

STORE HOURS: Store Opens at 8.30 a.m. Store Closes at 5.30 p.m.

The Robert Simpson Company, Limited

Grocery Telephone, Adelaide 6100. All Other Departments, Main 7841

The Home Owners' Club is a New Story for Home Furnishers of 1915. In the past, home-owners have been on the horns of a dilemma:-- EITHER, they had to pay a long price for their furnishings on the old instalment plan, OR they had to spend a lot of cash in one lump to get the benefit of close buying.

But the Home Owners' Club is solving this dilemma for hundreds of families these days by saying "Come and choose your Home Furnishings now at our close cash prices. We know that affairs are somewhat dislocated at present—you may not want to diminish your cash on hand now, so we'll spread the payments over the rest of the year—not one cent for the accommodation, either."

Look carefully through this list of worthy values, available for regular customers as well as Club Members. February Furniture Sale. Arms Chairs and Arm Rockers, all-over covered in art leather. Regularly \$8.00. February Sale price \$6.00.

The Carpet Sale Specials. A bigger variety, better qualities, better values are the three outstanding features of the February carpet sale. Doubtless this is one of the very best times to effect economy in the purchase of your carpet.

English Cretonnes at Low Prices. We have just received from England a consignment of very pretty new designs and colorings, and at the prices we can offer Thursday customers, some striking values.

17 Cent Day in Wall Papers. 5,800 Rolls Made-in-Canada and Imported Wall Papers, in two-tone, two-colored and plain effects, in browns, greens, tans, buff, etc.

The Silverware Pictures. Tea Set at \$5.75, including tea pot, sugar bowl, cream jug and spoon holder, plain design, bright finish, color, etc.

Women's Night Dresses. Of heavy white flannel, double stitched, high neck, long sleeves; roll collar, edged with narrow ruffle; double ruffle down front; lengths 56, 58 and 60 inches.

\$1.25 Corsets for 75c. 300 pairs "La Deesse" model, made from fine strong white coutil, medium bust, long and graceful below waist, 4 garters, rust-proof boning, 4 wide side steels, bust draw cords, deep lace and ribbon trim; sizes 19 to 26 inches.

NEWS OF TODAY'S SELLING. Last Day of Sewing Week. The Home Owners' Furnishing Club. February Sales of Furniture, Carpets, Draperies, Electric Fixtures, Silverware, China, Wall Papers.

Up-to-Standard SUITS for Men. We have developed certain lines of men's clothing, which have come to be recognized as fixed values. One of these is our \$15 Suit of Blue Serge. The material is a reliable English worsted, medium weight, guaranteed, navy blue color, made in the newest spring design, with natural width shoulder, body fitting, fashionable length, and the soft roll lapel in the increased width.

New Materials for Spring and Some Very Special Prices. The exceptional conditions in the world markets give added interest to values such as may never be possible again. GABARDINES AND SUITING SERGES—Strongly favored by costumers for almost every kind of garment, are these navy or black fabrics, particularly for tailored suits.

Hosiery. Women's Fine Plain Black Cashmere Hose, seconds, of a 50c quality "Penangle" brand make; sizes 8 1/2 to 10.

Buy Linens Thursday. Manufacturers' Clearance of Damask Table Cloths and Napkins. They are seconds, but the imperfections are very slight; some are merely a little soiled, and a trip to the laundry will make them as good as new.

Sewing Laces. One entire circle, packed to overflowing with "sewing" laces from Nottingham and Calais, Valenciennes laces from Calais, Nottingham Valenciennes, Cluny Laces and Torchons, with insertions to match.

Men's Furnishings. Heavy Khaki Satin Drill and Heavy Twill Shirts, made with pockets, attached collars and double stitched throughout; made to withstand rough wear.

Women's Pure Thread Silk Hose, pure silk three-quarter silk leg, lisle thread top, clean firm weave; tan, black, navy white and colors, sizes 8 1/2 to 10, 75c value.

Men's Plain Black Cashmere Socks, seamless, English make, good weight, sizes 9 1/2 to 11. Regularly 25c. Thursday 19c, 3 pairs 55c.

Blanket Robes \$1.95. Full Length Lounging Robes of fancy double-faced blanket cloth, in a variety of patterns; navy, red, Copenhagen, mauve, pink, sky, tan and grey; fastens close at neck, loose back, rope girdle; sizes 34 to 44. Thursday 1.95

RUBBERS. \$5,000 worth (about 815 cases) of Rubbers direct from a big Canadian factory, will be on sale Thursday. Rubber Boots, Overshoes and Boot Rubbers.

Gloves. Women's Glace Kid Gloves, black and tan and some white. Clearing, odds and ends; perfect finish; various sizes. Regularly 59c. Thursday at 39c.

Wash Goods. 38-inch White Repps. Regularly 35c. Thursday, each 15c. 28-inch Heavy Printed Ducks, cadet, navy and black, with white stripes, spots and figures. Regularly 15c. Thursday, each 9c.

"Old Bleach". We have received a large shipment of the famous "Old Bleach" Linens, consisting of table cloths, napkins, fancy huckaback towellings, and dress linens; the most complete range we have ever stocked. On sale 4th Floor.

The Groceries. Telephone Direct to Grocery Department, Adelaide 6100. Finest Canned Peas, only six tins to a customer. Choice Creamed Butter, Per lb. 40c.

Wash Goods. 40-inch Fine Mercerized Poplins, looks like silk; black, navy, Alice, brown, tan, mauve, violet, champagne, pink and green. Per yard 75c.

Little Girls' New Spring Dresses. New Spring Dresses for Little Girls, four pretty styles, in blue and white or pink and white stripe crepolette, button or lace fronts, trimmed with plain cambric to match collar and belt; sizes 2 to 6 years. Thursday, each 65c.

Wash Goods. 40-inch Poplins, in the newest shades, for summer suits, dresses and tailored skirts. Per yard 50c.

The Groceries. 1,000 lbs. Fine Full Bodied Assam Tea of uniform quality and fine flavor, a 40c tea anywhere. Thursday, per lb. 35c.

The Robert Simpson Company, Limited