

STORE HOURS
8.30 a.m. to
5.30 p.m.

The Robert Simpson Company, Limited

TELEPHONE 1
Groceries
Adv. side 4100
Other departments
Main 7841



How We Can Do It
By grouping a large number of transactions and dealing with them together within a fortnight, we are enabled to let members choose their merchandise now, and yet defer their payments. Adhering to our policy of one price to all, and that the lowest, we offer Club members their goods at this store's close cash prices, or at the special sale prices announced during this month of February in our departments of FURNITURE, DRAPERY, CURTAINS, CARPETS, RUGS, LINOLEUMS, CHINA, SILVERWARE, WALL PAPER, PICTURES, and ELECTRIC FIXTURES.

In so far as these are made by Canadian workmen, the Club plan will be a new stimulus to Canadian industry.

It is a continuation of the programme inaugurated by this store at the outbreak of war to give constant employment to our work people and to those employed in Canadian factories which supply us with these home-furnishings.

Home Owners' Furnishing Club A New and Unique Feature in Our February Furnishing Sales Will Open Next Monday, Feb. 15th

(LIMITED MEMBERSHIP OF 500)

Addressed to Those Who Usually Pay Cash

Here is a plan by which Home Owners may proceed at once with furnishing which would otherwise be postponed. It is addressed to those who under usual conditions are accustomed to buy things for cash. But exceptional times and conditions will make this club plan very widely appreciated by Home owners who contemplate furnishing or replenishing this year. They will appreciate the convenience of making payments from time to time within the next twelve months without one cent of interest or other charge for accommodation.

THE CLUB PLAN MEANS JUST THIS:—That you pay at once only a small percentage of the cost of your home furnishing—the rest of the purchase being arranged for in convenient future payments.

Expert Service

The service of interior decoration experts will be at the disposal of club members without extra charge. Designs will be furnished by our own artist, or you may have your architect supervise any scheme you may decide upon. We guarantee that the simplest and least expensive furnishing idea will be in correct taste, as will the more elaborate schemes of Period furniture and decoration. Details of the rules of the club and conditions of purchase will be furnished at the Club Headquarters, Fourth Floor. Each member will receive individual personal attention. Confidential exclusive treatment will characterize the dealings with each customer both as to designs and terms. This applies to the replenishing or refurnishing a single room or to supplying a house complete. Correspondence with out-of-town customers invited. Join the Home Owners' Furnishing Club on Monday.

Make Application for Membership on Monday

You may take your time then, in choosing the merchandise you want, and arrange for payment on the Club plan. The headquarters of the Home Owners' Furnishing Club is on the Fourth Floor, where you may register your name and address, beginning Monday next, at 8.30 a.m. There is need at once to make your selection.

These Homefurnishing Specials are Open to Everybody--Club Members as well as Other Customers

Draperies on Sale Monday
TAPESTRY PORTIERES IN A GREAT CLEARANCE AT \$4.95 PAIR.
A great range of tapestry portieres, 2 3/4 yards long, some with heavy fringe, some with cord and some with Vandye edging; a very heavy, rich quality of tapestry, highly mercerized, and very effective. Regular price \$7.50, \$8.00 and \$9.00 per pair. Full range of colors. On sale Monday at, per pair **4.95**
HEAVY UPHOLSTERING TAPESTRY AT \$1.85 PER YARD.
Fine quality of French tapestry for re-upholstering; verdure, floral and Oriental patterns. Regular price \$2.25 and \$2.50 per yard. On sale Monday, per yard **1.85**
IRISH POINT LACE CURTAINS AT \$5.29 PER PAIR.
A beautiful assortment of fine Irish point curtains, 3 yards long, 45 to 50 inches wide. Regular price \$7.00 and \$7.50. On sale Monday, per pair **5.29**

Replenish Your Silverware
Said bowls, in decorated English china with silver-plated rim. Your choice of patterns in bowls with silver-plated serving spoon and fork with handles to match bowl. Regularly \$5.00. Monday Sale price **2.49**
BISCUIT JARS FOR \$1.39.
Biscuit Jars, large size, beautiful patterns, in decorated china, with silver-plated cover and handle. Regularly \$2.50. Monday Sale price **1.39**
PEARL HANDLE DINNER KNIVES.
Set of six medium size or dinner knives, with the finest quality pearl handles and English silver-plated steel blades. Regularly \$20.00 per dozen. Monday, set of six **5.75**
SET OF SIX DESSERT OR TEA KNIVES.
Same quality, pearl handles to match dinner knives, and silver-plated blades. Regularly \$15.00 per dozen. Monday, set of six **4.50**
FRUIT DISH, 8c.
Fruit baskets, silver-plated, satin finish, gold lined, with feet and handle. Monday **.95**
Plate 4-piece Tea Set, including tea pot, sugar bowl, cream jug and spoon-holder; full silver plated in the bright finish, hand-engraved. Sale price, complete, 7.50

Electric Fixtures in Club Sale
"Specials" of particular interest to members of the Home Owners' Furnishing Club Wall Brackets, suitable for bedrooms, halls or bathrooms; one light, with arm turn-up or swan neck style; finished brush brass or nickel-plated. Regularly \$1.00. Special Sale price **.65**
"Mission" Style Wall Bracket, suitable for sitting or bedrooms; one light, with square shade, finished brush brass. Regularly \$2.00. Special Sale price **1.12**
Ceiling Showers, suitable for the better bedroom or sitting-room; 10-inch ceiling plate, with two lights on chain; finished brush brass; complete with fancy shades. Regularly \$3.50. Special Sale price **1.12**
Ceiling Shower with three lights; has 12-inch to dropped from ceiling, with three lights below; complete with fancy shades, finished old brass; suitable for sitting-room. Regularly \$6.50. Special Sale price **3.65**
Antique Hand Hammered Fixture, suited for den or living-room; has 12-inch plate supporting three lights on chains. Regularly \$12.50. Special Sale price **4.65**
"Mission" Fixture, built for four lights, with square body and arms; each supporting a square mission lantern, fitted with amber or green art glass; suitable for dining-room or living-room. Regularly \$16.00. Special Sale price **7.45**
Semi-indirect Fixture, with 16-inch plate, supporting a 12-inch bowl, with four lights on the outside, combining semi-indirect and direct systems of illumination; finished old brass; suitable for dining-room. Regularly \$25.00. Special Sale **9.45**
Installed in city limits without extra charge. Insulation joints where necessary, 80c each extra.
Continuous Filament Drawn Wire Tungsten Lamps
—25 watt, 20-candle power, reg. 45c, sale 28c; 40 watt, 32-candle power, reg. 45c, sale 28c.
Electric Fixture Department, Fifth Floor.

Linoleums at Reduced Prices

For Monday we have arranged a group of about eighty rolls, in two widths, four yards wide and two yards wide. There is a good selection of block and carpet designs, suitable for kitchens, sitting-rooms, dining-rooms, etc.
The Four-Yard Width—Two qualities in this always popular, wide linoleum. Special per square yard, first quality, 48c square yard; second quality, 38c per square yard.
The Two-Yard Width—First quality, per square yard, 37c; second quality, per square yard, 32c.

LOVELY SCOTCH WOOL RUGS AT \$13.75.
A lot of very pretty, unusual designs and colorings among these attractive, serviceable bedroom rugs. This quality will give splendid wear. A like decorative value is not obtained in any class of rug at about this price. Regularly \$15.00 to \$21.35. Special sale Monday, each **13.75**
VERY ATTRACTIVE REDUCED PRICES FOR NEW BRUSSELS RUGS.
Oriental and small conventional designs in most desirable colors, as well as a few floral effects for drawing-rooms and bedrooms.
9.0 x 9.0. Special sale **14.75** 9.0 x 12.0. Special sale **19.75**
9.0 x 10.6. Special sale **18.75** 11.5 x 12.0. Special sale **24.75**
11.5 x 13.6. Special sale **28.75**
A NEW WILTON RUG FROM THIS BIG STOCK AT THIS LOW PRICE.
9.0 x 10.6. Special **31.75** 9.0 x 12.0. Special **35.75**
ENGLISH AND CANADIAN BRUSSELS CARPETS AT 50c YARD.
Several attractive small self-color effects and a few Oriental designs, in blues, reds, greens, and tans. Specially priced, yard **.55**
EXTRA BIG REDUCTIONS ON THESE SEAMLESS AND BEAMED IMPORTED AXMINSTER RUGS.
Oriental, floral and conventional designs. All these sizes included at one price to clear about thirty odd rugs. 8.5 x 11.6, 9.0 x 10.6, 9.0 x 12.0, 9.0 x 13.6, 10.6 x 13.6. Regularly from \$27.75 to \$28.75. One price to clear **24.00**
ONE THOUSAND ORIENTAL AXMINSTER RUGS AT \$1.75.
Lovely colors, beautiful Oriental designs, shown in these most attractive small hearth rugs; specially priced for this month at this very low figure. Size 8 x 14 inches. Each **1.75**

A New Standard in Dinnerware
Artistic Sets at Furnishing Sale Prices
\$15.00 Choice Dinner Set, \$9.50—Real china 97-piece dinner set, with violet cluster decoration, gold traced edges, kermis-shape cups. Regularly \$15.00. 5.50 Grindley Dinner Set, \$9.50—W. H. Grindley's famous make of English semi-porcelain. Has a handsome green conventional border. Full gold handles; 97-piece sets. Regularly \$19.50. Monday, the set **9.50**
New Limoges China Dinner Set, \$20.50—L. Bernard and Co's genuine Limoges China, with pretty blue border and dainty pink rose festoon decoration; 97 pieces. A very special offering, Monday, the set **20.50**
A \$25.00 Sileon China Dinner Set, \$15.75—A very handsome combination border and rose festoon decoration in the highest grade of English Sileon China. Regularly \$25.00. Monday **15.75**
Royal Blue or a Maroon Band, Dinner Set for \$9.95—The newest creation in hand-painted, choice of a maroon or royal blue band; 97-piece composition. Regularly \$14.75. Monday, the set **9.95**
A New Limoges Dinner Set, \$42.50—Our newest importation of Limoges China service, Bernard's French China, with one inch ivory band, with half-inch brown and blue electric scroll design. Matt gold handles. Kermis-shape cups; 97 pieces. Monday special **42.50**
\$59.50—Savey Decoration Dinner Set, \$31.95—102-piece composition Limoges china, green Greek key border decoration, matt gold handles. Regularly \$59.50. Monday special **31.95**
\$125.00 Incrusted Gold Band French Dinner Service, \$120.00—102-piece composition, Bernard's Limoges China, with incrusted gold band decoration. 120.00

NEWS OF TODAY'S SELLING

8,000 Pairs of Boots at very small prices.
Clearance of Dresses, Coats and Skirts.
A splendid lot of Boys' Clothing, Sample Suits for Spring, at \$2.50 and \$3.50.
The February Housefurnishing Sale.
The February Hosiery Sale.
New Macerals for Springs in Dress Goods, Suits and Wash Goods.
Other items on this page described in full are for Monday's selling.

Wall Papers to Match Homefurnishings

Leatherettes, for dining-rooms, halls and dens. Regularly 56c, \$1.00 and \$2.25 roll. Monday **.23, .58 and 1.24**
Soirettes and Mofettes, for parlors and reception rooms. Regularly 76c, \$1.00 and \$1.25 roll. Monday **.49, .68 and .86**
Tapestries and Corckettes and Printed Flats, assorted colors for dining-rooms and halls. Regularly 25c, 50c and 76c. Monday **.27, .29 and .49**
Bedroom Papers, in soft colorings, in stripes, florals and grass cloths. Regularly 15c, 25c, 35c and 50c roll. Monday **.9, 1.4, 2.1 and 3.2**

Framed Mirrors at \$6.50

Best bevelled plate; frames in weathered golden oak and white enamel; size 13 x 36 and 18 x 40. Monday's special **6.50**
Bathroom Cabinets and Oval White Enamel Mirrors—The cabinets have mirrored door, with plate glass shelves, priced Monday at \$8.95; and the oval mirrors are in the best white enamel. See them Monday at \$2.50, \$2.75 and \$3.50. Pictures, at \$2.95. Regularly \$4.95 to \$10.00. Among them are photographs, pastels, hand-colored platinum prints, and colored photographs; suitably framed in gilt swept gold burnished mouldings, antique gilt weathered oak and Flemish sizes up to 20 x 30. A special table will be given to these pictures. Monday's selling, each **2.95**

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