

Simpson's February Furniture Sale

The Big Annual Money Saving Event Begins Today With 45 Big Furniture Specials

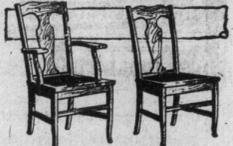
Loads of Well Built Furniture on Sale at Prices That Represent a Saving of Thousands of Dollars to Our Customers



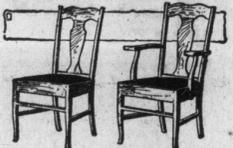
Dining-room Chairs, as illustrated, solid quarter-cut oak, extra well finished and well braced, shaped legs, panel backs, with heavy top rail, block corners; slip seats upholstered in genuine leather; fumed or golden finish; set consists of five small and one arm chair. Regular price \$30.50 the set. February Sale 25.95



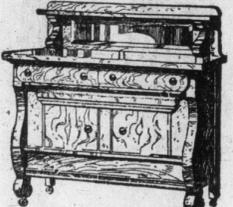
Extension Table of solid quarter-cut oak, top is 48 in. across, extending to 6 ft.; heavy pedestal base, colonial feet; supplied in fumed or golden finish. Regular price \$21.75. February Sale price 15.15



Dining-room Chairs of solid quarter-cut oak, fumed or golden finish; full box frame, panel back, shaped top rail, pad seats upholstered in genuine leather; set consists of five small and one arm chair. Regular price \$22.00. February Sale price 18.15



Dining-room Chairs of solid quarter-cut oak, fumed or golden finish, extra well finished, set consists of five small and one arm chair; movable seats upholstered in genuine leather. Regular price \$22.00. February Sale price 21.45



Buffet, as illustrated, 52-inch case, in colonial design; heavy plank top, pillars and post; cross-band veneered; doiley and cutlery drawers; shaped large cupboard space and deep drawer for linen; supplied in fumed and golden finish. Regular price \$41.00. February Sale price 28.65



Buffet, as illustrated, Jacobean design and finish, twisted pillars, divided cupboard, one large, three small drawers, back has large plate mirror. Regular price \$37.75. February Sale price 30.00



Baking Cabinet, as illustrated, gumwood, in natural finish, white natural top, has large sliding door bin divided for meal or flour. Also large drawer for cutlery. Regular price \$7.00. February Sale price 5.75

It is well to note in connection with this great sale that the Furniture involved is all of a substantial character--all well built, dependable and of good design. The regular prices quoted mean that furniture of identical quality is sold by us at those prices--you will therefore see that the savings are quite large in every instance.

The Home-Lovers Club

Is Your Opportunity

To Share in This Sale Even If You Are Short of Ready Cash

We have always given to members of the Home-Lovers' Club full benefit of the special cash prices in our Furniture Sales.

The Home-Lovers' Club now numbers many thousands of home-owners in Toronto and vicinity.

The membership list will be reopened today, so that any responsible persons who wish to furnish or replenish their homes may join the Club, and have payments extended in accordance with our Home-Lovers' Club plan.

Make application to the Club Secretary, 4th Floor, where full particulars may be obtained.

The February Sale of Rugs and Carpets Begins Today

This great sale of Floor Coverings is looked for yearly by thousands of our regular customers, who well know by past experience that the opportunities afforded for saving on rugs, carpets and linoleums of all descriptions is enormous. This year the bargains are as great and varied as ever, in spite of war conditions, and thousands of rugs will be offered at surprising prices. The sale will begin today with these offerings:

The Home-Lovers' Club Terms Apply to All Articles in the Rug Department

Fine Wilton Rugs

Extra fine quality, woven in one piece; in small designs or handsome Oriental effects. These rugs are specially attractive where a high-class floor covering is desired, and the colorings are suitable for any room. Size 9' x 12', regular \$75.00, sale price \$59.75; size 8' 6" x 10' 6", regular \$62.50, sale price \$49.50.

Serviceable Wilton Rugs

Suitable for everyday wear, and in the popular small conventional patterns; shades of brown, tan and fawn. Size 9' x 12', regular \$45.00, sale price \$39.75. Size 9' x 10' 6", regular \$39.50, sale price \$31.95. Size 6' 9" x 9', regular \$24.50, sale price \$21.95.

English Axminster Rugs

A very heavy quality, of British manufacture, with splendid wearing qualities; rich Oriental designs and handsome coloring. Size 9' x 12', sale price \$58.75. Size 9' x 10' 6", sale price at \$48.95.

Heavy Axminster Rugs

A special offer of 3 discontinued patterns, in a heavy and serviceable quality; Oriental designs and up-to-date colors. Size 9' x 12', sale price \$35.95. Size 9' x 10' 6", sale price at \$29.75.

Tapestry Rugs

Several hundred Scotch Tapestry Rugs, in a quality that will wear, and in new designs and colorings. Size 7' 6" x 9', sale price \$11.95. Size 9' x 9', sale price \$12.95. Size 9' x 10' 6", sale price \$14.95. Size 9' x 12', sale price \$16.95.

Sturdy Brussels Rugs

In small and useful designs; these rugs will always give good service, and stand the daily wear and tear; marked considerably lower than today's wholesale prices. Size 9' x 10' 6", regular \$23.75, sale price \$19.75; size 9' x 12', regular \$26.75, sale price \$22.95; size 11' 2" x 13', regular \$34.50, sale price \$29.75.

Big Reductions in Velvet and Tapestry Carpets

A special offer to clear out about 200 yards of heavy English velvet carpet, in shades of two-tone green; splendid quality. Sale price, per yard, \$2.19.

Tapestry Stair Carpets

An imported Tapestry Carpet, in six different patterns, showing conventional and floral effects; made to stand hard wear; 18" wide. Sale price, yard, 79c.

Congoleum Rugs

Here is a splendid opportunity to obtain one of these serviceable rugs of handsome design at a very low price; made in one piece, and sent out carefully packed in a tube. They will outlast the average linoleum for kitchen or dining-room use. Size 6' x 9', sale price \$5.95. Size 7' 6" x 9', sale price \$7.95. Size 9' x 9', sale price \$8.95. Size 9' x 10' 6", price \$10.95. Size 9' x 12', sale price \$12.95.

Wonderful Values Are Offered in Bedroom Furniture

\$16.25 Chiffoniers for \$12.35.

Chiffonier in pure white enamel finish, five large drawers, wood-trimmed, dull finish, back fitted with large oval beveled plate mirror. Regular price \$16.25. February Sale price, \$12.35.

\$17.00 Princess Dressers, \$12.95.

Princess Dresser, in pure white enamel finish, one long and two small drawers, extra large beveled plate mirror, shaped standards. Regular price \$17.00. February Sale price, \$12.95.

Chiffonier—Extra Special

Handsome Chiffonier in rubbed satin empire mahogany finish; has 4 large and 2 small drawers; back has large shaped beveled plate mirror. Regular price \$21.00. Today, at \$15.50.

Dresser—Extra Special

Genuine mahogany veneer in rubbed, dull, satin finish; has 2 large and 2 small drawers and large mirror. Regular price \$23.50. Today, \$18.45.

Enameled Bed—Special

50 only, Iron Beds, white enameled; brass trimmed or plain; sizes 3 and 2 1/2 feet. Enamel is slightly damaged, therefore they will go at \$3.65.

\$19.50 Brass Beds at \$14.65.

Brass Beds, heavy 2-inch posts, 1-inch top rail, five 1/2-inch fillers, extra heavy special caps, bright, polished or satin finish. Regular price \$19.50. February Sale price \$14.65.

\$23.00 Brass Beds at \$18.35.

Brass Beds, heavy 2-inch posts, special extra heavy ball knobs, 1 1/2-inch top rod, five fillers; all regular sizes and finishes. Regular price \$23.00. February Sale price, \$18.35.

\$39.00 Brass Beds, \$32.25.

Massive Brass Bed, heavy 2-inch continuous posts, 1 1/2-inch fillers, double galleries, special hucks on posts; all regular finishes. Regular price \$39.00. February Sale price, \$32.25.

\$5.00 Bed Springs at \$4.25.

Springs, all-metal frame, very closely woven wire fabric, cable supports underneath. Regular price \$5.00. February Sale price, \$4.25.

\$6.00 Bed Springs, \$4.65.

Bed Springs, all heavy metal frame, with high angles, has heavy cable supports on ends, also underneath; extra close woven wire interlaced. Regular price \$6.00. February Sale price, \$4.65.

\$5.00 Mattresses at \$3.95.

Mattress, with seagrass centre, jute felt both sides, deeply tufted, enclosed in good grade of art ticking. Regular price \$5.00. February Sale price, \$3.95.

\$8.75 Mattresses at \$6.65.

Mattress, half seagrass and half jute felt, full depth border, roll edge, deeply tufted, good grade of ticking. Regular price \$8.75. February Sale price, \$6.65.

For Your Dining-room -- Well Built Furniture at Big Savings

\$20.00 Extension Table, \$15.45.

Extension Table, with solid quarter-cut oak top, fumed or golden finish, square barrel-shaped feet. Extends 6 feet. Regular price \$20.00. February Sale price, \$15.45.

\$31.00 Dinners at \$26.85.

Dining-room Chairs, of solid quarter-cut oak, fumed and golden finish; shaped panel backs and top rail; box frames and movable seats. Set consists of 5 small and 1 arm chair. Regular price \$31.00. February Sale price, \$26.85.

\$31.25 Extension Table, \$25.95.

Extension Table, of solid quarter-cut oak, fumed or golden finish; has 48-inch top, deep rims, heavy barrel-shaped feet, double locks and dividing pedestal. Extends to 8 feet. Regular price \$31.25. February Sale price, \$25.95.

Buffet Extra Special

Made of solid quarter-cut oak, extra well finished; have panel doors, long linen and two cutlery drawers, back fitted with large plate mirror. Size of top 48 inches. One drawer is lined and divided for cutlery. Regular price \$35.25. February Sale price, \$24.50.

\$32.50 Buffets on Sale at \$22.45.

Buffet, in genuine quarter-cut oak, fumed and golden finish; 8-inch case, has 1 long linen and 2 cutlery drawers and good cupboard space; back fitted with large beveled plate mirror. Regular price \$32.50. February Sale price, \$22.45.

\$9.50 Kitchen Cabinet, \$7.50.

Kitchen Cabinet, of gumwood, in natural finish; cutting board under top, and top drawer for linen and cutlery; also double four bin. Regular price \$9.50. February Sale price, \$7.50.

Furniture for Parlor and Living Room

\$9.75 Writing Desk for \$6.45.

Lady's Writing Desk, pure white enamel finish, has deep writing desk, good accommodation for writing materials, one long drawer, brass trimmed. Regular price \$9.75. February Sale price, \$6.45.

\$21.50 Library Table, \$15.95.

Library Table, of solid quarter-cut oak, fumed and golden finish, drawer opening from each side, bookrack at each end, extra heavy legs. Regular price \$21.50. February Sale price, \$15.95.

\$28.50 Parlor Suite for \$21.45.

Parlor Suite, of birch mahogany frames, shaped top rail, panel backs, spring seats upholstered in mixed tapestries. Sets consist of settee, arm chair and arm rocker. Regular price \$28.50. February Sale price, \$21.45.

\$35.50 Parlor Suite for \$25.25.

Parlor Suite, frames in mahogany finish, spindle backs, heavy shaped arms, full spring seats, upholstered in mixed tapestries. Set consists of settee, arm chair and arm rocker. Regular price \$35.50. February Sale price, \$25.25.

1,000 Pairs of Strong Lace Curtains At 89c Per Pair.

Take advantage of this special offer, and do so today, for 1,000 pairs will sell quickly at this price. They are of durable quality, in the newest designs, with plain or figured centres. White only. 2 1/2 yards long. Remarkably good value. Per pair, 89c.

Pillows Less Than Wholesale Prices

The wholesale price of the pillows we are offering at 95c is now \$1.20--and the other two items are in proportion. This will indicate to you what good values these three lines of pillows are at our prices. Pillows of mixed feathers, enclosed in good grade of art ticking. Size 17 x 25. Per pair, 95c. Pillows of choice chicken feathers, weight 6 pounds. Size 19 x 26. Today, per pair, \$1.50. Pillows, weight 7 pounds, filled with duck and chicken feathers. Size 20 x 27. Per pair, \$2.25.

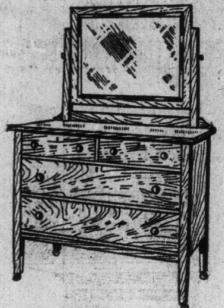
The Robert SIMPSON Limited



Princess Dresser, as illustrated, genuine quarter-cut oak in golden finish. Shaped front, has one large, two small drawers, wood trimmed. Extra large oval beveled plate mirror. Regular price \$27.00. February Sale price 23.25



Dresser, as illustrated, dull finished walnut in William and Mary design. Has two large and two small drawers, heavy standards, fitted with large beveled plate mirror. Regular price \$36.25. February Sale price 28.75



Dresser, as illustrated, genuine quarter-cut oak in fumed or golden finish. Has two large and two small drawers, wood trimmed; back fitted with beveled glass. 22 x 28. Regular price \$26.00. February Sale price 17.95



Dresser, as illustrated, pure white enamel, rubbed finish, two deep drawers, two small drawers; back fitted with large oval beveled plate mirror. Regular price \$19.00. February Sale price 13.95

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