

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



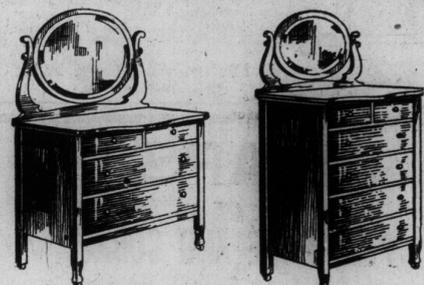
Rugs and  
Draperies on  
4th Floor

Begins Today

Wall Paper, Paint, Pictures, 6th Floor

Furniture  
Department  
5th Floor

Every Piece of Furniture Made in Canada by Canadians for Canadian Homes



**Dresser, \$31.95.**  
\$45.75 Value.  
Illustrated. Solid oak, fumed or golden finish. February Sale . . . 31.95

**Chiffonier \$28.95.**  
\$42.75 Value.  
Illustrated. Genuine oak, fumed finish, oval plate mirror; to match dresser at left. February Sale . . . 28.95

Remarkable Value at \$54.95



**This Divanette**  
Regularly \$62.00  
Illustrated. Frame of solid oak, fumed finish. Used as settee during day and double bed at night. Link fabric spring, soft and comfortable mattress. Complete. February Sale . . . 54.95

**\$13.75 Couch, \$11.65**  
Full spring seat, alike both sides, upholstered in brown imitation Spanish leather. February Sale . . . 11.65

**\$46.00 Parlor Suite, \$39.25**  
Mahogany finished frames, panel backs, shaped top rail, full spring seats, upholstered in mixed silk tapestries. Sets consist of settee, arm chair and arm rocker. February Sale . . . 39.25

**\$54.00 Parlor Suite, \$46.50**  
Consisting of settee, arm chair and arm rocker. Mahogany finish frames, spring seat upholstered in mixed tapestries. February Sale . . . 46.50

**\$5.75 Springs, \$4.95**  
All metal frame, woven wire fabric, wire supports on side, heavy cable supports underneath. All regular sizes. February Sale . . . 4.95

**\$8.75 Springs, \$6.95**  
Closely woven wire fabric, lock weave, heavy rope edge metal frame. All regular sizes. February Sale . . . 6.95

Simpson's—Fifth Floor.

## Suits for Big Men

55 only. Fine finished worsteds and tweeds in attractive shades and wanted patterns. Single-breasted, 3-button, soft roll, semi-fitted and conservative sacque models with medium height vests and trousers finished with 5 pockets and belt loops. Sizes 40 to 46 only. Today at . . . 25.00

Simpson's—Main Floor

## Portieres and Hangings

HANDSOME VELOUR PORTIERES. Only 50 pairs in this group. Made in our own factory, of fine quality velour, with a close, firm pile, in attractive color combinations, including brown and rose, green and brown, blue and green, rose and blue, brown and blue.

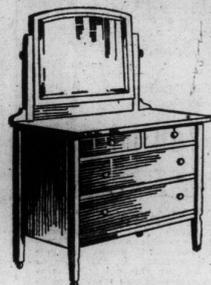
Double-headed tops with shirr tape and hidden hooks. Will fit any archway up to 7 feet wide and 6 inch 9 feet high. Today special, pair . . . 28.98

**Fine Art Chintzes, 98c Yard**  
50 inches wide.  
Double fold width, many of which have been selling at more than double this price. Fine effects with light and dark grounds showing rich verdure patterns. Also some attractive stripes and charming floral designs. Will make lovely side draperies or slip-overs for any style of furniture. Today, special at yard. 98

**Fine Floor Lamps, Special at \$10.49.**  
2 dozen only. Beautifully hand polished walnut or mahogany finish. Fitted with two light fixtures with pull chain and round base. Today, special, pedestal only . . . 10.49

The SIMPSON Company  
Robert Limited

It was the vision of a buyer, coupled with the tremendous public appreciation of our Furniture Sale eleven months ago, that determined this great merchandising event which will be launched at 8:30 a.m. today. Noting at that time the remarkable proportions which the Sale assumed, it was realized that in 1920 all records would be outstripped. Plans were laid accordingly. We are now

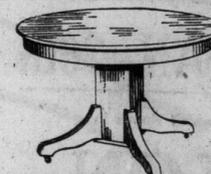


**Dresser \$29.45.**  
\$42.50 Value.  
Illustrated. Solid oak, fumed finish, also birch mahogany finish. 42-inch case. 23 x 28-inch mirrors. February Sale . . . 29.45

in a position to announce that in this 1920 February Furniture and Home Furnishing Sale, the public will find a display which in variety and excellence of design and workmanship, and in reasonable pricings, it would be difficult to parallel in Canada. It is an opportunity the wise purchaser will not neglect.

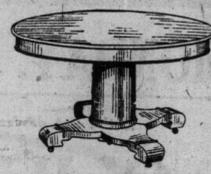


**Extension Tables, \$15.95.**  
\$23.50 Value  
Illustrated, solid oak, fumed and golden finish, heavy pedestal base, shaped feet, extends to 6 feet. February Sale . . . 15.95



**Extension Tables \$29.45**  
\$36.50 Value.

Illustrated, genuine quarter-cut oak, top 45 inches, heavy barrel shaped feet, fumed and golden finish, 6 ft. when extended. February Sale . . . 29.45



**Extension Table \$34.75**  
\$54.00 Value.

Illustrated, genuine quarter-cut oak, 48-inch top, round barrel platform base, colonial feet, extends to 8 feet. February Sale . . . 34.75

## February Sale Price \$54.00

10 Only, New Model Florence Rotary Sewing Machines.

Offering Exceptional Value for the First Day of the February Sale of Home Furnishings.

Style illustrated, built from rich golden oak with automatic lift. Easy running, fast feeding, almost noiseless machine. Completely equipped for all kinds of sewing. Guaranteed 10 years. Model No. 318. Today . . . 54.00

**New Century Machines at \$49.50.**  
12 only, handsome cabinet machines, style illustrated, built from golden oak, with automatic lift. Two receptacles inside door for holding attachments. Guaranteed 10 years. Extra value today . . . 49.50

**Special Instruction Book Free With Each Sewing Machine.**

With the regular instruction book, we will give during the February Sale, a valuable book on Sewing Efficiency—full of suggestions for home-sewer, dressmaker and sewing teacher, with each machine purchased.

**Sewing Machines May Be Purchased Through the Home-Lovers' Club.**  
Those who wish to purchase sewing machines at the February Sale price may do so without a complete cash outlay—through the Home-Lovers' Club—on the deferred payment plan. Convenient terms, no extra charge. Consult Club Secretary, Fourth Floor.  
We repair all makes. Hemstitching and picot edge done at reasonable prices.  
Simpson's—Sixth Floor.

## How This Man Did It

Snow and cold and driving winds without, but inside, warmth and coziness and ruddy firelight. The young business man, a long day over, sat at ease in a great Chesterfield chair, and his gaze travelled admiringly about the room. The tapestries glowing in the reflection of the flames, the rugs on the floor, the heavy furniture breathing comfort and substantiality in every line.

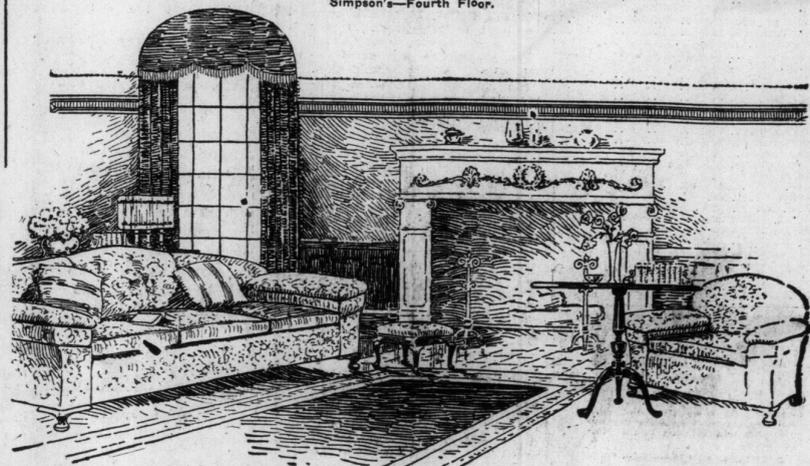
## The Home-Lovers' Club

"By Jove," he ejaculated to his wife, "I never thought we would be in clover like this so soon after marriage. That Home-Lovers' Club has been a great boon to me. Do you know," he continued, confidentially, "I was rather counting on being 'crowded' for a time, but now—well, it's easy. We certainly must tell the folks all about it."

This is one instance of Home-Lovers' Club service. But there are hundreds of such instances.

## Do You Belong ?

Simpson's—Fourth Floor.



## Here's Boys' Clothing

**MANUAL TRAINING APRONS**—In extra strong white duck, with regulation bib and pockets. All sizes at . . . 50

**CORDUROY BLOOMERS**—Dark brown cravatized, odorless material that will not stain or change color with washing. Sizes 25 to 30 . . . 3.50  
Sizes 31 to 35 . . . 3.75

**Boys' Suits.**  
Smart styles, thoroughly dependable. Junior Norfolk model in brown striped tweed. Knicker pants. Sizes 3 to 8 years . . . 7.50  
Another Popular Model in combination waist-line and belt, in all-wool blue serge. Collar lapels and vertical pockets. Knicker pants. Sizes 3 to 8 years . . . 11.50  
Simpson's—Second Floor.

## Rugs! Rugs!

**Heavy Axminster Rugs \$68.75.**  
Deep, thick pile rugs that will stand the daily wear and tear—rich colorings in tans, blues, rose and fawn shades, suitable for living room. Size 9 ft. x 12 ft. February Sale . . . 68.75

**Axminster Hall Rugs \$14.95.**  
Well made, heavy pile rugs in colors suitable for modern furnishings, in shades of blue, terra and brown—two designs only. Size 4 ft. 6 in. x 6 ft. Today . . . 14.95

**Tapestry Rugs \$16.95.**  
Splendid value in Scotch tapestry rugs in two designs—sturdy quality and large size, 9 ft. x 12 ft. February Sale, 16.95

**Extra Special Offering!**  
Hardwood Flooring at 38c Square Foot. Laid, Waxed and Polished Complete.

A limited quantity of fine grade quarter-cut White Oak Flooring, 1 1/2 in. x 3-5 in. thick. Tongue and grooved and thoroughly seasoned.  
(Phone Main 7841).  
Carpet Dept.—Fourth Floor.