

**Empty Frames 98c**

With glass and back, oval shape, gilt and gold burnished frames to fit any size photo, from 5 x 7 to 11 x 14 inches. Regular \$1.50 to \$3.50. Thursday 98c. January Picture Framing Sale at 20 per cent. less than usual prices.

# THE SIMPSON COMPANY LIMITED

## THE ROBERT SIMPSON COMPANY LIMITED

**Electric Lighting Fixtures**

Our special 11-piece House Outline of high-grade fixtures; installed with shades; bulbs; insulation joints and inspection fee extra; three different sets at \$12.75, \$18.50 and \$26.85.

# The Furniture Sale of the Year Begins Here Today

**Floor Coverings in Great Variety**

ENGLISH WILTON RUNNERS, IN ALL SIZES.

Excellent range of designs and colorings; Oriental, two-tone and small conventional effects; standard sizes:

2.3 x 6.0. Selling Thursday for \$7.00.  
2.3 x 7.6. Selling Thursday for \$8.00.  
2.3 x 9.0. Selling Thursday for \$10.25.  
2.3 x 10.6. Selling Thursday for \$11.00.  
2.3 x 12.0. Selling Thursday for \$12.25.  
3.0 x 7.6. Selling Thursday for \$12.25.  
3.0 x 9.0. Selling Thursday for \$15.50.  
3.0 x 10.6. Selling Thursday for \$16.85.

**SMALL RUGS TO MATCH ABOVE.**

Size 33 in. x 15 in. Thursday selling, \$2.85.  
Size 27 in. x 27 in. Thursday selling, \$2.75.  
Size 27 in. x 36 in. Thursday selling, \$3.50.  
Size 36 in. x 36 in. Thursday selling, \$5.25.  
Size 27 in. x 54 in. Thursday selling, \$5.25.

**ENGLISH BRUSSELS RUGS.**

Several good designs, in mixed colors and two-tone effects.  
9.0 x 9.0. Regular \$13.50, for \$10.50.  
9.0 x 10.6. Regular \$15.75, for \$12.75.

**NEW BISSELL'S CARPET SWEEPERS.**

Bissell's Domestic. Thursday at \$2.00.  
Grand Rapids. Thursday at \$3.00.  
Canadian Queen. Thursday at \$3.50.  
Elite. Thursday at \$4.00.

**Hangings for Your Home ENGLISH LACE CURTAINS, PAIR, \$1.39.**

A number of new designs of a popular make; 3½ yards long; white only; pretty border effects and spray centres; Colbert edges. Thursday, pair, \$1.39.

SCOTCH MADRAS MUSLIN, 19c.  
A limited quantity only, in cream and white, floral and conventional patterns; 45 inches wide. Thursday, yard, 19c.

**ENGLISH CRETONNES, 12c.**

Heavy cretonne, for covering cushions and chair seats; rich color combinations; well printed on dark ground; 30 inches wide. Thursday, per yard, 12c.

**ASSYRIAN CLOTH, \$1.25.**

For portieres or over-curtains, 50 inches wide; all colors, which are practically sun-fast. Thursday, at \$1.25.

**The New Market**

TELEPHONE ADELAIDE 6100.

**THE MEATS.**  
Shoulder Roasts, tender beef, per lb. 14c and 15c.  
Thick Rib Roast, very choice, per lb. 15c.  
Round Steak, Simpson quality, per lb. 20c.  
Loin of Young Pork Roast, lb. 24c.  
Family Sausage, our own make, per lb. 12½c.  
Ingersoll Breakfast Bacon, whole or half side, per lb. 25c.  
Pure Lard, 3-lb. pails, gross weight, 90c.

**GROCERIES.**  
One car Standard Granulated Sugar, in 20-lb. cotton bag, per bag \$1.38.  
2,000 lbs. Fresh Creamery Butter, per c. 28c.  
4,000 lbs. Finest Canned Corn, 3 tins 23c.  
Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c.  
Pure Clover Honey, 5-lb. pail 70c.  
Finest Feathered Coconut, lb. 18c.  
Salt in bags, 3 bags 14c.  
Upton's Marmalade, 5-lb. pail 60c.  
Choice Red Salmon, 2 tins 25c.  
Pure Cocoa in Bulk, per lb. 23c.  
Finest Canned Pumpkin, 3 tins 24c.  
Finest Patina Rice, 3 lbs. 25c.  
Quaker Oats, large package 24c.  
Pearl Butter in Bulk, our own make, per lb. 18c.

Oxo Cubes, 3 tins 25c.  
Finest Evaporated Apples, lb. 15c.  
600 lbs. Fresh Apple Blossom Biscuits, 2 lbs. 27c.  
Post Toasties, 3 packages 25c.  
Finest Canned Haddis, per tin 11c.  
Heinz Pork and Beans in Chili Sauce, per tin 14c.  
Finest Canned Green Gage Plums, per tin 10c.  
Scott's Taylor's Worcester Sauce, bottle 10c.

1,000 lbs. Fine Full Bodied Assam Tea of uniform quality and fine flavor. Thursday 28c per lb. 27c.

**MEAT PRODUCTS.**  
Choice California Oranges, large size, sweet and seedless. Regular 90c. Thursday 80c dozen.  
Choice Grape Fruit, 3 for 25c.

We always start our February Furniture Sale on the last Thursday in January because, with stock taken and the new designs in, it is really the beginning of a new year with this Department.

**PREPAREDNESS—With so many Canadian Manufacturers of Furniture now engaged in making ammunition boxes the prices we quote on this page will be hard to match at this time. We began our "preparedness campaign" many months ago, and contracts were closed when manufacturers practically depended upon our orders to keep them going.**

**This is all CANADA-MADE FURNITURE, the product of our most reliable manufacturers. It has been chosen with the good taste characteristic of the department, and presents the opportunity of the year not only to householders, but hotel proprietors and others who have larger orders to place.**

**EXTENSION DINING TABLE.**

Quarter-cut oak, fumed or golden finish, 15-inch round top, deep rim, 6 ft. extension, heavy square pedestal, and nearly designed "Colonial" feet. Regular \$20.00. February Sale price, \$10.00.

**6 ONLY DRESSERS AND CHEFFONIERS TO MATCH.**

In selected quarter-cut oak, golden finish, full shape front, claw feet, tops fitted with large British plate bevel mirrors. Regular \$36.00, for \$41.00. February Sale price \$19.95.

**9 ONLY PARLOR SETS.**

Genuine solid mahogany, very massive frames, seats upholstered in high-grade silk tapestry. Regular \$85.00. February Sale price \$39.50.

**LIBRARY TABLE.**

In selected quarter-cut oak, fumed or golden finish, has two centre drawers and book shelves at each end. Regular \$20.50. February Sale, \$12.95.

**PARLOR TABLE.**

In solid quarter-cut oak or rich mahogany finish, neat design. Regular \$4.75. February Sale price, \$1.95.

**12 ONLY ODD BRASS BEDS.**

That have been used as samples on the floor; slightly damaged. Regular \$25.00 to \$35.00. February Sale price, \$14.95.

**BED SPRING.**

Extra heavy steel tube frame, and specially fine woven steel wire, reinforced with steel rope edge, fully guaranteed, all standard sizes. Regular \$5.00. February Sale price, \$3.95.

**MATTRESS.**

Well filled with curled seagrass, with layer of lute felt at both sides, tufted and covered in art ticking, all standard sizes; Regular \$3.10. February Sale price, \$2.10.

**PARLOR SUITE.**

Consisting of settee, arm chair and rock chair, in polished mahogany finish, upholstered and covered in silk tapestry, Regular \$25.00. February Sale price, \$14.15.

**PARLOR SUITE.**

Consisting of settee, arm chair and rock chair, in polished mahogany finish, upholstered and covered in silk tapestry, Regular \$48.50. February Sale price, \$24.95.

**PARLOR SUITE.**

In genuine solid mahogany, neatly designed panel backs; upholstered seats, covered in silk tapestry, suite consists of settee, arm chair, rocker. Regular \$60.00. February Sale price, \$32.50.

**PARLOR SUITES.**

In selected solid mahogany; frames are tub shape design with upholstered seat and back; suite consists of settee, arm chair and reception chair. Regular \$78.50. February Sale price, \$47.50.

**6 ONLY BUFFETS.**

"Colonial" design, golden oak finish only, very heavy massive construction, plain top, veneered edges. Regular \$46.50. February Sale price, \$29.50.

**BUFFET.**

In selected quarter-cut oak, fumed or golden finish, two top and one long linen drawer, 48-inch case. Regular \$31.50. February Sale price, \$22.50.

**BUFFET.**

Very heavy, massive design, in genuine quarter-cut oak, fumed or golden finish, 52-inch case, two cutlery and one long linen drawer, double cupboard, fitted with British bevel mirror. Regular \$34.50. February Sale price, \$23.25.

**BUFFET.**

"Colonial" design, in genuine quarter-cut oak, fumed or golden finish, 52-inch case, two cutlery and one long linen drawer, double cupboard, fitted with British bevel mirror. Regular \$38.50. February Sale price, \$24.95.

**EXTENSION TABLES.**

In solid oak, fumed or golden finish, 42-inch round, extending to 6 ft. Regular \$13.50. February Sale price, \$7.90.

**EXTENSION TABLE.**

In solid quarter-cut oak, fumed or golden finish, 45-inch round top, heavy square pedestal, and 6 ft. extension. Regular \$18.75. February Sale price, \$10.95.

**EXTENSION TABLE.**

In solid quarter-cut oak, fumed or golden finish, 48-inch round top, dividing pedestal and claw feet. Regular \$23.50. February Sale price, \$14.50.

**DINING-ROOM CHAIRS.**

Fumed or golden finish; seats are well upholstered and covered in genuine leather; set consists of five side and one arm chair. Regular \$17.50. February Sale price, \$12.95.

**DINING-ROOM CHAIRS.**

Consisting of five small and one arm chair, made of solid quarter-cut oak, fumed or golden finish; have loose slip seats, covered in genuine leather. Regular \$25.00. February Sale price, \$16.95.

## Back Again! The Home Lovers' Club Today begins a new enrolment of members in this popular Homefurnishing Club.

The basic principle of this Club is now well known to our customers. HOUSEHOLDERS are given the privilege of buying furniture at the close cash prices quoted here, and of having it delivered immediately — yet we spread the payment for it over the rest of the year without charging one cent for the accommodation.

This plan commends itself to people who are accustomed to buy for cash — because they are thus able to enjoy the advantages of close cash buying without making a big hole in the ready money they have available.

**N.B.—The New Club Office is on the Queen Street side of the Fourth Floor. See the Club Secretary there before you select your furniture—then you get the full advantage of Club terms.**

**DRESSER.**

In pure white enamel, three large drawers, brass trimmed. Regular \$9.75. February Sale price, \$7.15.

**DRESSERS.**

In selected quarter-cut oak, fumed finish, two small drawers and one long drawer, fitted with strong locks, large case and British bevel mirror, size 22 x 28 in. Regular \$20.00. February Sale price, \$11.95.

**DRESSERS.**

In select elm, rich golden finish, three large drawers, top fitted with shaped British bevel mirror. Regular \$14.50. February Sale price, \$10.75.

**BRASS BED.**

Has 2-inch posts, heavy turned caps and evenly divided fillers, supplied in satin, bright or polette finishes, in all standard sizes. Regular \$10.50. February Sale price, \$6.45.

**BRASS BED.**

Heavy 2-inch posts and top rails, with turned ball corners, massive fillers, with neat mounts; satin, bright or polette finishes, all standard sizes. Regular \$24.95. February Sale price, \$12.95.

**BED SPRING.**

Has heavy steel tube frame and strong woven steel coil wire springs, supported by steel bands, all standard sizes. Regular \$3.50. February Sale price, \$2.50.

**BED SPRING.**

Steel tube frame and woven steel wire springs, well supported by steel bands and helical springs, all standard sizes. Regular \$4.25. February Sale price, \$2.90.

**PILLOWS.**

Filled with mixed feathers, covered in art ticking. Regular \$1.35. February Sale price, pair, 85c.

**PILLOWS.**

Extra well filled with all pure feathers, selected, and covered in high-grade art ticking. February Sale price, \$2.35.

**CHINA CABINET.**

"Colonial" design, made of selected quarter-cut oak, glass front and ends, fitted inside with British plate mirror and shelves. Regular \$31.75. February Sale price, \$19.95.

**CHINA CABINET.**

In genuine quarter-cut oak, fumed or golden finish, movable shelves, grooved at the back for plates. Regular \$24.00. February Sale price, \$18.00.

**KITCHEN CABINET.**

Made of selected kiln-dried hardwood, the bottom part is conveniently arranged for linen, cutlery, flour, etc., top part has double glass door with shelves. Regular \$20.00. February Sale price, \$14.75.

**KITCHEN CABINET.**

Made of solid oak, natural finish; the interior is finished in pure white enamel; top part is fitted with sanitary cylinder flour bin, has sliding doors, centre mirror, sanitary glass sugar bin, glass spice jar, bottom part has nickeloid sliding extension top, metal bread drawer; the cupboards and drawers are well arranged. Regular \$37.50. February Sale price, \$29.50.

**BAKING CABINET.**

Made of maple, natural color, has long drawers, divided for cutlery, also large flour bin, with division, size of top 26 x 40 inches. Regular \$6.75. February Sale price, \$5.15.

**BAKING CABINET.**

In selected maple, natural finish, white maple top, 26 x 48 inches, cutting and kneading boards, one large drawer for linen and the other for cutlery, etc., has two sliding flour bins. Regular \$8.75. February Sale price, \$6.75.

**Men's Negligee Shirts 69c**

Men's Shirts, in plain and fancy stripes, coat styles, laundered or double French cuffs; sizes 14 to 17. Regular 75c, 89c, \$1.00 and \$1.25. Thursday, 69c.

**BOYS' WOOL SWEATER COATS.**

Plain and fancy stitch; sizes 24 to 34. Regular \$2.00, \$2.50. Thursday, \$1.29.

**BOYS' FLEECE-LINED UNDERWEAR.**

Penman's make, soft, fleecy wool, shirts double-breasted; sizes 20 to 32. Regular 50c. Thursday, 29c.

## Boys' \$10.00 to \$14.50 Suits for \$6.95

83 Hand-Tailored Suits, to clean the odd sizes we have reduced the prices much below cost. Values are exceptional, and there is a choice of the finest grade suits; medium and dark grays, browns and novelties; fancy and plain Norfolk models; full cut bloomers; sizes 27 to 34. Thursday, \$6.95.

**Men's Dress Clothes****FULL DRESS SUITS.**

Made from fine English black cheviot cloth, strictly correct; coat has silk-faced lapels, and fine twill mohair linings; full dressed vest, with roll collar, and smart trousers; beautifully tailored; sizes 36 to 46. Price, \$24.00.

**TUXEDO DINNER SUITS.**

Regulation style coat, with its long, silk-faced lapels, and a fine twill mohair lining; low cut vest, with roll collar; well cut trousers; the material is English worsted; best tailoring; sizes 36 to 44. Price \$24.00.

**FULL DRESS VESTS.**

Plain white pique; single-breasted; sizes 36 to 44. Price \$2.50.  
Corded Silk Vests, plain black; three and four-button single-breasted style, with roll collar. Price \$4.30 and \$6.00.

**WHITE MOIRE SILK VEST.**

Full dress design; the edges finished with fancy silk braid, \$6.00.

**MEN'S FUR COLLAR COATS, \$12.95.**

Made from English beaver cloth in plain black; full length; double-breasted ulster style, with shawl collar of Russian marmot fur; lining of curl cloth or heavy plush, with interlining of rubber; sizes 36 to 44. Special, \$12.95.

**Men's Fur-lined Coats**

12 only, lined with natural dark Canadian muskrat skins; choice other or Persian lamb collars; extra fine quality beaver cloth shell; 50 inches long; sizes 38 to 44. Regular \$65.00. Thursday, \$47.50.

THE ROBERT SIMPSON COMPANY LIMITED

Office for

C. P. R. Building,  
\$59.75 per month,  
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St. H. WILL  
28 King St.

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