

Simpson's February Furniture Sale

Dozens of Carloads of Furniture Are Now on Our Fifth Floor Marked at Special Prices for This Sale

Many months of preparation have resulted in a sale as complete as any we have ever held, in point of quantity and variety offered, as well as in excellence of values. It is a sale of substantial, well-built furniture, and of sturdy, good-wearing, dependable floor coverings, at prices much below those usually asked for merchandise of the same qualities. This sale is Toronto's Home-furnishing Opportunity. We have prepared the bargain feast—it is up to you to take advantage of it.

Chiffonier and Dresser Prices Are Abnormally Low

Dresser, of golden-finished surface oak, having 3 large drawers, and beveled plate mirror. Regular price \$10.75. February Sale price, \$8.95.

9 only, Women's Dressing Tables, veneered in genuine mahogany and walnut, having triple swing mirrors; beautifully finished. Regular \$19.00 to \$23.00. February Sale price, \$12.75.

Dressers, of golden-finished surface oak, with 2 long and 2 small drawers; top drawers shaped; large oval plate mirror, beveled; shaped standards, brass trimmed. Regular price \$17.50. February Sale price, \$13.95.

Empire Mahogany and White Enamel Finished Chiffoniers, having 4 deep and 2 small drawers; well-finished, wood-trimmed. Regular price \$20.00. February Sale price, \$14.75.

Chiffonier, of solid quarter-cut fumed oak; mission design; heavy beveled plate mirror back. Regular price \$25.00. February Sale price, \$18.00.

Dresser, of genuine quarter-cut oak, in fumed or golden finish; made with 2 deep and 2 small drawers; 22 x 28 mirror back. Regular price \$26.00. February Sale price, \$17.95.

Chiffonier to match above, has 4 deep and 2 smaller drawers; back mirror, size 16 x 18. Regular price \$22.75. February Sale price, \$17.25.

Princess Dresser, of genuine quarter-cut oak, in golden finish; extra large beveled plate mirror back. Regular price \$27.00. February Sale price, \$23.25.

Dresser, of gumwood, walnut finish; top measuring 23 x 42; size of British beveled mirror 24 x 30 inches; made with 2 shaped top drawers. Regular price \$27.50. February Sale price, \$21.50.

Uncommon Values in Brass Beds and Mattresses

Brass Beds, with heavy 2-inch posts, 1 1/4-inch top rod, five 3/4-inch fillers; special mounts and caps; bright, polette and satin finishes. Regular price \$23.00. February Sale price, \$18.35.

Brass Beds, with heavy 2-inch posts, 1 1/4-inch top rod, 1-inch fillers, with gallery and ornaments; also special caps. Regular price \$32.50. February Sale price, \$24.65.

Brass Beds, with heavy 2-inch continuous posts, and special hucks; made with five 1-inch fillers, and gallery. Regular price \$33.00. February Sale price, \$26.25.

Mattresses, of wood fibre and jute felt; both sides well filled, and deeply tufted; encased in art ticking. Regular price \$7.00. February Sale price, \$5.95.

Mattresses, of wood fibre and jute felt; both sides and ends heavily stitched; full depth border; strap handles; in all regular sizes. Regular price \$7.50. February Sale price, \$6.15.

Mattresses, of cotton felt; built in layers, not stuffed; full depth border; well-tufted roll edge. Regular price \$15.75. February Sale price, \$12.65.



The Home Lovers Club

Make Arrangements for Deferred Payments

Responsible persons who are temporarily short of ready cash need not miss this sale on that account. You need only to join the Home-Lovers' Club to obtain the privilege of supplying your home-furnishing needs at this sale, at cash prices, with part cash payment and the balance arranged. Make application to the Club Secretary, Fourth Floor, where full particulars may be obtained.

Special---8-Piece Dining Room Suites Complete for \$65.25

Each piece is built solidly from selected quarter-cut oak; the set consists of handsome 52-inch buffet, with heavy plank top; three easy-sliding drawers, and roomy cupboard. Extension table, with heavy 45-inch top, stout base, and colonial feet, extends to 6 feet. The five small chairs and arm chair are substantially built, having genuine leather slip seats and neat panel backs. Obtainable in either fumed or golden finish. Regular price \$99.50. February Sale, the set, \$65.25.

Special---8-Piece Dining Room Suites Complete for \$56.05

Beautifully designed sets, comprising handsome well built quarter-cut oak buffet, measuring 48 inches across front, and having perfectly fitted lines and cutlery drawers; beveled mirror at back. Quarter-cut oak extension table has 45-inch top, heavy square pedestal and shaped feet; extends to 6 feet. The five small and arm chair, like the other pieces in the set, are made of selected quartered oak; upholstered in genuine leather. Regular price \$74.99. February price, the set, \$56.05.

Special---5-Piece Brass Bed Outfits At \$26.30

These sets are remarkably good value, and comprise brass bed, with 2-inch posts, 1-inch top rail and special caps that are extra heavy. Deeply tufted mattress is half jute felt and half seagrass, encased in good quality art ticking. Closely woven wire springs are made over all-metal frame with heavy cable supports; art ticking pillows are filled with mixed feathers; sets in all finishes. Regular price \$34.50. February Sale, the set, \$26.30.

Special---3-Piece Brass Bed Outfits At \$37.20

Here are a number of sets, comprising brass bed, which has heavy 2-inch posts, top rail, five 1-inch fillers, and extra heavy ball corners; also special trimming; obtainable in bright, polette or satin finish. Mattress is built of jute felt in layers, deeply tufted, and encased in neat closely woven art ticking. Spring of heavy woven wire, having all-metal frame, and guaranteed heavy rope edge; centre of spring has reinforced wire interlacing. Regular price \$48.25. February Sale, \$37.20.

We Pay Freight Charges

On purchases amounting to \$10.00 or more we pay freight charges to any station in Ontario. This gives out-of-town customers the opportunity to share in this sale on the same terms as are enjoyed by those who live in Toronto.

Suit Cases \$2.98

Strong handles, reinforced corners, brass lock and bolts. Lined. Sizes 24 and 26.

\$17.75 Oak Couch for \$13.95

Couch, of genuine oak, in fumed or golden finish; full spring seats of imitation leather. Regular price \$17.75. February Sale price, \$13.95.

TAKE DINNER TODAY AT SIMPSON'S

If you want to enjoy your dinner—if you want it well served in a handsome dining hall—if you want well cooked, wholesome food, try our 60c dinner today.

Splendid Values in Handsome Buffets Prices Reduced

Buffet, of solid quarter-cut oak, in fumed or golden finish, having shaped feet, large cupboard, linen and cutlery drawers; back has large plate mirror. Regular price \$35.25. February Sale price, \$24.50.

Buffet, in genuine quarter-cut oak, fumed or golden finish; colonial design; heavy back standards; back fitted with beveled plate mirror. Regular price \$32.00. February Sale price, \$25.75.

Colonial Buffets, of solid quarter-cut oak, in fumed or golden finish, with doily, linen and cutlery drawers, and good cupboard space. Regular price \$41.00. February Sale price, \$28.65.

52-inch Buffet, of genuine quarter-cut oak, with heavy plank top; doily, linen and lined cutlery drawers; 3 top drawers shaped; well-finished, fumed or golden finish. Regular price \$42.00. February Sale price, \$36.75.

Dining-room Chairs, of solid quarter-cut oak, in fumed or golden finish; well braced, with stretchers; made with panel backs, and heavy top rails; pad seats; genuine leather; sets of 5 small and 1 arm chair. Regular price \$22.00. February Sale price, \$18.15.

Dining-room Chairs, of solid quarter-cut oak, in fumed or golden finish; made with genuine leather slip seats; sets of 5 small chairs and 1 arm chair. Regular price \$26.50. February Sale price, \$21.45.

Colonial Dining-room Chairs, with extra heavy feet, slip seats, panel backs; in golden oak only; set of 5 small chairs and 1 arm chair. Regular price \$30.00. February Sale price, \$22.90.

Buffets, of solid quarter-cut oak, in fumed finish, with turned legs, and back standards; heavy plate mirror back. Regular price \$29.00. February Sale price, \$23.00.

Solidly Built Extension Tables Prices Reduced

Extension Tables, of solid quarter-cut oak, top 45 inch; heavy square pedestal; shaped feet; extend to 6 feet. Regular price \$20.00. February Sale price, \$15.45.

Extension Tables, of solid quarter-cut oak, with twin pedestal, and 48-inch top, having heavy feet; extends to 6 feet. Regular price \$25.75. February Sale price, \$18.00.

Extension Tables, of solid quarter-cut oak; with 48-inch top, and heavy dividing pedestal; double lock; extend to 8 feet; fumed or golden finish. Regular price \$30.00. February Sale price, \$21.00.

Extension Tables, with 48-inch top, in fumed or golden finish; deep rims, and heavy pedestal base; extend to 8 feet. Regular price \$34.50. February Sale price, \$27.75.

In the February Sale

Ends of Drapery at 1-3 to Half Off

Useful short ends of Chintzes, Nets, Scrims and Madras, etc., measuring from 1/2 to 4 yards, all selling at bargain prices today. Two big tables of ends at one-third to one-half off regular prices.

Marquette Curtains at \$2.98 Pair.

100 pairs of richly mercerized Marquette Curtains, in white, ivory and ecru, neatly trimmed with edging and complete with an effective Dutch valance. Today, per pair, \$2.98. Colored Art Muslin, Yard, 10c—Limited quantity, dainty art muslin. One yard wide quality. In green and yellow colorings, with border each side. Today, per yard, 10c. A Special Purchase of Scrim, 25c Yard—1,000 yards of durable scrim in white, cream and ecru, showing a variety of pleasing draw thread effect borders, for bedroom and dining-room use. Today, per yard, 25c.

Lace Trimmed Shades at 59c

Another very special offering of 500 well-made Window Shades, in standard size, 37 inches wide and 70 inches long, made of good quality opaque cloth, nicely trimmed with insertion. In wanted colors of green, cream and white. Complete with brackets, etc. Regularly 70c. Today, each, 59c.

\$10.00 Repp Portieres at \$8.39 Per Pair.

Made expressly for the February Sale. Heavy good quality rep. May be had in a beautiful shade of green in 50-in. width. They are trimmed with attractively colored tapestry banding on one side and across the bottom. Regular value \$10.00. Sale price, per pair, \$8.39.

Stock of Chintzes at Reduced Prices.

We have taken our entire stock of imported and domestic Art Chintzes and marked each bolt at a substantial saving on the regular prices. The collection is so large that you can hardly fail to find something to suit every requirement. The new prices for the sale are 39c to \$1.49 per yard.

50-inch Shadow Cloths and Linens, \$1.89 Per Yard.

A table of handsome French shadow cloths and English linens in beautiful colorings and designs, suitable for side drapes, lining portieres, cushions, slip covers, etc. all fully 50 inches wide. Regularly \$2.50 and \$3.50. Sale price, yard, \$1.89.

SCOTCH VELVET RUGS REDUCED

Woven in one piece, in a good assortment of colorings and different designs, suitable for any room. These rugs are excellent value at these low sale prices.

Size 9.0 x 12.0. Sale price, \$37.95.
Size 9.0 x 10.6. Sale price, \$31.95.
Size 9.0 x 9.0. Sale price, \$26.95.
Size 9.0 x 7.6. Sale price, \$23.95.

The February Sale of Floor Coverings Offers at Low Prices Some of the Finest Wilton Rugs Possible to Procure

FINE IMPORTED WILTON RUGS

Some of the rarest and finest weaves in our rug stock marked at striking reductions. They are in soft colorings, in rich art shades. Size 9.0 x 12.0, regularly \$97.50, sale price, \$79.50; size 8.3 x 10.6, regularly \$85.00, sale price, \$69.75.



DAINTY RAG RUGS

Delicate shades in tints blue, mauve, grey, old rose, green and fawn colorings, with fancy borders in chintz effects. Size 6.0 x 10.6. Regularly \$15.50. February Sale, \$12.95. Size 6.0 x 9.0. Regularly \$12.50. February Sale, \$10.05.

Heavy English Wilton Rugs—In rich oriental colors and soft shades, these beautiful seamless rugs, in their closely woven quality, are always effective, and will give excellent service. A special offer of one size only, 6.9 x 10.6. February Sale price, \$42.95.

Scotch Tapestry Rugs at Bargain Prices—200 genuine Scotch Tapestry Rugs, in bright and fresh colorings. Suitable rugs for bedroom, den or small sitting-rooms. Plenty of designs to select from. Size 6.9 x 9.0. February Sale, \$10.49.

Tapestry Carpets—Strongly woven and suitable for room, passage or stair use, in two-tone effects or conventional patterns. Regularly \$1.35. February Sale price, per yard, \$1.19.

Reversible Smyrna Rugs at Bargain Prices—30 only, strongly woven, reversible, British made, Smyrna Rugs, in rich oriental colors, with a beautiful lustre. Size 4.6 x 7.6. Regularly \$5.50. February Sale price, \$4.95.

The SIMPSON Company
Robert Simpson Limited