

SIMPSON'S

Home-Lovers' Club Homilies

There's a fast and a slow way of furnishing a home, and the slow way always wins. Those who try to buy at once everything they think they'll need are sure to make mistakes. The slow way of just buying the bare necessities and then picking up from time to time the good things as they come along—this is the way good taste takes advantage of our semi-annual sales and the Home-Lovers' Club.



High-Grade Wilton Rugs At Radical Reductions

Obtainable Through the Home-Lovers' Club

A beautiful and luxurious rug, in a very thick and deep pile, and closely woven; seamless, and in soft rich tones, in small all-over patterns, or handsome medallion designs. Copies of Oriental rugs, Chinese characters or conventional patterns; offered at extraordinary reductions. Two different grades.

Size 8.3 x 10.6. Grade 1. Regular \$85.00. Sale price, \$69.75.
 Size 8.3 x 10.6. Grade 2. Regular \$62.50. Sale price, \$49.50.
 Size 9.0 x 12.0. Grade 1. Regular \$97.50. Sale price, \$79.50.
 Size 9.0 x 12.0. Grade 2. Regular \$79.50. Sale price, \$69.50.

Seamless Tapestry Rugs

A very nice quality, better than usual, are these one-piece Scotch Tapestry Rugs. New designs and up-to-date colorings. Suitable for any room.

Size 7.6 x 9.0. Sale price, \$15.95.
 Size 9.0 x 9.0. Sale price, \$18.25.
 Size 9.0 x 10.6. Sale price, \$21.95.
 Size 9.0 x 12.0. Sale price, \$24.95.

Special in Rag Rugs

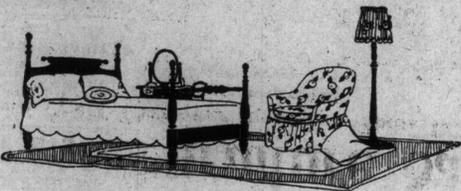
A good opportunity to obtain one of these dainty and effective bedroom rugs. Delicate soft shades of rose, blue, grey and green, with pretty chintz borders. Size 4.6 x 7.6. Regular \$4.95. Sale price, \$3.95.

Tapestry Stair Carpet 79c Per Yard

Strong and serviceable quality in six different designs. Made to stand everyday wear; 18 inches wide. Sale price, per yard, 79c.

4-Yard Wide Linoleum at 82c

Only a few rolls of this extra wide Linoleum in a thick and serviceable quality, well seasoned, and new designs that will cover your room without a seam. Bring your measurements, as the quantity will not last very long. Sale price, per square yard, 82c.



Bed and Bedding Day In the Furniture Sale

With Prices That Will Appeal to Those Who Understand Value

All Obtainable Through the Home-Lovers' Club

Brass Bed, in polette, bright or satin finish; double size only. Regular \$19.00. February price, \$12.95.

Brass Beds, heavy 2-in. post, special top rail and caps; in bright, polette or satin finish. Regular \$19.50. February price, \$14.95.

Brass Bed, heavy post and top rail; all regular sizes and finishes. Regular \$23.00. February price, \$18.35.

Brass Bed, heavy post, special mounts and trimmings, five fillers with fancy husks. Regular \$24.50. February price, \$20.65.

Brass Bed, special ball corners, top rail and 2-in. post, spindles 1-in. Extra heavy trimming. Regular \$30.00. February price, \$22.95.

Iron Beds, in sizes 3 and 3.6, pure white enamel, brass trimmed. Regular \$6.00 to \$7.00. February price, \$3.95.

100 only, Mattresses, seagrass centre with jute both sides, deeply tufted, encased in good grade of art ticking. No telephone orders taken. Special, \$2.85.

Mattresses with fibre centre, jute felt on both sides and ends, full depth border, good grade of art ticking. Regular \$7.00. February price, \$5.95.

Mattress, half seagrass, half jute felt, encased in good grade of fancy art ticking, deep border. Regular \$8.75. February price, \$6.65.

Mattresses, wood fibre centre, heavy layer of jute, felt both sides, roll edge, deeply tufted, encased in good grade of fancy art ticking. Regular \$7.50. February price, \$6.15.

Mattresses of blown cotton, full weight, deep border with roll edge,

soft and comfortable. Regular \$12.00. February price, \$9.95.

Mattresses of cotton felt, roll edge, encased in good grade of art ticking. Regular \$15.75. February price, \$12.75.

Metal Frame Spring, with closely woven wire fabric, well braced underneath. Regular \$5.00. February price, \$4.15.

All Metal Spring, high angles heavy rope edge, double woven wire interlaced. Regular \$6.75. February price, \$5.45.

Box Spring, made of single cone coil, securely fastened in position, covered with good layer of burlap, upholstered on top with jute felt, and then covered with good grade of art ticking. Tufted and has roll edge. Special, \$15.95.

Divanette, solidly built, genuine oak; serves as settee during day and as double bed at night; has spring seat, upholstered back, upholstered in imitation leather. Spring has helicals at each end. Soft and comfortable. Regular \$41.00. February price, \$32.95.

Pillows of mixed feathers, encased in good grade of ticking. Size 17 x 25. Less than wholesale price. Per pair, 95c.

Pillows of choice chicken feathers, weight 6 lbs., size 19 x 26. Per pair, \$1.50.

Pillows, weight 7 lbs., filled with duck and chicken feathers. Size 20 x 27. Special value, \$3.25.

Odd Wood Beds, Jacobean design and finish, single and double sizes, twisted post. Regular \$32.00. February price, \$16.25.

The Simpson's Men's Store is Always the Open Fashion Book by Which "Men Who Know" Are Guided

BRIGHTEN UP IN A NEW SUIT

It's a rare man indeed who in February is not restless and who is not eager for a new suit with which to brighten up.

Those men who have come to look upon February as the season of transition, will be glad to know that we are ready to take care of every style, quality and price demand in men's and young men's suits.

We can promise you now as at all other times good value, correct style, expert workmanship and substantial, dependable materials. Moreover we have a most unusual variety of patterns and styles.

Drop into the Men's Store today or at your convenience and let us show you those handsome styles.

The Suits We List Today at These Four Prices Are Right in Style, Right in Material and Right in Price

AT \$18

AT \$20

Suits of brown and black mixed tweed in three-button, single-breasted style; semi-fitting model, ventless back, \$18.00.

Suits of grey and black small check Scotch tweed in three-button, single-breasted style, semi-fitting back without vent, \$20.00.

Suits of black and brown small check worsted finish tweed in three-button, single-breasted model, semi-fitting back, with vent, \$18.00.

Suits of black and grey pin head check worsted finish tweed, 2-button, long soft-rolling lapel, single-breasted style, form-fitting back with vent, \$20.00.

AT \$22

AT \$25

Suits of blue-grey firm finish tweed with double grey stripe pattern, in single-breasted, three-button style, form-fitting back with vent, \$22.00.

Suits of brown cheviot with double black stripe pattern, in single-breasted, 3-button style, form-fitting back without vent, \$25.00.

Suits of plain grey cheviot (medium shade) in three-button, single-breasted style, semi-fitting model with vent in back, \$22.00.

Suits of black heavy weight cheviot with red check pattern; single-breasted, 3-button style, patch pockets, form-fitting back with vent, \$25.00.



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