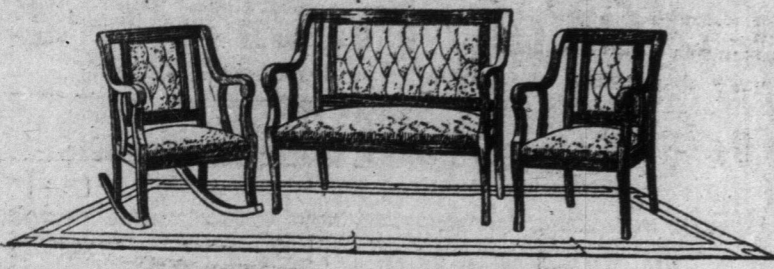


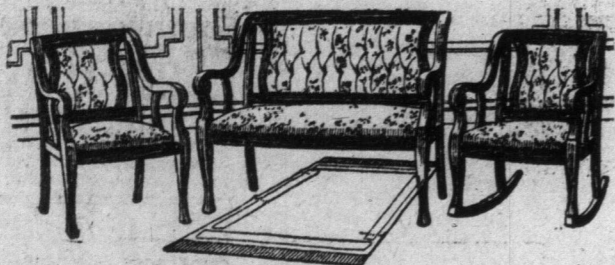
The Economy Event of Entire Year Simpson's February Furniture Sale

Luxurious Parlor Suites Exceedingly Low Priced



This Set Only \$32.95
Regular \$43.00

As illustrated—Beautifully Finished Parlor Suite of Birch Mahogany having deep-tufted back and richly upholstered full spring seats. February Sale, set \$32.95.



This Set Priced Low, \$25.25
Regular Price \$35.00

As illustrated—Mahogany Finish Parlor Suite. Made with heavy roll spindle backs and covered with handsome mixed tapestry. February Sale, set \$25.25.

Toronto's big annual event is now well under way. The furniture involved this year is simple, sturdy and sightly—and above all else dependable.

Despite the marked increase of shipping rates and the uncertainty of deliveries, we are able to offer you savings that really are remarkably big.

Come to the sale today, examine them and note how evenly and well-finished is each set or piece of furniture in the sale.

Compare the prices—Everything marked in plain figures on yellow price tags, so that you can see just what you save. This page shows you the outstanding values. Plenty of others not mentioned here.

The Home-Lovers' Club Makes Buying Easy Extended Payments

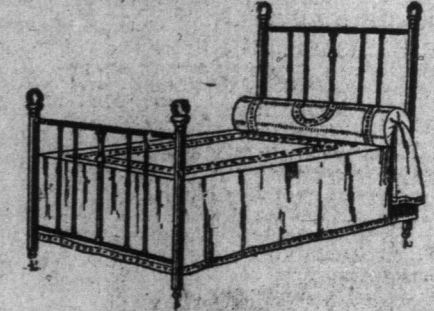
Responsible householders who do not feel inclined to pay the full amount of their purchases in cash may make special arrangements through the Home-Lovers' Club. Club members may buy homefurnishings with part cash payment and have the balance spread over several months. They buy at cash prices and have no interest to pay.

4 Big Specials in Brass Beds Values Too Good to Miss



\$22.95
Regularly \$30.00

As illustrated—Brass Bed with heavy 2-inch posts and heavy cross rails; special ball corners and heavy trimmings. February Sale, \$22.95.



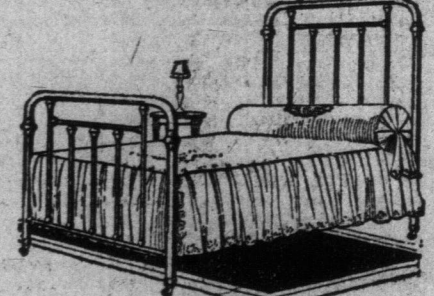
\$20.65
Regularly \$24.50

As illustrated—Brass Bed with heavy 2-inch posts, heavy top rail, five fillers and special trimmings. All sizes and all finishes. February Sale, \$20.65.



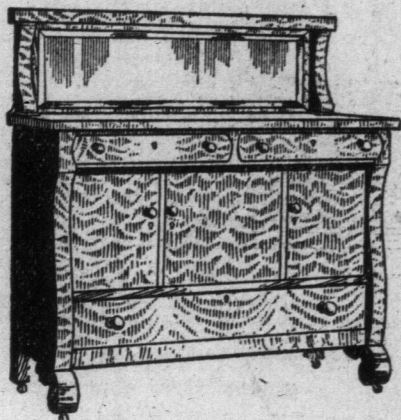
\$14.65
Regularly \$19.50

As illustrated—Brass Bed with heavy 2-inch post, five fillers and heavy top rail, massive corner knobs. February Sale, \$14.65.



\$26.00
Regularly \$30.00

As illustrated—Brass Bed, heavy 3-inch continuous posts; special hucks and trimmings. February Sale, \$26.00.



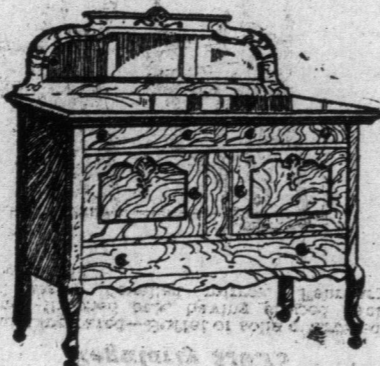
\$34.00

Regularly \$45.50

As illustrated—Buffet, measuring 54 inches across top, having extra large bevelled plate mirror; in fumed or golden finish. February Sale, \$34.00.

\$24.50
Regularly \$35.25

Buffet of specially selected quarter-cut oak, having bevelled mirror; fumed or golden finish. February Sale \$24.50.



\$24.50

Regularly \$30.75

As illustrated—Buffet of solid quartered, fumed-finished oak, having shaped back and heavy bevelled mirror. February Sale, \$24.50.



\$22.45

Regularly \$32.50

As illustrated—Buffet of solid quartered oak, measuring 58 inches across top. Bevelled mirror back. In fumed or golden finish. February Sale, \$22.45.



\$28.65

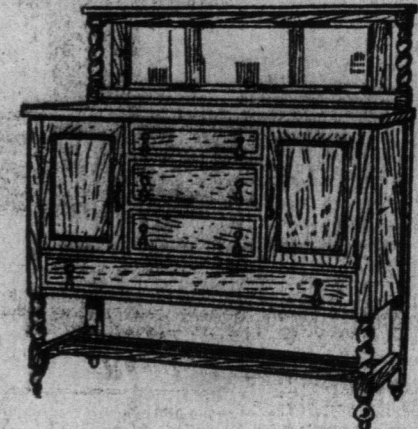
Regularly \$41.00

As illustrated—Buffet with 52-inch case, in colonial design. Heavy plank top, plate and posts. In fumed and golden finish. February Sale, \$28.65.

We Prepay Freight

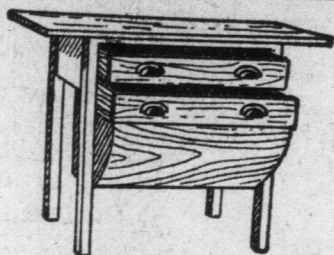
On all purchases of \$10.00 or more, we prepay freight charges to any station point in Ontario.

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



\$30.00

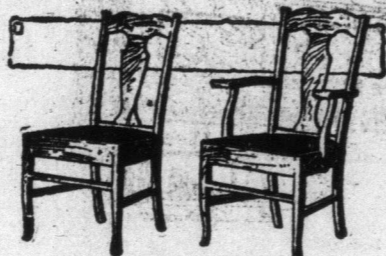
Regularly \$37.75
As illustrated—Artistic Jacobean Design Buffet; well-braced, closed-in drawer chambers. February Sale, \$30.00.



This Baking Cabinet \$5.75

Regular Price \$7.50

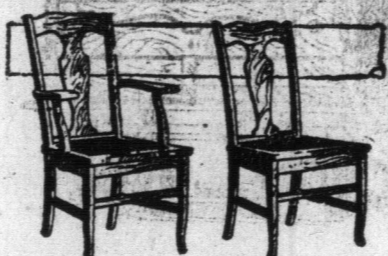
As illustrated—Baking Cabinet of gumwood, in natural finish, having white natural top, and large sliding flour bin divided for meal or flour. Large drawer for cutlery. February Sale, \$5.75.



\$21.45

Regularly \$26.50

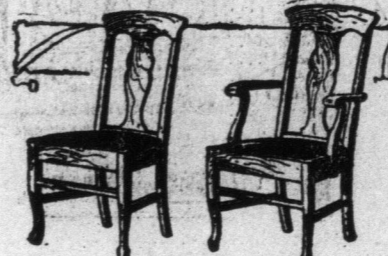
Set of six Dining-room Chairs—quartered, fumed or golden oak. Set, \$21.45.



\$18.15

Regularly \$22.00

Set of six Dining-room Chairs, quartered fumed oak. Set, \$18.15.



\$25.95

Regularly \$30.50

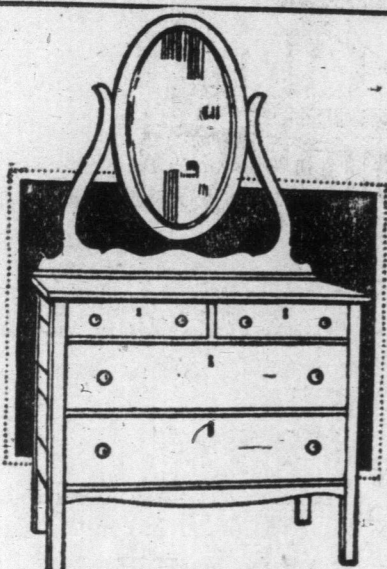
Set of six Dining-room Chairs—quartered, fumed or golden oak. Set, \$25.95.



This Extension Table \$15.15

Regularly \$21.75

As illustrated—Extension Table of solid quartered oak, measuring 45 inches across top. Made with heavy pedestal base. Fumed or golden finish. February Sale, \$15.15.



\$13.95

Regularly \$19.00

As illustrated—Dresser of pure white enamel; rubbed finish; back fitted with large oval bevelled plate mirror. February Sale, \$13.95.



\$28.75

Regularly \$36.25

As illustrated—Dull-finished Walnut Dresser in William and Mary design; large bevelled plate mirror at back. February Sale, \$28.75.



\$23.00

Regularly \$27.75

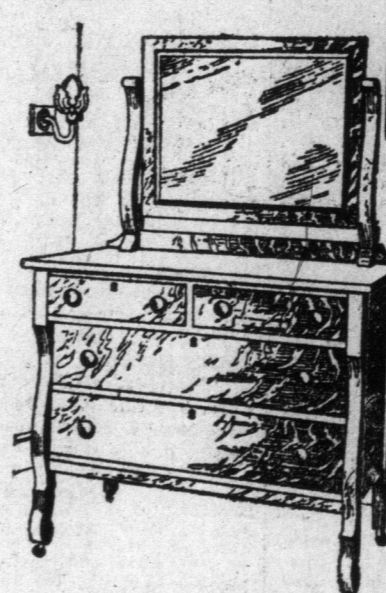
As illustrated—Single-room Chiffonier of golden quartered oak, measuring 27 in. across top; bevelled mirror at back. February Sale, \$23.00.



\$23.25

Regularly \$27.00

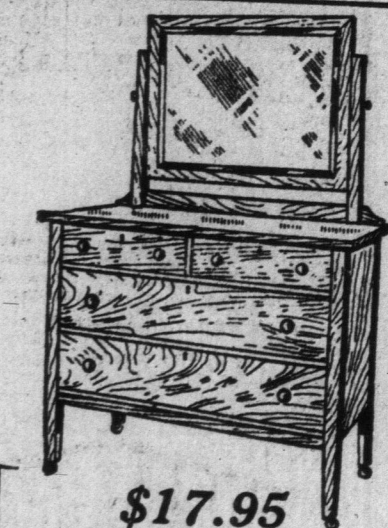
As illustrated—Princess Dresser of genuine quarter-cut oak, in golden finish. Shaped front and extra large oval bevelled plate mirror. February Sale, \$23.25.



\$26.50

Regularly \$34.75

As illustrated—Colonial Dresser of golden-finished quarter-cut oak; also obtainable in walnut. Heavy bevelled mirror at back. February Sale, \$26.50.



\$17.95

Regularly \$26.00
As illustrated—Dresser of genuine quarter-cut oak in fumed or golden finish. Fitted with bevelled mirror, size 22 x 28. February Sale, \$17.95.

Six Outstanding Values From the February Sale of Floor Coverings

Wilton Rugs.

Woven without a seam, the design is a faithful copy of a Persian rug, in the well-known tree design; obtainable in three shade effects, soft green, deep claret and brown colorings. Size 6' x 10' 6". Regularly \$49.75. Sale price \$39.95.

Small Rag Rugs.

Special purchase of 500 pretty Rag Rugs, in the old-fashioned striped and mottled effects; very quaint, and will give excellent wear. Sale price, each \$1.40.

Cut Prices in Congoleum Rugs.

Very effective in their rug designs, and soft, rich colorings, these are the latest things for kitchen, dining-room or bedroom use; made in one piece, they lie flat without tacking or fixing to the floor.
Size 6' x 9', for \$5.95.
Size 7' 6" x 9', for \$7.95.
Size 9' x 9', for \$8.95.
Size 9' x 10' 6", for \$10.95.
Size 9' x 12', for \$12.95.

Axminster Rugs.

Handsome Oriental designs and rich colorings, or in small all-over foliage effect. The thick quality of these rugs will give good service under any kind of wear.
Size 4' 6" x 7' 6", for \$12.75.
Size 6' 9" x 9', for \$22.95.
Size 9' x 9', for \$29.75.
Size 9' x 10' 6", for \$33.95.
Size 9' x 12', for \$38.95.

Tapestry Stair Carpet.

About 400 yards, showing several attractive designs, for stair or passage use; 18 in. wide. Sale price, per yard 75c.

Wilton Rugs.

A very strong and hard-wearing quality, in small conventional patterns chiefly in shades of brown, fawn and green colorings. Sizes:

9' x 9', reg. \$36.75, for \$32.95.
9' x 10' 6", reg. \$39.75, for \$34.95.
9' x 12', reg. \$45.00, for \$39.75.

The **SIMPSON** Limited