

# Simpson's February Sale of Floor Coverings, Draperies, Electric Fixtures Will Begin Today

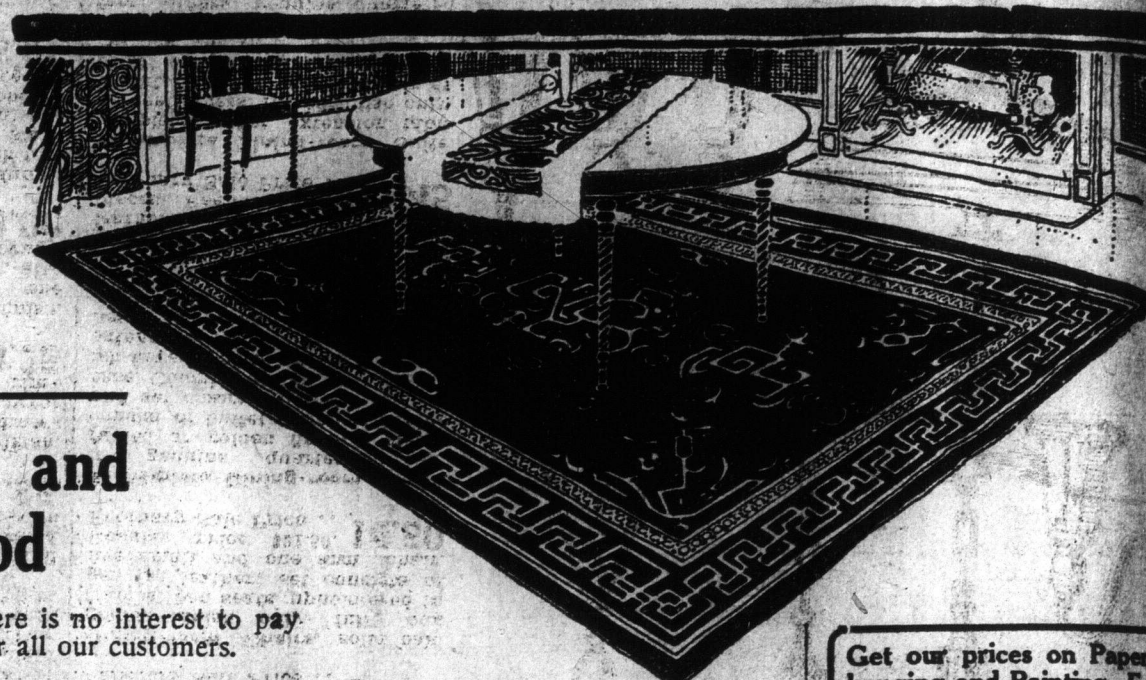
February Sale prices now prevail in the several departments, from which you can furnish your home completely. Floor Coverings, Curtains, Furniture and Lighting Fixtures—and also Papering and Painting. Here is a page of rousing news—and news of big savings in these days of high prices should be welcome. Each item on this page tells the story of an opportunity to save money.

## The Home-Lovers' Club Enables You to Buy at Cash Prices and Have the Payments Spread Out Over a Convenient Period

Sometimes the big saving opportunities on home furnishings come at the wrong season for many people—that is, they may not be prepared with enough cash to make the large outlay that buying rugs and furniture usually entails. For these people we have organized the Home-Lovers' Club. Any member of the Home-Lovers' Club may purchase home furnishings at sale prices, have the purchases delivered immediately, and have the payments spread out over a convenient period.

This is not the ordinary "credit buying plan," for there is no interest to pay and there is but one price—that is the cash price, for all our customers.

There is no expense and no inconvenience in being a member of the Home-Lovers' Club. All old members of the club may have additional purchases charged to their accounts, and those who are not members are invited to join. See Club Secretary, Fourth Floor, for further information.



Get our prices on Paper-hanging and Painting. Estimators will call upon request. We have our own staff of expert workmen.

### Huge Reductions on Wall Papers Starting Today

#### Tapestry Papers

From the best makers; scenic, foliage and fruit designs; quiet treatments of old blues, pinks, shades, tans, greens and greys. Extra large selection for living-rooms and halls. Regular \$1.00. On sale Saturday, a single roll 10c.

#### Bedroom Papers

Pretty floral patterns, stripes and linen effects, in blue, pink, green and cream colorings. These papers make charming rooms used with cut-out borders. Regular 12 1/2c and 15c. Saturday sale price, single roll 1c. Complete Assortment of Cut-out Borders. Regular 10c to 15c yard. Saturday, yard 1c.

### Our Palm Room Menu for Saturday 50c

Served Hot from 11:30 to 2 p.m. in the Palm Room.  
Condomine Vermicelli  
Boiled Leg of Mutton with Capers Sauce  
Roast Young Goose  
Boiled or Mashed Potatoes  
Stewed Tomatoes  
Home-made Rolls with Butter  
White or Brown Bread  
Tapoca Custard Fudding  
Lemon Sauce  
Fresh Raspberry Pie or Ice Cream  
Pot of Tea or Coffee.

### Re-covering Furniture Free of Charge

You have 100 odd patterns of tapestry to select from. All are new and fresh from Italy and England, 50 in. wide, and of excellent quality. Bought before the great advance in prices. There are beautiful verdure and conventional patterns in rich color combinations of browns, blues and greens, which would beautify any room and make a new chair of that worn-out, but one-time comfortable one.

Come in and select one of these beautiful tapestries and let us re-cover your chair free of charge. All it will cost you is the price of the material and any re-pairing which may require to be done. Phone or call and let us figure it out and tell you exactly what it will cost to make a new chair out of that old one. It costs nothing to find out. Prices of Tapestries, \$1.25 to \$3.75. Phone Main 7841.



### Beginning Saturday, Chintz Slip Covers and Curtains at Enormous Savings

Slip Covers for any chair made for, each 1.00  
Slip Covers for Chesterfield or lounge made up for, each 2.00  
Curtains for the window, made to match for pair 1.00  
(These Prices Do Not Include Material.)  
Think what a saving this means. Our entire stock of 50-inch English and French Chintzes and Linens, also our 30 and 36-inch Chintzes, priced over 38c yard, is laid open for your selection. We

send a man to make measurements and estimate the quantity of material required, to cut and fit your furniture with slip covers; and we make them for you at these specially low prices:

Curtains of chintz to match the furniture, made up, lined or unlined, at \$1.00 pair, plus the price of material. A huge assortment of chintzes to select from. 30 and 36 inches wide, 39c to \$1.00; 50 inches wide, \$1.50 to \$3.50.  
Phone the Drapery Dept., Main 7841.

### The February Carpet and Rug Sale

This great annual event is looked forward to by all our customers who have learned by past experience of the great bargains to be picked up during this great sale. This year we have the greatest stock of carpets and rugs in the history of the store, and there are thousands of rugs that will be offered during the next four weeks at prices far below the manufacturers' prices of today. The sale includes Wilton Rugs, Fine Oriental Reproductions, Seamless French Rugs, Imported Axminster Rugs, Domestic and Imported Brussels, Scotch and English Tapestry Squares, Heavy Scotch Wool Rugs, Japanese Matting, Fibre Rugs, and a tremendous assortment of small rugs of every description. Each day brings its own special bargains, but besides those advertised there are stacks of rugs at reduced prices not mentioned in the papers.

#### These Brussels Rugs Are of Value

The exceptionally low prices at which these are marked will appeal to experienced buyers as real bargains. One design only of small conventional design in brown, green and soft blue colorings. A very useful and serviceable rug, suitable for any room.

Size 6.9 x 9.0. Reg. \$15.50, for 11.75  
Size 6.9 x 10.6. Reg. \$17.25, for 13.50  
Size 9.0 x 9.0. Reg. \$21.50, for 14.95  
Size 9.0 x 10.6. Reg. \$23.75, for 16.75  
Size 9.0 x 12.0. Reg. \$26.75, for 18.75  
Size 11.3 x 12.0. Reg. \$34.25, for 19.75

**Scotch Tapestry Rugs**  
400 of these well-known and serviceable rugs; a great assortment of designs and colorings. These are offered at prices 25% below last spring's prices, and are marvelous values at the present time.

Size 7.6 x 9.0. Saturday 8.25  
Size 9.0 x 9.0. Saturday 9.75  
Size 9.0 x 10.6. Saturday 11.25  
Size 9.0 x 12.0. Saturday 12.75

**English Tapestry Squares**  
One size only, in two splendid designs, tan and blue oriental pattern and green and brown conventional design. As there are only about 25 they will not last long, so we advise you to come early if you want one. Size 10.6 x 12.0. Regular \$21.50. February Sale price 13.75

#### Note This Sale of Axminster and Wilton Carpets

This is one of the greatest lines in today's sale; a splendid assortment of imported Axminster and Wilton carpets, some with borders and stairs to match; in Oriental designs, blue Chinese, blue and tan Oriental, and two-tone green colorings. The whole of this stock, regular price \$1.95, \$2.45, \$3.50 and \$5.75 per yard, made 1.69 and laid free. February sale, per yard

#### Clearance of Odd Rugs—Axminster, Wilton and Velvet

There is a large quantity to select from, and we mention only a few here. There are scores of other equally good values.  
One only, Wilton Rug, 9.0 x 10.6; small brown and green conventional pattern, suitable for dining-room or living-room. Regular \$45.50. February Sale 25.50  
Two only, extra fine French Seamless Wilton Rugs, size 9.2 x 13.8; very soft shades in old rose and brown colorings, splendid Oriental reproduction. Regular \$75.00. February Sale 42.50  
One only, extra fine French Seamless Wilton Rug, 9.0 x 12.0. Regular \$65.00, for 39.75  
One only, fine English Wilton Rug, 9.0 x 13.8; small allover design, blue and old rose colorings. Regular \$69.75, for 39.75  
One only, Seamless and French Oriental Copy, with dark blue groundwork and soft brown and deep red colorings; size 8.10 x 13.8. Regular \$75.00, for 42.50  
One only, Seamless Wilton Velvet, medallion centre; shades of brown, green and old rose colorings; size 10.4 x 13.8. Regular \$59.75. February Sale 43.50

#### 500 Rag Rugs

Clearance of Rag Rugs, in heavy mottled pattern, good close weave, and will stand real hard usage.  
Size 24 x 36 inch. Reg. 55c. February sale 35c  
Size 27 x 54 inch. Reg. 1.25. February sale .99  
Size 36 x 63 inch. Reg. 1.95. February sale 1.29

#### Reversible Bedroom Rugs

Here is a great snap for anyone requiring an inexpensive and light bedroom rug; green and brown colorings; size 27 x 54 in. Regularly 69c, for 35c

#### Extra Heavy Brussels Rug

One only, tree of life design; blue, tan and old rose shades; size 11.3 x 12.0. Regular \$57.50. February sale 33.75

#### Seamless Wilton Rugs

Two only, extra fine seamless Wilton Rugs, rich oriental colorings and designs, with heavy fringe on ends; size 9.10 x 13.2. Regular \$97.50. February sale, 59.75

# Simpson's February Furniture Sale

## The Sale —Of— Lighting Fixtures

**Brass Beds, ball corners, heavy posts and fillers, bright, polette or satin finishes, all regular sizes. Reg. price \$25.50. February Sale Price 18.45**  
**Brass Beds, 2-inch posts, 1 1/2-inch top rails, one-inch fillers, double galley head and foot, specially designed caps. Can be had in all regular finishes and sizes. Regular price \$32.00. February Sale Price 22.95**  
**Brass Bed, 2-inch posts, top rod and fillers, specially designed trimmings, very massive and attractive bed, with new ribbon finish, 4-ft. 6 inch and 4-ft. sizes only. Reg. price \$33.00. February Sale Price 26.50**  
**Iron Bed, complete with spring and mattress; bed pure white enamel with brass caps; mattress wood fibre, jute felt on both sides, encased in good grade of ticking; spring, hardwood frame with closely woven wire fabric top reinforced. Three pieces complete. February Sale Price 8.35**  
**White Enamel Beds, continuous posts with 1-inch brass rod in centre of bed, heavy chills and five fillers. Regular price is \$30.00. February Sale Price 7.00**  
**All Iron Springs, very closely woven wire fabric, reinforced with cable supports. 3.50**  
**Simpson's Special Box Spring, best oil tempered springs used, covered in fine canvas, with a heavy layer of felt placed on top, good grade of art ticking used. Regular price \$16.00. February Sale Price 12.95**  
**Child's Crib, pure white enamel, size 3 ft. 6 inches x 4 ft. 6 inches, fitted with link fabric spring and safety drop sides. Regular price \$6.25. February Sale Price 5.50**

**Mattresses, with wood fibre centre, layer felt on both sides, encased in good grade of ticking. Can be had in all regular sizes. February Sale Price 3.05**  
**Mattresses, not stuffed, but built with layer felt, double tufted, full depth border, very soft and comfortable. Can be secured in all regular sizes. Regular price \$9.50. February Sale Price 7.50**  
**Pillows, mixed feathers, encased in good grade of art ticking. February Sale price, pair 95c**  
**Pillows, select feathers, size 21 x 27, encased in good grade of art ticking. The February Sale Price 3.25**  
**Dining-room Chairs, in genuine quarter-cut oak, fumed or golden finish, very heavy standards, shaped legs and slip seats, upholstered in genuine leather. Regular price \$23.00. February Sale Price 18.25**  
**Dining-room Chairs, genuine quarter-cut oak, fumed or golden finish, mission design, slip seats upholstered in genuine leather. Sets consist of five small and one arm chair. Regular price is \$24.50. February Sale Price 18.95**  
**Library Tables, in genuine quarter-cut oak, fumed finish, mission design, slat ends, good drawer space, very massive construction. Regular price \$20.00. February Sale Price 16.25**  
**Library Table, Jacobean finish, twisted legs, cane panels, book racks at each end, drawer in drawer space. Regular price \$30.00. February Sale Price 24.00**  
**Glass Bookcases, solid oak, fumed and golden finish, double doors, movable shelves. The Special February Sale Price 16.00**

### Extra Special for Saturday Only

**CHIFFONIER, top and front in quartered oak, golden finish, back fitted with large beveled plate mirror; base has four large and two small drawers. Regular price \$19.75. February Sale Price 12.65**

**DRESSER, in quartered oak, golden finish, to match above chiffonier. Regular price \$21.50. February Sale Price 13.15**

**BED, quartered oak, golden finish, centre panel of bed veneered mahogany, will match above dresser and chiffonier. Regular price \$16.50. February Sale Price 10.50**

**DIVANETTE, in solid oak, fumed finish, seat and back covered in imitation Spanish leather, link spring, helicals at each end. Divanette complete with full weight mattress. Regular price \$37.50. February Sale Price 32.75**

### Extraordinary Clearance of Oval Photo Frames

We need the room for newer goods, so out they must go regardless of cost. Some of them are slightly worn, but the prices are so low that they wouldn't pay the cost of the raw material. Here are some of the items:

Cabinet size and up to 7 x 9, oak gilt frames, assorted patterns. Saturday, each 9c  
8 x 10, up to 10 x 14, neat gilt oak, some are ornamented. Saturday 19c  
14 x 18, up to 16 x 20, plain gilt and ornamented frames, suitable for enlargements. Saturday 29c  
Take advantage of the special prices for picture framing.

**1 only, Living-room Settee, solid oak frame, fumed finish, loose laced cushion, covered in genuine leather. Regular price \$61.00. Special February Sale 40.00**  
**Dresser, surface oak finish, three large drawers, brass trimmed. Regular price \$10.00. February Sale Price 7.60**  
**Dresser, elm, golden finish, large shaped beveled plate mirror, two long and two small drawers. Regular price \$15.50. February Sale Price 13.00**  
**Dresser, in Empire mahogany finish, Colonial design, two long and two small drawers, wood trimmed, large beveled plate mirror. The regular price is \$22.50. February Sale Price 18.95**  
**Princess Dresser, one long and two small drawers, large beveled plate mirror. Regular price is \$23.00. The February Sale Price 18.95**  
**Chiffonier, in elm, golden finish, four large and two small drawers, large beveled plate mirror in back, drawers are wood trimmed. Regular price \$16. February Sale Price 13.75**  
**Buffet, fumed or golden finish, 42-inch wide, two small, dolly and one linen drawer, also good cupboard space. Regular price \$10.00. February Sale Price 8.40**  
**Buffet, golden oak or fumed finish, Colonial design, plank top, cross-banded veneered standards; top drawers shaped, one long drawer and good cupboard space. The regular price is \$14.00. February Sale Price 35.00**  
**Buffet, genuine quarter-cut oak, fumed finish only, very massive Colonial design, 60-inch case, back fitted with large beveled mirror. The regular price is \$72.00. February Sale Price 54.50**

**Extension Table, in solid oak, 42-inch diameter, top square pedestal, fumed or golden finish, 6-ft. when extended. Regular price \$13.25. February Sale Price 9.90**  
**Extension Tables, solid quarter-cut oak tops, 45 inches by 6-ft., fumed or golden finish, base solid oak, very massive design. Regular price \$19.75. February Sale Price 15.00**  
**Extension Tables, solid quarter-cut oak tops, 48 inches by 8-ft., with deep rims, fumed or golden finish, has twin pedestal. A very strong and substantial table. Regular price \$28.75. February Sale Price 21.00**  
**Dining-room Chairs, solid oak, golden finish only, full box frames, pad seats, upholstered in genuine leather; set consists of five small and one arm chair. Regular price \$21.50. February Sale Price 14.50**  
**Eight-piece Dining-room Suite, in genuine quarter-cut oak, fumed or golden finish; pieces consist of buffet, extension table and set chairs. Buffet, 54-inch case, Colonial design, large British beveled plate mirror in back; extension table, 45-inch top, heavy dividing pedestal with locks, 8 ft. when extended; dining-room chairs, five small and one arm chair, quartered oak, slip seats, upholstered in genuine leather; suite complete, eight pieces. Regular \$97.00. February Sale Price 71.45**  
**Eight-piece Dining-room Suite, complete buffet, extension table and set chairs; fumed finish only. Buffet, 48-inch case, mirror in back; extension table, quarter-cut oak top, 45 in. by 6 ft. and oak pedestal base, with Colonial feet; diners, genuine quartered oak back and top rail, slip seats, upholstered in genuine leather; five side and one arm; suite complete, eight pieces. Regular price \$73.00. February Sale Price 51.59**

We here illustrate three of the many Lighting Fixtures that are now on special sale. From day to day we'll announce other big values, but the best way to do is to come to our Lighting Studio, on the sixth floor, and look them over.

A quantity of semi-indirect fixtures, as illustrated, with new Cutler hanger and etched Adam bowl. An exceptional value at the regular price of \$11.25. Sale price \$9.95.  
12 large 4-light Living-room or Dining-room Fixtures, complete, with shades. Regular \$11.25, for 8.95  
Leaded Amber Glass Hall Lamps, as illustrated. Regular \$4.95, for 3.95  
3-light Fixtures, as illustrated, complete, with shades. A remarkable value for \$3.48  
50 neat Bedroom Bracket, complete, with shades, as illustrated. Regular \$1.40, for 1.10  
6-light Fixture for parlor, complete, with prisms. Regular \$18.50, for 15.50



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