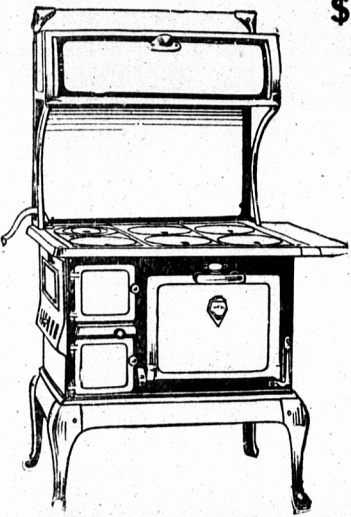


Simpsons EXPANSION SALE

Charlottetown's GREATEST Bargain Event In Years! Opens SATURDAY In Completely Renovated and Redecorated Showrooms! Enlarged Space Filled With the Smartest, Newest Merchandise Ever Shown By Us In Charlottetown — VALUES We Are PROUD to OFFER

"Canadian Range" Special!



\$ 49⁵⁰ \$5 DOWN
\$4.45 MONTHLY

Complete with Reservoir or Waterfront

Simpson's most popular Range on sale at an unusual low price. The "Canadian" is famous for its baking ability and its great economy of fuel. Hilite enamel panels and nickel-plated trim.

THE NEW PRINCE EDWARD RANGE

\$84⁵⁰ \$8.50 DOWN
\$7.60 FOR 10 MONTHS

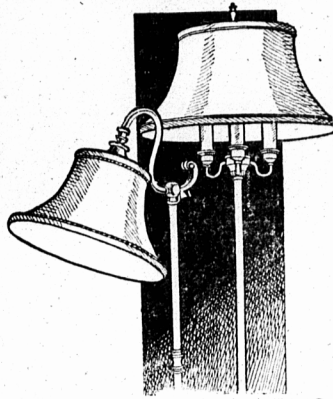
An all cast Range that was designed and perfected for Maritime fuels and climatic conditions—it will give a lifetime of service. Has the cosy hearth and swing oven door so popular in Prince Edward Island.

Record QUEBEC HEATERS

Bodies of copper-bearing polished steel; cast parts are exceptionally heavy. The most powerful heaters that you can buy at the price.

EASY TERMS: 2.50 DOWN—2.50 MONTHLY. Other Sizes at 18.95 and 20.95

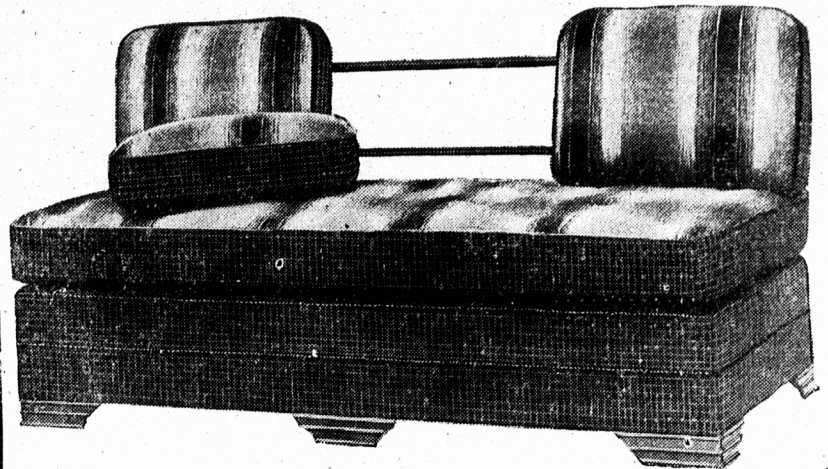
14⁷⁵



SALE of LAMPS!

BRIDGE **5.95** JUNIOR **8.95**

New arrivals for the Expansion Sale! Popular metal stands—artistically designed! Colorful shades! Brighten your living room with one of these new Lamps.



A Challenging Sale Value In INNER-SPRING STUDIO COUCHES

Compare the value! You won't find a brand new, direct-from-factory Couch anywhere near our price with these features: spring-filled cushions, spring-filled mattress, tubular back, smart covers, sturdy construction.

\$36⁹⁵

3.65 DOWN — 3.33 MONTHLY

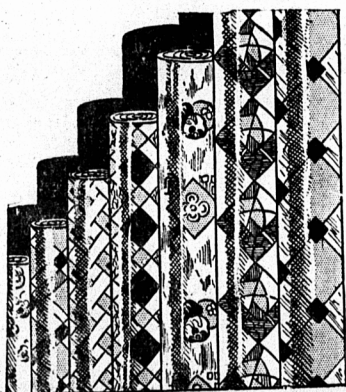
NOT ADVERTISED

Because of lack of space!

Many Great CLEARANCE

BARGAINS

EXPANSION SALE BARGAINS! GOLD SEAL

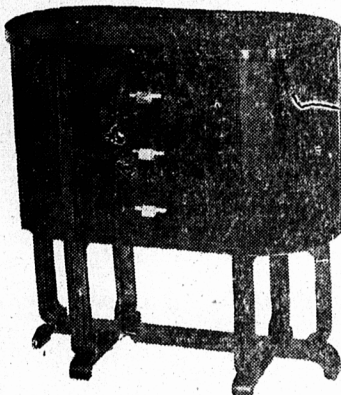


CONGOLEUM RUGS

6' x 9' **3.95** 7 1/2' x 9' **5.95** 9' x 9' **6.95**

9' x 10 1/2' **8.95** 9' x 12' **9.95**

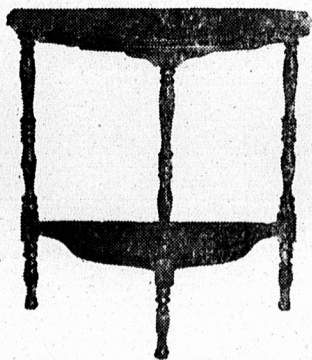
Attractive, modern patterns that have been discontinued by the factory—specially purchased by SIMPSON'S for the Charlottetown EXPANSION SALE! The quantity is naturally limited but you can be sure of yours by shopping early Saturday morning! Every rug is first quality, has Multicote surface, and is guaranteed. STUDY THE SAVINGS THESE PRICES MEAN FOR YOU!



Sewing Cabinets

\$19.95 2.50 DOWN—2.50 MONTHLY

Martha Washington Cabinet—a really beautiful example of furniture craft. Solid walnut with exquisite hutt veneers. An extraordinary value for SATURDAY only!



END TABLES

\$1.89

A striking example of the unusual values Simpsons are offering for the Expansion Sale! Exactly as illustrated. Finished in authentic walnut shade. Shop early for this bargain!

RECORD-MAKING VALUE!

Kroehler LOUNGE CHAIRS

With OTTOMAN

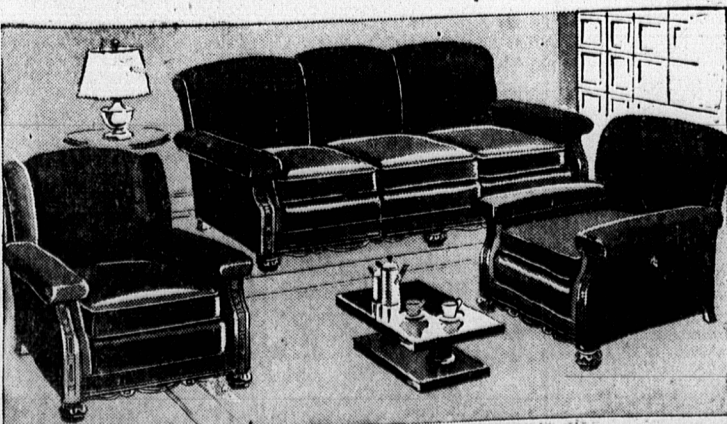
\$29⁹⁰

2.90 DOWN
2.70 MONTHLY



Unquestionably the season's "peak" value in a modern style Lounge Chair—A product of KROEHLER, the world's largest manufacturer of living room furniture. Our shipment just arrived in time for this record making EXPANSION SALE. The seat and back are filled with over 50 springs for lazy comfort. Sturdy construction too, and the coverings are exactly what you'd wish for on the chair that will be the most popular chair in your living room.

The Newest and Smartest In KROEHLER CHESTERFIELD SUITES



\$139 TO \$175 10% DOWN
10 Months To Pay

What's new in KROEHLER Suites?—Here's the answer at Simpson's! What's smart in covers?—See these at Simpson's! Where are the best values in Prince Edward Island?—Right here at Simpson's!

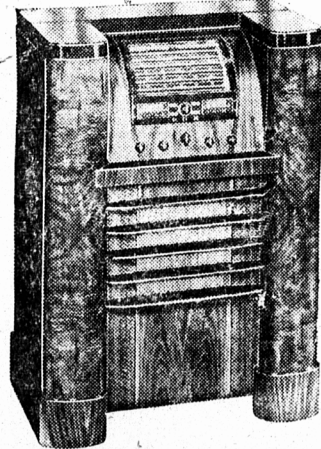
Buy On Easy Terms At SIMPSON'S

- * Guaranteed construction by KROEHLER
- * Latest modern and conventional designs
- * Every Suite—3 pieces complete.

MORE ENTERTAINMENT FOR YOUR MONEY WITH A NEW

RCA VICTOR

List Prices **\$69⁹⁵** Available On Easy Terms



More popular than ever this year—the new Round-the-World RCA VICTOR. Improved dials, improved ease of tuning, improved reception, improved tone quality, improved reliability—all these contribute to RCA VICTOR'S popularity. Note these features:

- * Magic Eye for accurate tuning.
- * Magic Brain + Magic Voice
- * Automatic Electric Tuning
- * Ultra quiet metal tubes.

\$27.50 Simmons Spring Filled MATTRESS VALUE for

\$19⁹⁵

2.50 Down—2.50 Monthly



All First Quality

264 COIL SPRINGS

CHOICE OF 3 MATTRESSES

Only once in a long while do we make a fortunate purchase like this from the factory. SIMMONS label is your assurance of quality. Our low price is your assurance of value! Each Mattress contains 264 resilient coil springs for extra sleeping comfort. Choice of covers to early shoppers.

F. A. STEWART JONES 56-58 Grafton St. Phone 602—Charlottetown

Special Representative

THE SIMPSON EASTERN LIMITED