

Starting Monday--Annual Sale of Carpets, Draperies

"The Homelovers' Club"
---is the Answer

for the people who see these desirable home-furnishings at such tempting prices --- and yet feel they haven't the ready money to invest

You don't need to have the ready money if you are a householder; when you are enrolled as a club member, we will deliver these goods for exactly the close cash prices you see marked, and will spread the payments over the rest of the year, without any extra charge to you. See the Secretary, 4th floor.

Measure Your Floors

AND MAKE A SCOUTING TRIP TO THE CARPET DEPARTMENT MONDAY

Not for many years have the reduced prices which are everywhere in evidence in the Carpet and Rug Department meant so much in actual savings and economy as they do this February of 1916. Our customers have had many opportunities during the past year of noticing the persistent upward trend of all prices, but they are not yet, we feel sure, to any real extent aware of the enormous increases in cost and difficulty in procuring all manner of house-furnishing fabrics.

The prices which are quoted below, if compared with to-day's costs, would show absolute reductions of from 30% to 50%, and in many cases considerably more. You will appreciate the economy in purchasing your immediate and near-future requirements of carpets and rugs from the stocks which are shown for this special sale.

Among the items specially mentioned below are every-day requirements in sturdy, reliable qualities, as Wilton, Axminster, Brussels and tapestry, all at reduced prices. Among them are carpets for bedrooms, dining-rooms, living-rooms and dens, in various colours and styles of designs. February Sale price, yard, \$1.95.

300 YARDS AXMINSTER AND WILTON CARPETS AT \$1.95

Comparison with carpet values as they are marked to-day will illustrate to you very definitely what an attractive price this is for the qualities included. Regular values for these goods, ordered 12 months ago, are \$2.25 and \$2.50, but at to-day's price 35% to 40% can be saved. Among them are carpets for bedrooms, dining-rooms, living-rooms and dens, in various colours and styles of designs. February Sale price, yard, \$1.95.

BRUSSELS CARPETS AT 80c.

A limited range of designs in Oriental, chintz and small self-colour effects; some with border to match. February Sale price, yard, 80c.

SCOTCH TAPESTRY CARPET, YARD, 49c.

A number of good chintz designs, in various colours, suitable for rooms, and some with stair carpets to match. To-day's price for this quality is nearly double. February Sale price, yard, 49c.

SPLENDID WILTON RUGS IN POPULAR ORIENTAL DESIGNS.

Add to our regular prices as quoted below about 25% and you will get the actual comparison between to-day's new selling price and the prices offered during this February Sale. These old prices must inevitably come to a very quick end, and there will be no such carpet and rug values obtainable for a long time to come.

THE QUALITIES, DESIGNS AND COLOURS

are desirable, and we feel confident of your frank approval. Rugs in this lot will be found suitable for every room and corner in the house, and wide range of colours and styles.

SMALL SIZES FOR HALLS, DENS, VESTIBULES, ETC.

4.6 x 6.0. Regular value before advances \$11.25. February Sale price, \$7.95.
4.6 x 7.6. Regular value before advances \$16.00. February Sale price, \$7.95 and \$10.95.
4.6 x 9.0. Regular value before advances \$17.50. February Sale price, \$11.95.

SIZES SUITABLE FOR DENS AND SMALL ROOMS

6.9 x 9.0. Regular value before advances \$28.00. February Sale price \$17.95.
6.9 x 10.6. Regular value before advances \$31.50. February Sale price, \$19.75.

REGULATION ROOM SIZES.

9.0 x 9.0. Regular value before advances \$33.50. February Sale price, \$19.75.
9.0 x 10.6. Regular value before advances \$39.50. February Sale price, \$24.75.
9.0 x 12.0. Regular value before advances \$46.50. February Sale price, \$29.75.
9.0 x 13.6. Regular value before advances \$42.00. February Sale price, \$32.75.
11.3 x 12.0. Regular value before advances \$54.00. February Sale price, \$29.75.

SOME EXTRA GOOD TAPESTRY RUGS.

Not such a large range as we have usually shown, but to make up for this are the extra values. The designs and colours are Oriental, floral and two-tone effects for bedrooms, sitting-rooms, etc., seamless and seamed; 9 ft. x 10 ft. 6 in., and 9 ft. x 12 ft. Regular values before advances \$13.50 to \$14.50. Monday, \$10.65.

SMALL WILTON AND AXMINSTER MATS AND RUGS.

Size 27 in. x 54 in., \$4.95.
Size 36 in. x 63 in., \$7.95.
Size 36 in. x 72 in., \$8.95.
Size 3 ft. x 7 ft. 6 in., \$10.95.
Size 3 ft. x 9 ft., \$12.95.
Size 3 ft. x 10 ft. 6 in., \$13.95.
Size 3 ft. x 12 ft., \$15.95.
Size 3 ft. x 13 ft. 6 in., \$17.95.
Size 3 ft. x 15 ft., \$19.95.

The **SIMPSON** Company
Robert Limited

Store Hours: 8.30 a.m. to 5.30 p.m.

Breakfast, luncheon and tea daintily served and moderately priced in the Lunch Room and Palm Room—Sixth Floor.

People who know say that Simpson's Homefurnishing Departments are the most artistic and comprehensive collections in town—

—That's why this annual event is such good news; this artistic merchandise is now offered at tremendous reductions, and with the help of the HOME LOVERS' CLUB thousands of people will begin choosing Carpets, Rugs and Draperies here on Monday.

Our "CANADA-MADE" Furniture a Big Hit!

There has been a small army of people on our Fifth Floor ever since Thursday, taking advantage of the Greatest Furniture Values we've ever been able to offer. Canadian Makers don't run second to any on this continent now, as this sale is proving to hundreds of satisfied customers.

Very Special Items

Dining-room Chairs, selected quarter-cut oak, fumed or golden finish, five side and one arm chair, seats are upholstered in genuine leather, claw feet. Regular \$21.50. February Sale price 15.95

Dining-room Chairs, quarter-cut oak, fumed or golden finish, five side and one arm chair, loose seats covered in leather. Regular \$25.50. February Sale price 19.50

Dining-room Chairs, solid quarter-cut oak, "Colonial" design, fumed or golden, loose seat seats comfortably upholstered and covered in high-grade leather. Regular \$23.75. February Sale price 22.00

Extension Dining Table, solid oak, fumed or golden finish, round top is 42 inches extending to 6 feet. Regular \$15.50. February Sale price 7.90

Extension Dining Table, quarter-cut oak, fumed or golden finish, 48-inch top extending to 6 feet, square pedestal, roll feet. Regular \$15.50. February Sale price 10.80

Extension Dining Table, selected quarter-cut oak, fumed or golden finish, top, 3 feet extension, heavy pedestal. Regular \$25.00. February Sale price 14.95

Buffet, selected quarter-cut oak, fumed or golden finish, two top drawers, one lined for cutlery, double door cupboard and two long linen drawers. British bevel mirror. Regular \$31.50. February Sale price 22.50

Buffet, genuine quarter-cut oak, fumed or golden finish, three top drawers, two dolly drawers, double-door cupboard and long linen drawer. British bevel mirror. Regular \$36.50. February Sale price 24.95

Buffet, selected quarter-cut oak, fumed or golden finish, "Colonial" design, two cutlery, long linen drawer, double-door cupboard. British bevel mirror. Regular \$36.50. February Sale price 31.00

Dresser, "Colonial" design, in rich mahogany finish, two top and two long drawers, large oval British bevel mirror. Regular \$27.50. February Sale price 21.75

Chiffonier, "Colonial" design, in mahogany finish, two short and four long drawers, oval British bevel mirror. Regular \$24.50. February Sale price 17.90

Bed, "Colonial" design, mahogany finish, to match above chiffonier and dresser. Regular \$26.25. February Sale price 19.75

Dresser, selected elm, golden finish, large case, shaped top and British bevel mirror. Regular \$14.50. February Sale price 10.75

Chiffonier, in elm, golden finish, to match above dresser. Regular \$14.50. February Sale price 12.00

Parlor Suite, settee, arm chair and reception chair, frames made of selected mahogany, neat design, upholstered in high-grade mixed silk tapestry. Regular \$73.50. February Sale price 47.50

Parlor Suite, rich mahogany finish, top rails are cross-hatched, in genuine mahogany veneer, seats and tufted backs are well upholstered and covered in mixed silk tapestry. Regular \$46.50. February Sale price 24.95

Parlor Suite, "Adam" design, in solid mahogany, spring seats of settee, arm chair and arm rocker are covered in mixed silk tapestry. Regular \$60.00. February Sale price 30.00

Brass Bed, 2-inch posts and double top rails, neatly designed hucka; satin, bright or polette finishes, standard sizes. Regular \$10.50. February Sale price 6.45

Brass Bed, 2-inch posts, heavy turned caps and evenly divided fillers; satin, bright or polette finishes, standard sizes. Regular \$10.50. February Sale price 6.45

Bed Spring, steel tube frame, strong woven steel coil wire springs, supported by cast iron ends, fully guaranteed. Regular \$4.25. February Sale price 2.90

Bed Spring, extra heavy steel tube frame and specially fine woven wire springs, reinforced steel rope edge, fully guaranteed. Regular \$5.00. February Sale price 3.95

Mattress, all pure cotton felt, neatly tufted and covered in art ticking, standard sizes. Regular \$7.50. February Sale price 4.75

Mattress, filled with pure cotton felt, carefully selected, built in layers and covered in art ticking, standard sizes. Regular \$7.50. February Sale price 5.50

Extension Couch Bed, steel frame, springs made of steel coil wire, supported by helical springs, mattress filled with sanitary cotton, in green denim, extends to a full size bed. Regular \$9.75. February Sale price 5.95

Divansette, "The Famous Kindel," solid oak frame, fumed finish, fitted with sagging springs, mattress filled with non-sagging cotton felt, covered in art ticking, seat and back are well upholstered and covered in high-grade brown art leather, divansette opens to full size bed. Special 22.75

Baking Cabinet, made of maple, natural colour, has long drawers, divided for cutlery, also large flour bin, with division, size of top 24 in. by 40 in. Regular \$18.75. February Sale price 15.15

Kitchen Cabinet, solid oak, natural finish, interior finished in pure white enamel, steel bin, fitted with sanitary cylinder flour bin, has sliding doors, centre mirror, sanitary glass sugar and glass spice jars, cotton pad, has nickel-tipped extension top and metal bread drawer, the cupboards and drawers are well arranged. Regular \$27.50. February Sale price 29.50

Couch, frame made of solid quarter-cut oak, fumed finish, two loose cushions, covered in genuine leather. Regular \$27.50. February Sale price 27.50

Dresser, in solid quarter-cut oak, fumed finish, has two long and two short drawers, large case and British bevel mirror. Regular \$20.00. February Sale price 11.95

Dining-room Chairs, the frames are made of selected quarter-cut oak, fumed or golden finish. The seats are well upholstered in genuine leather, have panel backs. Set consists of five side and one arm chair. Regular \$17.50. February Sale price 10.65

Brass Bed, has 2-inch top rails and posts, turned ball corners and extra heavy fillers; satin, bright or polette finishes, in all standard sizes. Regular \$24.95. February Sale price 12.95

Parlor Suite, the frames are in rich mahogany finish and genuine mahogany veneer. The seats of the settee, arm chair and arm rocker are covered in silk tapestry. Regular \$25.00. February Sale price 13.95

Box Springs, the best oil-tempered springs are used in the construction; these are covered with fine canvas, and then a heavy layer of cotton is placed on top and covered in the best art ticking; all standard sizes. Regular \$16.00. February Sale price 10.95

10 only, Brass Beds, have 2-inch continuous posts, massive fillers, in bright finish, 4 ft. 6 in. size only. Regular \$25.00. February Sale price 14.95

Big Reductions in Rare China

Basement.
\$600.00 Set Limoges China Dinnerware at \$245.00—Bernardaud & Co.'s china, wide ivory border with over-design in hand-worked coin gold. 102 pieces. Monday, \$245.00.
\$68.00 "Theodore Haviland" Dinner Set at \$49.25—Limoges china, brown dice border design, full coin gold handles. 102 pieces. Monday, \$49.25.
New "Ahrenfeldt" Limoges Sets at \$25.00—Excellent grade new, thin Limoges china, dainty rosebud border decoration, half gold handles. 97 pieces. Monday, set, \$25.00.

Grindley's "Normandie" Design, \$18.50—Finest English, thin, semi-porcelain, French border decoration, half mat gold handles. 97 pieces. Monday, \$18.50.
Grindley's "Reveria" Set, \$12.95—Pretty green conventional border design. 97 pieces. Monday, \$12.95.
Wedgwood & Co.'s "Lorraine" China, \$15.00—Conventional and floral combination border design. 97 pieces. Monday, \$15.00.
97-piece Dinner Set, \$7.49—Best English semi-porcelain, pretty green floral border decoration, brilliant hand overglaze. 97 pieces. Monday, \$7.49.

The February Sale of Drapery Fabrics

Includes One of the Very Best Free Making Offers We Have Ever Announced.

SLIP COVERS AND DRAPERIES TO MATCH WILL BE MADE UP FREE

from a large special stock of various qualities, in 50-inch and 30-inch linens, cretonnes, etc.; a most beautiful range of designs and colours; the very latest fabrics from the best mills of France and England. The February, 1916, sale prices afford not only the big savings to our customers in the cost of the labour, but an actual saving, by comparison with to-day's prices, on the fabrics of from 20% to 40%. These which we have selected were able to assemble at old prices before the enormous advances.

PLACE YOUR ORDERS EARLY.

In order that we may deliver your orders promptly, we recommend that you place them early, as all the work will be handled by our regular, efficient staff, on whom we can rely for first-class workmanship. Consequently orders must be taken in rotation for execution.

PLACE YOUR ORDERS AT ONCE.

The following goods are included in the special offer as described above: 50-inch English and French Chintzes and Linens at \$2.50 per yard; fine French Roman Stripes Linens at \$2.15 per yard; French 30-inch Linens at \$1.50 and \$1.85 per yard; fine quality French Printed Repps, 30 inches wide, at 80c per yard; English Chintz, in good colours and designs, 30 inches wide, special, 65c per yard.

90c ART SERGE FOR 60c.

For over-curtains, portieres or "ou" covers; dark red, dark blue or brown; 50 inches wide. Regular 90c per yard. February Sale price, yard, 60c.

\$1.25 ASSYRIAN CLOTH FOR 90c.

For portieres or over-curtains; 70 inches wide; fancy weave; mercerized finish; pretty shades of olive green, crimson, brown or gold. Regular \$1.25 per yard. February Sale price, yard, 90c.

SCOTCH MADRAS MUSLIN, 38c.

A number of new patterns in Scotch Madras Muslin, one of the most effective fabrics for window curtains; cream or white; floral and conventional patterns; easy to launder, and most effective; 45 inches wide. February Sale price, yard, 38c.

SCOTCH MADRAS MUSLIN AT 49c.

A heavy quality, for window curtains; new designs; 50 inches wide. February Sale price, yard, 49c.

