

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

# SIMPSON'S FURNITURE & HOME FURNISHING SALE



## The Choicest Bed Furniture

One Could Wish Has a Place in Our Display

There is no need to envy the man who "wraps the draperies of his couch about him and lies down to pleasant dreams" if your bedroom is well-appointed. Part of your rest depends upon the arrangement, but a great deal is concerned with the furniture itself. Simpson's furniture, in gracefulness of line, refinement of design and quality of material, takes premier place with those who seek reposeful rooms and guest chambers.

### Fine Workmanship

On the Fifth Floor the great February Sale is in progress. There are suites and pieces at greatly reduced prices, and there are also examples of very fine workmanship and patterns that Canada can produce, and that will appeal to the most particular buyer.

### A Suite of Walnut

For example, in one of the decorated bedrooms is a suite of walnut, very tastefully finished. The bed has nice lines, with dainty floral medallion at head and foot. The suite includes, as well, dressing table, chair, rocker, dresser and chiffonier. Price . . . . . 640.00

There is also a twin bed suite in walnut, including chiffonier, dresser and vanity dresser. Price . . . . . 685.00

Whether in designs especially pleasing to feminine tastes or in stately and imposing styles, the Furniture Department can fulfill your wishes.

Simpson's—Fifth Floor.

## Making Homes Home-Like

That is what Simpson's is doing these days on a large scale.

There is something tremendous about the momentum with which this big Furniture Sale is sweeping along. All our old records went into the discard on the first day. The public never massed so enthusiastically to purchase house furnishings. The floors have been cleared and cleared again of shipments.

### Made in Canada.

The reason for this? Because the customer is getting the best furniture Canadian workmen can manufacture and the most reasonable prices offered in Canada for merchandise of its standard; and because the customer knows that a Simpson purchase means satisfaction from every standpoint. This sale daily holds out big opportunities for you to make your home as you would have it.



## A Chesterfield in Every Home

Means Ease and Comfort for Each of the Family

The Chesterfield is nowadays almost an essential in the home. In tired moments, the mistress of the house slips into it for a brief spell and loses her fatigue. Young Johnny from school falls fast asleep in it, waiting for the dinner gong. And when the "tired business man" settles down with the newspaper about 7:30 p.m., the Chesterfield, or one of its component chairs, is a veritable berth for the evening.

### Real Comfort-Builders

We are featuring a wonderful array of these comfort-builders on the Fifth Floor. They invite your inspection. Flanked with great easy chairs of identical upholstery, they appeal to young and old, to prospective home-makers, and to those who wish to introduce a little more luxurious ease into their domestic circles.

One representative set, embracing the Chesterfield and two chairs, in large flowered upholstery, is priced at \$519.25.

Chesterfields alone run from \$170.00 to \$304.00.

You may have them upholstered in your own choice of tapestry.

Simpson's—Fifth Floor.

## A Clear Spring Note

Is struck in these new suits for women. New York models and styles from our own leading makers, which delightfully depict the style trend and are certain of success. Navy, taupes and browns are greatly in evidence, with new bright shades here and there.

Suits favor the tailleur, and come in tricotines, gabardines, serges and wool checks. Priced \$45.00 to \$135.00.

Coats lean toward swinging lines and shorter lengths, and find expression in bolivia, tinseltip, light-weight velours, serges and gabardines. Priced \$35.00 to \$100.00.

Simpson's—Third Floor.



## Beads! Beads!

Beads for bead bags, necklaces, trimmings, beaded frocks and blouses, etc. Wonderful shades, particularly in seed beads, which range from pale yellow to brown, sky, peacock, midnight and navy blues, pinks, reds, burgundy, lavender, greens, white and black.

Coral and Pearl Beads sold by the dozen.

Cut Jet Beads, in assorted sizes, sold by the dozen.

Cut Steel in bunches.

Wooden Beads in various sizes and rare Oriental colorings.

Art Needlework Department—Fourth Floor.

## Rugs For All Your Floors

May Be Secured Advantageously While Our Big Sale Is on

There will not be a better moment in 1926, to purchase rugs. Here we are offering floor coverings in rugs and carpets, newly-arrived English goods of unquestioned quality, at prices that should banish hesitation. Every floor in the house may be covered with financial ease.

### English Axminster Rugs

Useful, hard wearing rugs in attractive colors in rich shades of browns, deep blues, rose, and copper tints. Good designs for hall or room wear. Fringed ends. Made in three sizes, at \$6.75, \$8.50, \$12.50.

### Wide Tapestry Carpets

An extra wide tapestry that will cover your room, with only one seam. For your halls and passages without a seam. Tan, brown and green coloring. Conventional patterns. Extra width, 54 inches, at yard . . . . . 4.95

### Narrow Stair Carpets

It has been many years since we have been able to secure this width of Wilton carpet. Suitable for narrow staircases or where the treads are oak and only a narrow covering is required. 18 inches wide at yard . . . . . 3.65

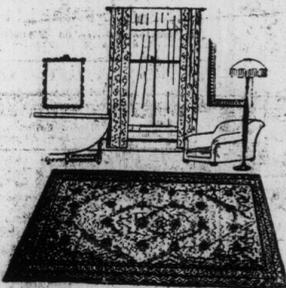
### Carpets for Churches

A good opportunity for church or school rooms. These carpets were purchased at a low figure. Small red and black design. Excellent quality, closely woven. Only, yard . . . . . 3.35

### Axminster Stair Carpets

Will give good service. In attractive Oriental colors. 22 inches wide, in two qualities, at yard \$3.95 and \$4.65.

Simpson's—Fourth Floor.



## All Matters of Curtains

Should Be Settled While These Great Offers Stand

Curtains and portieres hold a very definite and important place on the shopper's memo. The old curtains may be flimsy through much laundering or irretrievably stained. Portieres are a necessity. Today, both may be bought at a saving.

### Lace Curtains at \$1.59

150 pairs of strong wearing curtains, made in Nottingham. Half a dozen exceptionally attractive styles to choose from, in either white or ivory. 2 1/2 yards long.

### Nottingham Lace Curtains at \$2.98

200 pairs of imported curtains made of durable twisted thread and showing a collection of desirable patterns with plain and figured centres. 2 1/2 yards long.

### Strong Fish Net Curtains at \$4.98

100 pairs of double thread, fish net lace curtains, also effective styles in filet net, plain, medallion and all-over patterned centres to select from, in white or ivory. 2 1/2 yards long.

### Voile and Marquisette Curtains

A very special offering, consisting of perfectly-made curtains in fine voile and mercerized marquisette, trimmed with medallion and motif corners and panel effect borders. Also several with cluny style lace and insertions. White, ivory and ecru. 2 1/2 yards long. Price . . . . . 7.49

### Special in Portieres

50 pairs only offered at this closely cut figure. Made of heavy quality Armure cloth in the best tones of green, nicely trimmed with tapestry banding, in various harmonizing colors, down one side and across the bottom. Regular \$10.49. Today, pair . . . . . 8.79

Simpson's—Fourth Floor.



The SIMPSON Company Limited