

Simpson's February Furniture Sale

Begins Tomorrow

In union with this most important event are two other annual sales of equal consequence--the FEBRUARY SALE OF FLOOR COVERINGS and the FEBRUARY SALE OF DRAPERIES.

The three combined form an unbeatable economy alliance that is eagerly looked forward to each year by thrifty home lovers all over Ontario.

This year, these sales fairly sparkle with opportunity, offering well assorted values in sound, substantial furniture, dependable floor coverings and handsome draperies. In every case the saving will prove worth-while.

The furniture illustrated on this page is representative of the forty-five other specials that will open the sale tomorrow. It will pay you to anticipate future needs now and buy accordingly.

Buy Bedroom Furniture Now and Save



\$13.95

Regular Price \$19.00

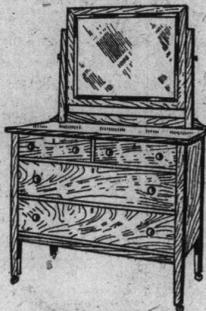
As illustrated--Dresser of pure white enamel, rubbed finish. Made with easy-sliding drawers and bevelled plate mirror. February sale price, \$13.95.



\$28.75

Regular Price \$36.25

As illustrated--Dresser of dual finished walnut in William and Mary design. Has large bevelled plate mirror. February sale price, \$28.75.



\$17.95

Regular Price \$26.00

As illustrated--Dresser of genuine quarter-cut oak. In two finishes, fumed or golden. 23 x 25-inch bevelled mirror. February sale price, \$17.95.



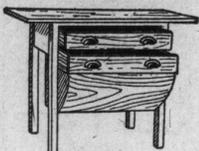
\$23.25

Regular Price \$27.00

As illustrated--Princess Dresser of genuine quarter-cut oak. Golden finish. Shaped front. Bevelled plate mirror. February sale price, \$23.25.

Buy Buffets Now and Save

Baking Cabinet



\$5.75

Regular Price \$7.00

As illustrated--Baking Cabinet of gumwood, natural finish, with top of white natural wood. February sale price, \$5.75.



\$28.65

Regular Price \$41.00

As illustrated--Colonial Buffet of fumed or golden finished oak. 52-inch case, has heavy plank top. Shaped cutlery drawers, deep linen drawer and large cupboard space. February sale price, \$28.65.



\$15.15

Regular Price \$21.75

As illustrated--Extension Table of solid quarter-cut oak extending to 6 feet, heavy pedestal base, colonial feet. Supplied in fumed or golden finish. February sale price, \$15.15.

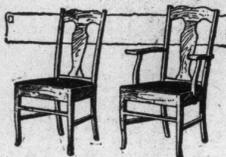


\$30.00

Regular Price \$37.75

As illustrated--Jacobean oak buffet, twisted pillars, divided cupboard and bevelled plate mirror. February sale price, \$30.00.

Buy Dining-Room Chairs Now and Save



\$21.45

Regular Price \$26.50

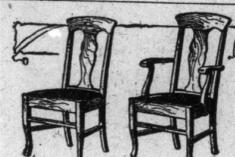
As illustrated--Dining-room Chairs of solid quarter-cut oak. Two finishes--fumed or golden. Upholstered in genuine leather. Set of 5 small chairs and 1 arm chair. February sale price, \$21.45.



\$18.15

Regular Price \$22.00

As illustrated--Dining-room Chairs of solid quarter-cut oak. Two finishes--fumed or golden. Upholstered in genuine leather. Set of 5 small chairs and 1 arm chair. February sale price, \$18.15.



\$25.25

Regular Price \$30.50

As illustrated--Dining-room Chairs of solid quarter-cut oak. In fumed or golden finish. Six seats of genuine leather. Set of 5 small chairs and 1 arm chair. February sale price, \$25.25.

We Prepay Freight

On all purchases of \$10.00 or more, we prepay freight charges to any station point in Ontario.

Including Furniture, Floor Covering and Draperies Bought During These February Sales.

Simpson's Annual February Carpet and Rug Sale Starts Tomorrow. Rugs, Carpets, Linoleum, Buy Now and Save!

Wilton Rugs

Prices Reduced

Extra fine quality. Woven in one piece. Small designs or handsome Oriental effects. In patterns and colorings suitable for any room.

Size 9' x 12', \$75.00. Sale price, \$59.75.
Size 8' 3" x 10' 6", \$62.50. Sale price, \$49.50.
Wilton Rugs, suitable for every-day wear. In the popular small conventional patterns. Shades of brown, tan and fawn coloring.
Size 9' x 12', Regularly \$45.00. Sale price, \$39.75.
Size 9' x 10' 6", Regularly \$39.50. Sale price, \$34.95.

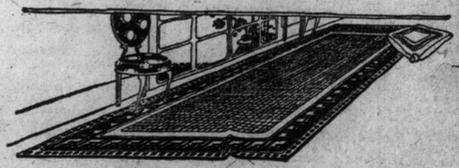
SEAMLESS ENGLISH AXMINSTER RUGS--British manufacture; heavy quality, in rich Oriental designs and handsome coloring.
Size 9' x 12'. Sale price, \$58.75. Size 9' x 10' 6". Sale price, \$48.95.
HEAVY AXMINSTER RUGS--A special offer of three discontinued patterns, in a heavy and serviceable quality. Oriental designs and up-to-date colors.
Size 9' x 12'. Sale price, \$35.95. Size 9' x 10' 6". Sale price, \$29.75.
BARGAINS IN TAPESTRY RUGS--Several hundred Scotch tapestry rugs, of excellent wearing quality. 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, \$15.95.
BRUSSELS RUGS--In small and useful designs. Marked considerably lower than today's wholesale prices.
Size 9' x 10' 6". Regularly \$23.75. Sale price, \$19.75.
Size 9' x 12'. Regularly \$26.75. Sale price, \$22.95.
Size 11' 3" x 12'. Regularly \$34.50. Sale price, \$29.75.
BIG REDUCTIONS IN VELVET AND TAPESTRY CARPETS--Special offer to clear out approximately three hundred yards of heavy English velvet carpet. Shades of two-tone green. Splendid quality. Sale price, per yard, \$2.19.
TAPESTRY STAIR CARPETS REDUCED--Imported; six different patterns, in conventional and floral effects; 18" wide. Sale price, per yard, 79c.

Congoleum Rugs

At Bargain Prices

Here is a splendid opportunity to obtain one of these serviceable rugs at a very low figure. Made in one piece. Sent out carefully packed in tube. They are handsome. Will outlast 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". Sale price, 10.95.
Size 9' x 12'. Sale price, 12.95.



The SIMPSON Company Limited

Membership List Will Be Re-Opened Tomorrow (Thursday) for the Duration of the Sale

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 on Thursday, 24th inst., so that responsible persons who wish to furnish or replenish their home 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.

Commences Tomorrow Simpson's Annual February Sale of Wanted Draperies

Window Shades

Half-Price

In opaque cloth and Scotch Holland. Some trimmed. Mostly 29 to 37 inches wide. Slightly soiled; white, cream and green. Regularly 50c to \$2.50. Sale price, each, 25c to \$1.25.

1000 Pairs of Curtains at 89c

1,000 pairs, showing the very newest designs. Choice of plain or figured centres; 2 1/2 yards long; white only. Sale price, per pair, 89c.

\$10.00 Banded Repp Portieres \$8.39 Pair

The material of good quality heavy repp in a beautiful shade of green; 50" wide. Trimmed with attractive colored tapestry banding on one side and across the bottom. Regular value \$10.00. Sale price, per pair, \$8.39.

Pretty Muslin

Curtains 79c Pair

200 pairs of exceptionally dainty White Muslin Curtains. Applied borders of mauve, pink, blue and yellow bandings. Short Dutch valance. Sale price, per pair, 79c.

69c Casement Cloth at 49c Yard

Entirely new Cream Casement Cloth, 45" wide. Fancy hem-stitched border on both sides. Easily laundered. Regularly 69c. Sale price, per yard, 49c.

50c Shadow Linens, Cloths, Etc., \$1.89 Yd.

French Shadow Cloths and English Linens, in beautiful colorings and designs. For side drapes, lining portieres, cushions, etc.; 50" wide. Regularly \$2.50 and \$3.50. Sale price, per yard, \$1.89.

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