

THE FURNITURE EVENT OF THE YEAR

Thousands of Dollars Worth of
New Furniture Specially Gathered
for this Economical Occasion



For example, two carloads of Standard Bedroom Furniture from our Ontario's most progressive manufacturer's gives a discount of 25 per cent. to our customers.

Again, a shipment of Dining Room Chairs—over 100 sets—gives you a discount of equal per centage.

Another example—one purchase of twenty Parlor Suites saves our customers 33 $\frac{1}{3}$ per cent.

We have been particularly successful this time in securing the desirable kinds of Furniture such as the majority of folks are buying every day. All over Canada we have picked and chosen. There is not a factory which has not offered to meet the issue of this February Furniture Sale of 1909. The demand for Furniture has not been so overwhelming during the past year as to prevent occasional accumulations of stock. We, as one of the great retail outlets, have fallen heir to thousands of dollars worth on which big discounts have been made. As you know these discounts go to our February customers.

We might multiply instances for we have gone into the market with energy and determination with the idea of making this February Sale a big success.

In addition to the Furniture especially bought for this sale, we are sternly reducing prices upon all the goods which stock-taking showed had not been moving quickly enough at the old figures. Measures in this connection will be radical and the more radical they are the more profitable for you. For instance :

\$40 and \$43 SIDEBOARDS for \$29.50



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Beautiful quartered oak cases, richly polished and carved, two handsome designs, exactly as illustrations, genuine British bevel mirrors 18 x 38 inches, well constructed throughout.

One cutlery drawer, velvet lined ; solid brass trimmings ; base 52 inches wide and 24 inches deep ; regular prices \$40.00 and \$43.00 ; while they last you may have your choice at our

February Sale Price -- \$29.50



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Send for our
Homefurnishing
Catalogue

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

TORONTO - CANADA

Your name and
address on a
post card is all
we ask.