

Simpson's February Furniture Sale

The Fruits of Months of Planning Are Here Set Before You in This Sale

The big half-yearly Furniture Sale is now in full swing and in spite of the higher cost of raw materials and labor, many of the articles are offered in this sale at actually lower prices than we sold similar goods for in our last August Sale. This is made possible by unusual purchases, notable among which was the purchase of the entire stock of a factory that went into liquidation.

All-in-all This is the Biggest and Best Furniture Sale We've Ever Held

Biggest in assortments and biggest in saving opportunities. We published one big list of specials yesterday—Here is another list, every item of which is a genuine bargain.

The Home-lovers' Club is Open. New Members May Join Now and Benefit by These Sale Prices

You may share in the benefits this sale affords even though you may not wish to make the large outlay of money that buying furniture usually entails. Join the Home-lovers' Club, and you will then be able to buy what you want and have the payments spread out over a period of time.

There is No Charge for This Convenience --- You Pay Cash Prices

There is no interest to pay and no strings of any kind attached to our proposition. Any householder or leaseholder may enjoy the advantages of membership in the Home-lovers' Club. For further information see the Club Secretary, Fourth Floor.



This Handsome Dining Suite of 10 Pieces

Would be Good Value for \$182.50

Extra Special Today at \$129.50

A very special Dining-room Suite, in selected gumwood, black walnut finish. Below is a brief description of the pieces composing this handsome suite: Buffet, 52 inches wide, contains 2 cupboards, 2 small and 1 long linen drawer. China Cabinet, height 36 inches, width 39 inches, glass panel ends, double doors in front and movable shelves. Extension table, 48-inch top, very massive pedestal, octagon shape barrel, extends to 8 feet. Side Table, will match above pieces exactly. Dining-room Chairs, full box frames, panel backs, slip seats upholstered in genuine leather.

We have 8 only of these 10-piece Suites, and will sell complete suites only. Regular price, \$182.50. February Sale Price 129.50

Some of the Other Big Sale Specials That You Will See Here Today

- \$21.50 Dining Chairs \$14.50**
18 Sets only, Dining-room Chairs, in solid oak, golden finish only. Slat backs, box frames, pad seats upholstered in genuine leather. Regular price \$31.50. February Sale Price 14.50
- \$20.00 Dining Chairs \$14.95**
12 Sets only, Dining-room Chairs, in solid oak, golden finish only, full box frames, pad seats upholstered in genuine leather. Sets consist of five small and one arm chair. Regular price \$20.00. February Sale Price 14.95
- \$20.00 Dining Chairs \$17.00**
Dining-room Chairs, solid oak with quartered oak top, slat or panel, fumed or golden finish, pad seats upholstered in genuine leather. Sets consist of five small and one arm. Regular price \$20.00. February Sale Price 17.00
- \$25.50 Dining Chairs \$18.95**
30 Sets only, Dining-room Chairs, sets consist of five small and one arm chair, in genuine quarter-cut oak, fumed or golden finish, full box frames, movable seats upholstered in genuine leather. Regular price \$25.50. February Sale Price 18.95
- \$26.75 Dining Chairs \$19.75**
Dining-room Chairs, in solid quarter-cut oak, fumed or golden finish, full box frames, slip seats, upholstered in genuine leather. Five side and one arm in set. Regular price \$26.75. February Sale Price 19.75

- \$13 Extension Tables \$9.90**
Extension Tables, in solid oak, fumed or golden finish, 42-inch top, 6-ft. when extended. Regular price \$20.00. February Sale Price 9.90
- \$20 Extension Tables \$14.50**
Extension Tables, in solid quarter-cut oak top, fumed or golden finish, heavy solid oak bases 45-inch, 6-ft. when extended. Regular price \$20.00. February Sale Price 14.50
- \$21 Extension Tables \$16.50**
Extension Tables, in solid quarter-cut oak top, fumed or golden finish, 48-inch top, very heavy base, in genuine oak. Regular price \$21.00. February Sale Price 16.50
- \$28.50 Extension Tables \$22.65**
Extension Tables, in solid quarter-cut oak, fumed or golden finish, very massive construction, dividing pedestal, 48-inch top, 8-ft. when extended. Regular price \$28.50. February Sale Price 22.65
- \$30 Extension Tables \$25.50**
Extension Tables, in solid quarter-cut oak, fumed or golden finish, 48-inch top, 8-ft. when extended, dividing pedestal, fitted with locks. Regular price \$30.00. February Sale Price 25.50
- \$25.00 China Cabinet \$18.50**
Corner China Cabinets, in solid quarter-cut oak, golden finish, claw feet, shelves grooved for plates, bent glass doors. Regular price \$25.00. February Sale Price 18.50

- \$21.00 China Cabinet \$15.65**
China Cabinets, in solid quarter-cut oak, fumed finish, Colonial design, 48-inch case, one linen and two small drawers for cutlery. Regular price \$21.00. February Sale Price 15.65
- \$8 Oak Wash Stands \$5.90**
Wash Stands, in genuine quarter-cut oak, fumed or golden finish, mission design, drawer and large cupboard. Regular price \$8.00. February Sale Price 5.90
- \$37.50 Divanettes \$32.75**
Divanettes, solid oak frames, fumed or golden finish, seat and back upholstered in imitation Spanish leather, link spring with neutral springs at both ends. Divanette complete with full weight mattress. Reg. price \$37.50. February Sale Price 32.75
- \$40.50 Brass Bed \$29.80**
Brass Bed, complete with spring and mattress, ball corners, heavy 2-inch posts and fillers, all standard sizes, in bright, polette and satin finishes. Mattress all layer felt, enclosed in good grade of art ticking, deeply tufted, and very comfortable. Spring closely woven wire, reinforced. Three-piece outfit complete. Regular price \$40.50. February Sale Price 29.80
- \$30.00 Brass Bed \$23.00**
Brass Bed, heavy ball corners, 2 1/2-inch fillers. Can be secured in bright, satin or polette finishes and all regular sizes. Regular price \$30.00. February Sale Price 23.00

- \$28.50 Buffet \$20.45**
Buffet, in genuine quarter-cut oak, fumed or golden finish, Colonial design, 48-inch case, one linen and two small drawers for cutlery. Regular price \$28.50. February Sale Price 20.45
- \$33.50 Buffet \$28.25**
Buffet, in genuine quarter-cut oak, fumed or golden finish, Colonial design, very massive construction, good cupboard and drawer space. Regular price \$33.50. February Sale Price 28.25
- \$41.00 Oak Buffet \$33.00**
Buffet, in genuine quarter-cut oak, fumed or golden finish, Colonial design, plank top, cross-band veneer edges, one dolly, two small drawers, arm chair and arm rocker. Good cupboard space. Regular price \$41.00. February Sale Price 33.00
- \$55.50 Oak Buffet \$43.50**
Buffet, genuine quarter-cut oak, plank top, mission design, 60-inch case, large beveled plate mirror in back, extra heavy construction. Regular price \$55.50. February Sale Price 43.50
- \$50.00 Parlor Suite \$33.50**
Three-piece Parlor Suite, mahogany finish; suite consists of settee, arm chair and arm rocker. Frames are artistically designed and finely finished. Spring seats covered in mixed silk tapestry. Regular price \$50.00. February Sale Price 33.50
- \$28.50 Parlor Suite \$21.50**
6 only, Three-piece Parlor Suites, frames of birch mahogany, polished, shaped arms and back. Spring seats. Reg. \$28.50. February Sale Price 21.50

- \$34.75 Parlor Suite \$26.00**
15 only, Three-piece Parlor Suites, consisting of settee, arm chair and arm rocker, back rails and arms solid mahogany, spring seats upholstered in mixed silk tapestry. Regular price \$34.75. February Sale Price 26.00
- \$24.00 Parlor Suite \$14.25**
Parlor Suites, consisting of settee, arm chair and arm rocker; birch mahogany finish, spring seats, upholstered in mixed silk tapestry. Regular price \$24.00. February Sale Price 14.25
- \$26.50 Hall Racks \$21.00**
Hall Racks, in selected quarter-cut oak, golden finish only, 76 inches high, 36 inches wide, with British beveled mirror 20 x 53 inches. Reg. price \$26.50. February Sale Price 21.00
- \$16.50 Oak Chiffonier \$13.25**
12 only, Chiffoniers, solid oak, mission design, fumed finish, good drawer space, mirror in back. Regular price \$16.50. February Sale Price 13.25
- Mattresses, Special**
Mattresses, wood fibre, layer of jute both sides, enclosed in twill ticking. February Sale Price 3.05
- Mattress, "Simpson's Victor"** half layer felt and half wood fibre, enclosed in good grade of art ticking, deeply tufted. February Sale Price 5.95
- Mattresses, all select layer felt, enclosed in good grade of art ticking, deeply tufted. Can be supplied in all standard sizes. Regular price \$9.50. February Sale Price 7.50**

- \$21.50 Oak Dressers \$13.15**
Dressers, in genuine quartered oak, fronts and tops fumed or golden finish; base fitted with two large and two small drawers, mirror on back 22 x 28 inches, beveled. Regular price \$21.50. February Sale Price 13.15
- \$33.50 Dresser \$24.35**
Dressers, in Empire mahogany finish, Colonial design, base has two large and two small drawers, top has large oval beveled plate mirror. Regular price \$33.50. February Sale Price 24.35
- \$33.50 Princess Dresser \$24.35**
Princess Dresser, in birch Empire mahogany finish, dull; has one long and two small drawers, large case, back fitted with large beveled plate mirror. Regular price \$33.50. February Sale Price 24.35
- Springs, Specially Priced**
Springs with wood frames, top very closely woven fabric, reinforced with wire cables, all regular sizes. February Sale Price 2.75
- Spring, all iron frame, link fabric, helicals at both ends, fully guaranteed. February Sale Price 3.25**
- Spring, all steel tube frame, woven wire fabric, reinforced and strongly supported by rope edges. February Sale Price 3.85**

- All-Feather Pillows \$1.50 Pair**
Pillows, all feather, well filled and covered in good grade of art ticking; size 20 x 26. February Sale Price pair 1.50
- Goose and Duck Pillows \$3.25 Pair**
Pillows, goose and duck feathers, enclosed in good grade of art ticking; perfectly sanitary. February Sale Price, pair 3.25
- \$7.00 Baking Cabinets \$5.65**
Baking Cabinets, selected hardwood, white maple top, 40 x 26 inches, large drawers and divided four bin. Regular price \$7.00. February Sale Price 5.65
- \$9.25 Baking Cabinets \$7.95**
Baking Cabinets, hardwood, natural finish, white maple top, size 26 x 48 inches, cutting and kneading boards, one large drawer for linen, also spice and cutlery drawer, two large four bin. Regular price \$9.25. February Sale Price 7.95
- \$39 Kitchen Cabinets \$33.50**
Kitchen Cabinets, in oak, dull finish, large cupboard space in bottom part, nickeloid sliding top, upper cupboard enclosed by sliding roll doors. Interior white enameled and fully equipped with glass spice jars and four sifters. Regular price \$39.00. February Sale Price 33.50

Men's Fur Collars \$5.95

Perstan Lamb Collars, which can be worn with any overcoat, made of fine even curl skins with linings of black satin. Regularly \$7.50. Friday 5.95

Baby Carriage Robes \$3.45

Pocket and square style Carriage Robes made from fine, well bleached lamb skins. The linings are of English felt. Regular \$5.00. Friday 3.45

Picture Framing

Bring your unframed pictures and have them framed Friday.

- 1-inch Oak and Gumwood finishes in brown, black, weathered and Flemish. Friday, per ft.8
- 1/2-inch Gumwood Pressed Wood, in brown finish. Friday, per ft.5
- 1 1/2-inch Oak and Mahogany, in brown, black, mission and Flemish. Friday, per ft.8

Men's Handkerchiefs

Men's White Irish Lawn Handkerchiefs, full size, 1/4-inch hems. Friday 6 for 25



In the Store for Men and Boys

Men's Tweed Ulster Coats, \$7.95

These Ulsters came in late and we do not want to take them into our next season's stock, so we will sacrifice the 100 coats for this price. A strong heavy tweed, in grey, in a diagonal weave. Cut in good fitting double-breasted Ulster style, with two-way convertible collar, strong linings and tailoring. Sizes 36 to 44. Price 7.95

Men's English Tweed Suits at \$8.95

Good wearing quality tweed, in a good winter weight, in dark brown, in subdued pattern; single-breasted, three-button sacque style. The vest is single-breasted and the trousers neat and good fitting. Sizes 36 to 44. Special 8.95

Men's \$2.50 Trousers \$1.98

300 pairs of Men's Worsteds and Tweed Trousers, in grey and black stripe patterns; five pockets, belt loops and side straps; sizes 32 to 44.

Men's Overalls 75c

A splendid Overall, made from Stiffel's blue and white stripe cloth, with all necessary pockets; braces with elastic; sizes 32 to 44 in overalls; jackets 36 to 42. Each garment 75c

Men's Fur-lined Coats

Attractive and serviceable coats, made of English beaver cloth and lined with good quality, well matched muskrat skins. The 38.00 coats are of select French otter. Special for Friday 38.00

Men's Furnishings

Men's Underwear, natural shade, soft, fleecy wool lined, shirts and drawers; sizes 34 to 44. Friday, a garment 47c

Men's Fleece-lined Combination, made from the genuine lambsdown wool. Sizes 40 to 44 only. Friday, a 1.39

Men's Neglige Shirts, plain and fancy hairline stripes of blues, blacks, helio and tan; laundered cuffs, shaped arms and backs. 1 1/2 to 17. Friday 39c

Men's Heavy Elastic Ribbed Underwear, made from heavy wool and cotton mixtures; shirts and drawers; sizes 34 to 44. Friday 69c

We are clearing our entire stock of Wool Mufflers. There are grey, white, red, brown and tan shades. Friday bargain, each 69c

Boys' Suits at \$1.75

Strong, serviceable double-breasted suits, tailored from dark grey tweeds and lined throughout; straight knicker pants. Sizes 24 to 29, for boys 6 to 11 years. Friday bargain 1.75

Boys' Reefers \$3.85

Strongly tailored from heavy grey chinchilla coatings. Double-breasted reefer models, with wide storm collars that fasten close to chin, loose back and flap pockets. Sizes 6 to 12 years. Friday bargain 3.85

Odd Bloomers 95c

Full-fashioned, strong wearing Bloomers, tailored from grey and brown winter weight tweeds and warmly lined throughout; have belt loop at waist and strap and buckle at knee. Sizes 24 to 34. Friday bargain 95c

The Market

- Phone Adelaide 6100
- MEATS**
- Round Steak, Simpson beef, lb. 25
 - Sirloin Steak, per lb. 20
 - Mince Shoulder Steak, per lb. 20
 - Shoulder Pot Roast, per lb. 17
 - Family Sausage, our own make, per lb. 15
 - H.A. Brand Finest Smoked Ham, whole or half, per lb. 28
 - H.A. Brand Finest Breakfast Bacon, by the piece, per lb. 27
 - H.A. Brand Pure Lard, 3-lb. pails, gross weight, Special, per pail 72
- FISH**
- Salmon Trout, per lb. 17
 - Whitefish, per lb. 18
 - Haddock, per lb. 14
 - Smelts, per lb. 18
 - Trout Steaks, per lb. 18
 - Cod Steaks, per lb. 20
 - Sea Salmon Steaks, per lb. 25
 - Halibut Steaks, per lb. 25
 - Sea Herring, per lb. 15
 - Best Finnan Haddies, per lb. 15
 - Best Smoked Filets, per lb. 18
 - Golden Clauses, per lb. 18
 - Kipperd Herring, each 8
 - Salt Labrador Herring, each 5
 - Boneless Cod, 1-lb. blocks, lb. 13
- GROCERIES**
- One car Standard Granulated Sugar, in 20-lb. cotton bags, per bag 1.50
 - Choice Family Flour, 24-lb. bag 1.21
 - Yellow Cooking Sugar, 5 1/2 lbs. 50
 - California Seed Raisins, 2 pkgs. 28
 - Choice Cleaned Currants, 3 lbs. 48
 - Perfection Baking Powder, 3 tins for 25
 - New Orleans Molasses, per tin 10
 - Finest Shelled Almonds, per lb. 49
 - Crisco, per tin 39
 - No-Eg Powder, per tin 24
 - Choice Cooking Figs, 3 lbs. 25
 - Canada Cornstarch, packages 9
 - Finest Creamery Butter, per lb. 48
- FRUIT SECTION**
- 2,000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed, not more than 2 lbs. to one customer. Special, per lb. 29
 - Choice California Sun-kist Oranges, per doz. 23
 - Choice Grapefruit, 4 for 25
 - Finest Beets, pack 19
 - Large Yellow Turnips, 3 for 10
- CANDY SECTION**
- (Main Floor and Basement)
- Fruit and Nut Fudge, regular 20c, at 15
 - Milk Chocolate, Raisin Cluster, regular 50c per lb. 27
 - Lady Caramel, per lb. 19
 - Russian Fruit Bon Bons, per lb. 49
- FLOWER SECTION**
- Cyclamen in bloom, each 45
 - Pansy Hyacinths and Tulips, each 40
 - at 25
 - Choice Rubber Plants, each 85
 - Palms, each 45
 - Fern Plants, well filled with assortment, each 23 and 37
 - Boston Ferns, each 37 and 59

The SIMPSON Company
Robert SIMPSON Limited