

Telephone Main 7841

Store Hours 8:30 to 5:30

Store Open All Day Saturday 8:30 to 5:30

Market Adel. 6100

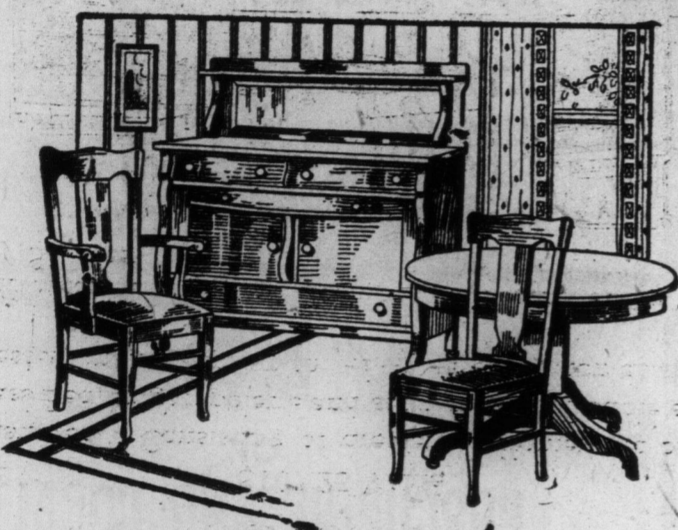


SIMPSON'S FEBRUARY FURNITURE AND HOME FURNISHINGS SALE



Canadian Products for Canadian People

The Canadian workman is in a large measure responsible for the success of this huge Furniture Sale. He made it possible. His intense application and skill, combined with "production" activities in a year when "production" was urged, have supplied a splendid variety of moderately-priced, finely-finished furniture that makes an astonishing array. The sale is on. It is your opportunity.



8-Piece Dining Suite \$117.65

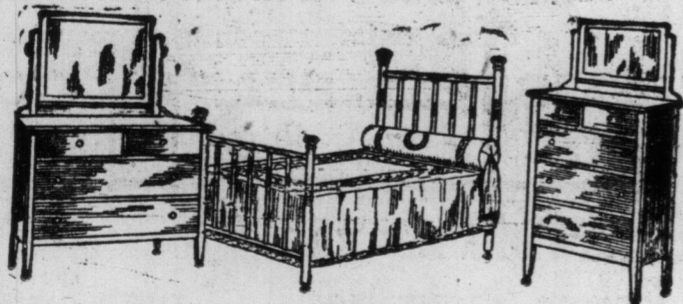
\$155.50 Value

Illustrated. Consisting of buffet, extension table and set of six chairs. Fumed and golden finish. Buffet, genuine quarter-cut oak, 50-inch case. Bevelled plate mirror. Extension Table, 45-inch top, extends to 6 feet. 5 small and 1 arm chair, movable seats, upholstered in genuine leather. Eight pieces complete, February Sale, 117.65

3-Piece Bedroom Outfit \$76.55

\$107.25 Value

Illustrated. Consisting of dresser, chiffonier and brass bed. Brass Bed, bright, polette and satin finish. Double size. Dresser, mahogany finish, 42-in. case, mission design. Plate mirror. Chiffonier, mahogany finish. To match above dresser. February Sale, set 76.55



Men's Cold Weather Coats

Men's Overcoats, Just 55 in the Group. Heavy weight tweed coating is the fabric, in attractive shades and patterns.

Ulsterette, Trencher, Form-Fitting and Waist-Seam models. Sizes 35 to 44. Friday bargain, at 22.45

Men's All-Wool Mackinaws, \$9.95 Made from 34-oz. all-wool gray and black check mackinaw cloth.

Semi-Norfolk model, with all-around belt, 2 patch pockets and knitted cuffs on sleeves. Sizes 36 to 44. Regularly \$16.50, Friday bargain 9.95

Men's Sheep-Lined Vests, \$3.95 Of heavy fawn duck, sheep-lined—finished with 4 patch pockets and back strap. Sizes 36 to 44. Regularly \$5.50, Friday bargain 3.95



SIMPSON'S

Desirable Chintzes on Sale

There is always an opportunity to "warm" the color scheme of a sombre room by the skilful use of chintz. But there is not always such an opportunity of securing it as you find here today.

American Chintzes, Half-Price

Regularly 39c to \$1.25 Yard, Today, 19c to 62c Yard

Short bolts of chintzes (5 to 20 yards) in a host of desirable colorings and designs, suitable for all purposes. Width 30 to 36 inches. February Sale, yard, 19c to 62c.

Large Bedroom Boxes, \$4.98 Each

Size 36 inches long, 20 inches wide and 15 inches high, with plain color linings and outer cover of art chintz, in a big assortment of colors. Some are slightly soiled. Regularly \$7.25. February Sale, each 4.98

Bungalow Nets, Special, 59c Yard

Just 350 yards of this effective net for making curtains. It has strong scalloped edges and neat border pattern with plain net centre. 38 inches wide, in either ivory or white. February Sale, yard, 59c



Helping Mrs. Younghusband

She was such a pretty little thing. And demure! As she tripped diffidently about the big Home Furnishing Department before the afternoon crowds had begun, not one who saw her could fail to guess the mission. "Her first shopping trip." The oldest floor man smiled sympathetically.

Ten minutes later she was talking to the interior decorator. "Just the person she had desired to see."

"I want to make my living-room over," she declared, "and I'm not just sure what colors I want. You see, my husband (a flush) and I recently bought our home, but I want some changes."

The decorator explained that his duty was that of an adviser in the matter of color schemes and artistic interiors. "What do you think of this?" he asked, stopping at a drape of magnificent blue Genoa velvet. "You state the room has a southern exposure; why not use this as upholstery and that blue and gold striped damask as hangings?"

I Must Have It.

"Oh, wouldn't it be wonderful with a dull rose lamp," she gasped with bright, shining eyes, marvelling at the rich, velvety effect. "I simply must have that," but with an after thought, "I don't think George can afford it."

"Why not use the Home-Lovers' Club, Madam?" inquired the decorator. At first she did not understand, and he explained.

When the young housekeeper learned that most matters of interior decoration and of home furnishing could be arranged through the Club, her delight was manifest. Today all her friends demand the secret of her unique living-room. "The answer is easy," she tells you triumphantly, "SIMPSON'S HOME-LOVERS' CLUB."

Do You Belong?

Simpson's—Fourth Floor.



Overblouse of fine pearl gray wool jersey, embroidered in self-toned chenille and 'sapphire' blue silk in novel leaf design. Price 25.00

Overblouse of navy wool jersey—the Dutch neck, belt and cuffed hem blanket-stitched in scarlet chenille, and dotted with cunning chenille rosebuds in scarlet and amber. Price 25.00

The Appeal of the Wool Jersey Blouse

By reason of its extreme smartness, warmth without the weightiness usually attendant upon all-woollen fabrics, and its invariable becomingness—wool jersey has won a lasting place in the feminine heart for sports, business, and even dress wear.

And lo! here we find it adapting itself to the cleverest blouses of which Fashion could possibly conceive—blouses distinctly *a la mode*, yet boasting little originalities peculiarly suited to the quality of the fabric and immensely captivating.

The long over blouse, prettily embroidered in silk, chenille or wool of contrasting shades or smartened by applied wool flowers, is favored. But the new "hipband" tailored model is also shown with severe little buttons that fasten straight up the front to the high collar.

Husky Suits for Husky Lads

Boys' Tweed Suits, \$9.75. 75 suits remaining from our season's selling, in grays, browns, and olive tweeds, and donegals, and blue worsteds, in Belter and Waist-Line models, with bloomer pants. Sizes 25 to 29 only. Regularly up to \$16.00. Friday bargain 9.75

Boys' Suits, \$7.25

65 sturdy suits, made from wool and cotton mixtures and worsted finish materials, in novelty checks and stripes, in browns, grays and olive effects.

Full-fashioned bloomers, equipped with belt loops and governor fasteners. Sizes 25 to 28. Regularly \$10.50. Friday bargain 7.25

Boys' Corduroy Suits, \$2.95

50 only, at a great reduction. Made from strong corduroy, in blue or brown, in smart novelty styles. NOTE—3-year size only. Regularly \$7.50. Friday bargain 2.95



Simpson's—Second Floor.

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