Premier B intellectual tions, and Canadian co it was part rangement. Sir George iter of trad reviewed by said that Fr of her des treaty as we treaties. F traffic of ge the old cana Canada Continuing future class- on the attil in accordanc rangements. a commerci which had had come it chambers of drawing up mercial busi men had al from this themselves firms. One stalls had b Lyons fair. France was to assist Fr French adm them how h most usefu Sir George he had rece offers or ap the necessa doing somet

American C To Estim

Brussels, F mising, the riming is expected

BRITISH

British an at the gene Regular of Friday Supplement a.m., Friday Regular Th night, Thurs Supplement 10.30 a.m. F Mails for Siberia to h ever, will be postoffice, T Ordinary 4.30 p.m., F 1.20 p.m., F midnight, F