

18th Anniversary Sale

The Ontario Furniture Company Ltd.

1903 Commemorating Eighteen Years of Business Activity 1921

Globe-Wernicke SECTIONAL BOOKCASES

INFINITE variety of treatment and arrangement is possible with the many styles and wood finishes of Globe-Wernicke Sectional Bookcases. Real artistry is expressed in their fine lines and perfect proportions.

A few sections, or a library—either will harmonize with your furnishing scheme.

The Globe-Wernicke Co. Ltd.,
Stratford, Ont.



What Do You Think of These Prices on DINING-ROOM CHAIRS?

These Chairs are solid oak, quarter-cut, polished or fumed oak; upholstered in genuine leather. They are made by one of the good chair factories, The Elmira Furniture Co. Every chair is built to last a lifetime. Fully guaranteed by both the manufacturer and ourselves.



Solid Oak Diners

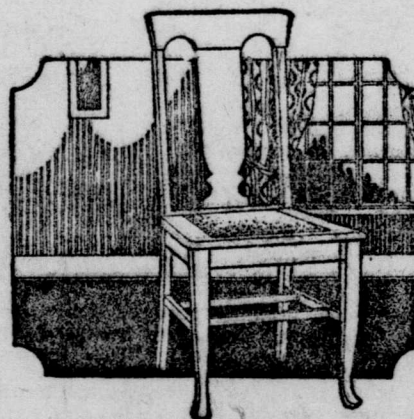
Five small and one arm, fumed or golden oak, upholstered leather-pad seat \$29.00

Another heavier set, something similar \$32.00

Another design, heavier frame, genuine leather slip seats \$37.00

A Massive Set of Diners, beautiful design, genuine leather, slip seats \$42.50

Heavy Solid Oak Set of Diners, genuine leather, slip seats \$35.00



All these Diners quoted above are reduced from \$10.00 to \$15.00 a set.

Judging by the number of people who have purchased furniture, and also judging their enthusiastic comments on the wonder values, we have little doubt in our mind but that the citizens of London and Western Ontario appreciate thoroughly our Birthday Gift of a store brimful of quality home furnishings at pre-war levels.

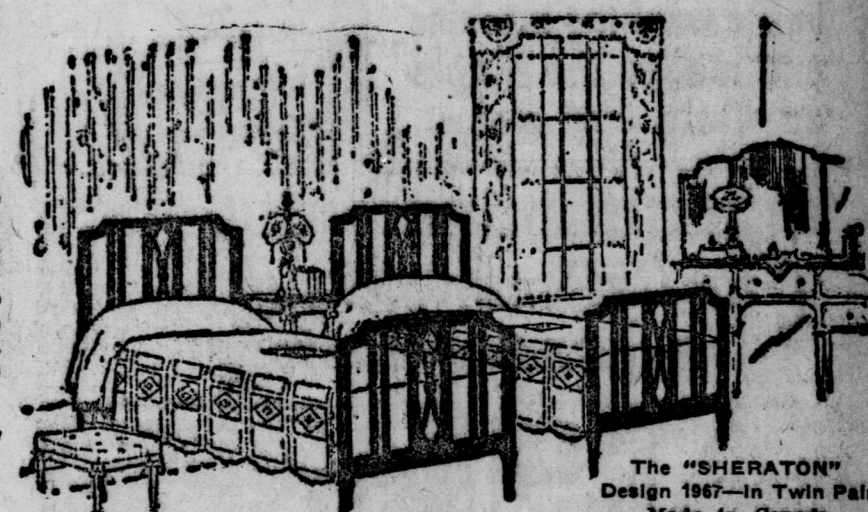
Beds That Invite Sleep

SIMMONS BEDS are four-square, firm, noiseless and luxuriously comfortable, inviting relaxation and deep, sound sleep.

THE "SHERATON" DESIGN, 1927 (Illustrated here in twin pair), made of Simmons new square steel tubing; seamless, smooth, beautifully enameled in the accepted decorative colors. Your choice of Twin Pair and Double Width. Specially pleasing in Twin Pair.

Ask your dealer to show you these new designs.

SIMMONS LIMITED
Montreal, Toronto, Winnipeg, Calgary, Vancouver
Manufacturers of



The "SHERATON" Design 1927—In Twin Pair Made in Canada

SIMMONS BEDS
Built for Sleep

IT'S EASY TO MATCH THESE PRICES WITH INFERIOR GOODS, BUT IT'S MIGHTY HARD TO MATCH THESE QUALITIES.



The Cleverest Little Bride in the World

She knows that a kitchen, systematized by a kitchen cabinet, smooths away the difficulties of kitchen work. It saves her miles of steps—shortens her hours at work and gives her kitchen an air of neatness and system that makes her as proud to show it as any other room in the new home.

The Knechtel Kitchen Cabinet is cleverly designed. There is a place provided for everything. It is compact, but not crowded.

On baking day you open the doors and start to work—no need to go to the pantry for dishes—for flour—for the many things necessary. All are before you. The materials are all within reach. You don't have to take a step.

The Knechtel Cabinet cuts the time spent in the kitchen in half and you're not tired out when you're finished. Booklet tells you on request. It's interesting reading and the illustrations explain better than words.

The Knechtel Kitchen
Cabinet Co. Limited
HANOVER - CANADA



RUGS

Costs Have Been Forgotten In Marking Down Our Rugs

Every Rug is reduced back to nearly pre-war prices. This is a genuine clean-up. This anniversary Sale of Rugs will long be remembered in London and vicinity.

If you have been waiting for that drop in price to buy your rugs, come to-morrow, you will not be disappointed. We know that your search for that particular rug will end here.

Our stock was never finer. Everything that's new in Persian, Oriental, Japanese and floral designs.

The last few days we have had customers here from all over Western Ontario.

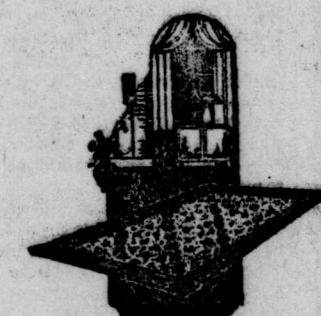
Note the prices below:

	4' 6" x 7' 6"	6' 6" x 9'	8' x 9'	9' x 9'	9' x 10' 6"	9' x 12'
Tapestry	\$8.00 to \$10.00	\$12.50 to \$18.00	\$15.00 to \$27.00	\$16.00 to \$29.00	\$18.00 to \$35.00	\$20.00 to \$38.00
Brussels	\$10.00 to \$15.00	\$22.00 to \$28.00	\$25.00 to \$35.00	\$29.00 to \$40.00	\$35.00 to \$48.00	\$40.00 to \$55.00
Alexander	\$18.00 to \$25.00	\$29.00 to \$40.00	\$35.00 to \$50.00	\$40.00 to \$55.00	\$50.00 to \$65.00	\$60.00 to \$80.00
Wilton	\$18.00 to \$35.00	\$32.00 to \$50.00	\$38.00 to \$55.00	\$50.00 to \$65.00	\$60.00 to \$80.00	\$70.00 to \$100.00

MANY OTHER ODD SIZES AT EQUALLY LOW PRICES

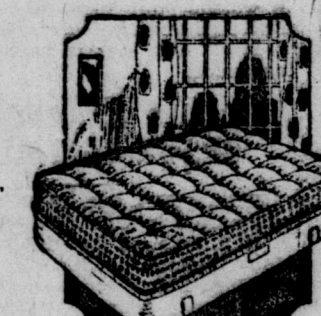
China Cabinets \$45 Are Now Priced at . . . \$45

It's highly probable that you little thought a China Cabinet would ever be offered so low in price! But we have cut prices on every one in stock to rock bottom. If you need a new China Cabinet here is the place to get it. We have them in many styles and finishes.



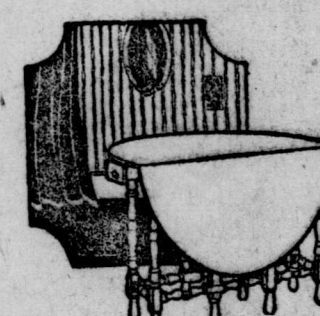
9 x 12 ALEXANDER RUGS
WERE \$75, NOW \$59

That's a genuine discount. The patterns are new and suitable for almost any room, and the colors really are exquisite! All are perfect rugs, full 9x12 feet in size, and early buying is advised, as only a limited quantity will be sold.



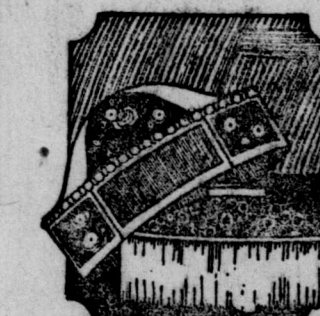
NOW — BOX SPRING
AND MATTRESS
FOR \$40

A Link Fabric Spring, incased with heavy ticking that matches the ticking on the roll-edge mattress, which is full 45 pounds.



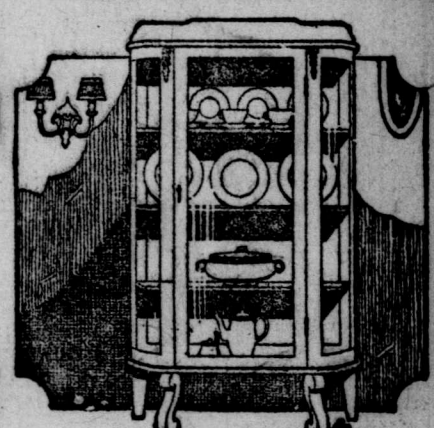
GATELEG
TABLES
(Solid Walnut),
\$49

In several styles. You'll find just the one you've always wanted here. The fine quality of these Tables make the low prices secondary.



ALL ODD
LAMP SHADES
ARE REDUCED
ONE-THIRD

A chance of a lifetime to secure a phenomenal bargain in Lamp Shades. About 60 Shades, in silk, assorted colors, will be offered for quick disposal. One-third off the regular price. Come early for the best selection.



NOTICE WHAT BIG SAVINGS ARE YOURS — A \$100 BUFFET AT \$75

It comes in American walnut, Queen Anne design, and has a lined silver drawer. Other Buffets at equally as great a saving as this. Come early and get first choice.



CHIFFONNIERS AT \$45

A tilting mirror or plate glass and six spacious drawers make this a very attractive and desirable value in Chiffonniers. The finish is golden oak. It also may be had in walnut finish.

BRASS BEDS

Ribbon finish, 2-inch posts. It's
Simmons! Regular \$25.00,
Anniversary
Sale \$12.50

The Ontario Furniture Company Ltd.

228-230 DUNDAS STREET

WESTERN ONTARIO'S GREATEST HOME FURNISHERS.

50 White Fel Mattresses

Roller edge, blue fancy ticking, with handles. Regular \$1
Anniversary
Sale \$8.95