

MEMO Homelovers' Club Reopens Tomorrow JOIN EARLY

THE ROBERT SIMPSON COMPANY LIMITED

MEMO February Furniture Sale Begins Tomorrow

Attractive Mid-Week Specials on Sale Here Today

Apollo Toilet Articles Are Guaranteed Pure



This is our own private brand, made for us by the foremost manufacturing chemists of Canada.

- 'Phone Your Order, Main 7841. Apollo Cream of Violets, for chapped hands, bottle .26. Apollo Witch Hazel Cream, bottle .26. Apollo Almond Toilet Cream, bottle .26. Apollo Milk of Almonds and Peroxide Liquid Cream .37. Apollo Peroxide Face Cream .37. Apollo Pure Cold Cream, jar .26, .52. Apollo Camphor Cream, for use after shaving, jar .26, .52. Apollo Massage Cream .26 and .52. Apollo Face Powder, box .52. Apollo Lilia Lotion Vegetal .78. Apollo Eau de Cologne, bottle .26, .52. Apollo Florida Water .26 and .52. Apollo Shaving Lotion .26 and .52. Apollo Hair Tonic .52. Apollo Eau de Quinine, bottle .52. Apollo Liquid Shampoo .26 and .52. Apollo Beauty Glo Liquid Face Powder .41. Apollo Brilliantine .26. Apollo Lavender Smelling Salts, bottle .52. Apollo Bay Rum .26 and .52. Apollo Talcum Powders, bottle .26. Apollo Toilet Waters, various odors .26 and .52. Apollo Sacket Powders, various odors, bottle .26. Apollo Bulk Perfumes, dainty and lasting odors, oz. .78 and 1.04.

Bring Your Pictures to Be Framed Today

1,500 Feet of 1-inch Oak and Gum Wood Mouldings; finishes, brown, mahogany, weathered mahogany or black; suitable for photos, diplomas or calendar pictures. Regular prices 7c and 8c per foot. Wednesday, per foot .5

Millinery

Hats Will Be Trimmed Free

Today we will show an extensive range of Untrimmed Hats in turbans, drop shapes and roll brim styles, also a wonderful assortment of fancy feathers, newest flowers and ostrich mounts, ornaments and other stylish trimmings. All hats will be trimmed free if shapes and trimmings are bought in the department.

Untrimmed Shapes

Velvet suitors, drop shapes and close-fitting turbans. Regular \$3.50 to \$5.50. Wednesday .225. Smart velveteen turbans, side roll suitors, and straight brim shapes. Reg. 75c to \$1.50. Wednesday .29.

Trimmings

We will display a wonderful range of flowers, wreaths and foliage, all colors. Prices 25c, 40c and 60c. An extensive assortment of Fancy Ostrich Wings, Ornaments, Ribbon and other stylish trimmings at greatly reduced prices for Wednesday.

Children's Hand Bags

Made of soft calf skin, patent leather trimmings; black, tan, champagne, green, navy, sage, blue, pale blue, red and purple. Wednesday .59. Car Ticket Cases, 3 spaces, 2 extra pockets; soft morocco leather. .50 Wednesday. Three Folds and Pass Cases—Some have calendar memo book and pencil. Each .75.

Nurses' Uniforms \$1.98

A limited number of counter-sold uniforms, white only; pique, rep and linen; high and low necks, long sleeves, with buttoned cuffs; sizes 36 to 44. (No phone or mail orders.) They were \$2.95, \$3.95, and a few were \$5.00. Wednesday, each 1.98.

When a man goes to buy a Suit he likes a choice... a choice of cuts, material and prices. Always at the Men's Store you will find a wide range of good, serviceable ready-to-wear Men's Clothing... up-to-the-minute style for those who demand it, conservative cut and color for those who desire that to be a feature of their outfit.

A Sale of Men's Suits at \$9.95

Today's special offer consists of a number of regular \$13.50 suits at \$9.95. They are made of grey and brown tweeds in pleasing patterns. Every suit is well made and good fitting. The prevailing single-breasted, three-button coat, with straight bottom trousers and five-button vest; sizes 36 to 44. A suit you may rely on for satisfactory service. Special price 9.95.

Two Splendid Overcoats

One is a double-breasted ulster, made of good quality grey English tweed, lined with heavy twill mohair. It is 50 inches long, has convertible collar and belted back. A big, warm, serviceable coat, and the price is 13.50 only.

The other is an Oxford grey melton overcoat, with single-breasted fly front, Chesterfield, with velvet collar and raw edges and seams; sizes 36 to 48. This is a very dressy coat, exceedingly well made and priced moderately at 20.00.

Men's Underwear and Shirts

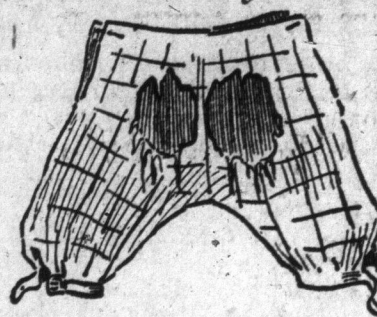
Men's English and Canadian Drill Work Shirts, collar attached style; blue chambray, khaki and black and white stripe English Oxford; large roomy bodies; sizes 14 to 18. A splendid shirt for 75.

Men's Heavy Winter Weight Scotch Wool Shirts and Drawers, shirts are double-breasted; sizes 34 to 44. Wednesday special, a garment 98.

Men's Heavy Cotton Elastic Rib Knit Combination Underwear, Tru-Knit make, closed crotch style with close-fitting cuffs and ankles; sizes 34 to 46. Specially priced on Wednesday at 1.29.

Boys' Natural Wool Underwear, Bodyguard, Mercury and Penman No. 95 Brand; made from fine wool and cotton mixture; sizes 20 to 32. A garment 73.

What Every Mother Knows...the Weakest Spot in Her Boy's Clothes!



A good, healthy, lively boy can easily use up two pairs of bloomers with a suit. A good offer today is a

Boys' Blue Serge Suit With Extra Bloomers \$12

A dandy suit for best wear is shown in a smart pinch-back model, tailored from a heavy navy blue cheviot serge; single-breasted, with form-fitting shoulders, smart peaked lapels, neat side and breast patch pockets, three-piece all around belt sewn at back only, and rich twill linings. Bloomers are lined throughout, and have belt loops and strap and button at knee. Sizes for boys 8 to 18 years of age. Suit with extra bloomers. Wednesday 12.00 day at.

Before Stock-taking Clearance of Men's, Women's and Children's Boots ---The Prices Are Greatly Reduced

This Boot Sale gives us the final chance to dispose of discontinued and short lines of all Footwear before stock-taking. These prices will insure positive clearance:—

Men's Blucher Lace Boots, \$2.79

225 pairs of men's Box Kip and Gunmetal Blucher Lace Boots, heavy solid standard screw covered channel soles, smooth leather insoles; full fitting, round and recede toe styles, military and low heels; sizes 6 to 11. Regular \$3.50, 2.79 for.

Boys' Strong Boots Special

225 pairs of boys' smooth, well-made, Box Kip Blucher Boots, solid standard screw soles, full toe styles and medium heels. Sizes 1 to 5, \$2.39; 11 to 13, \$1.99.

Girls' 65c Felt Slippers, 29c

60 pairs only, girls' black and grey warm Felt Slippers, fancy beaded trimming on vamp; sizes 13 to 2. Regular 65c. Wednesday .29.

Children's Kid Boots

Girls' Dongola Kid Button Boots, patent tip, good weight McKay sewn soles, low heels, full-fitting last; sizes 5 to 7 1/2 and some 10 and 10 1/2. Regular \$1.35. Wednesday 1.09.

Also Girls' Box Kip Blucher Boots; sizes 8 to 10 1/2. Regular \$1.85. Wednesday 1.49.



Women's Winter Weight Boots.

140 pairs only, Women's Patent Colt, Gunmetal and Tan Calf, Button and Lace Boots, good weight McKay-sewn soles, dull and cloth tops, Cuban and low leather heels; sizes 2 1/2 to 4 only. Regular \$2.50 and \$3.00. They will be on the table near the Richmond street entrance. Wednesday, a pair 1.29.

Women's Button Boots, \$2.49.

500 pairs of women's dressy styles of button and lace boots, in dongola kid, patent colt and gunmetal leathers; medium weight and flexible McKay-sewn soles; plain vamps and patent tips, dull kid and black cloth uppers, patent leather and plain heel foxings, Spanish and leather Cuban heels. Sizes 2 1/2 to 4 1/2 only. Regular \$3.50, \$4.00 and \$4.50. Wednesday 2.49.

Three Big Bargains in Wall Papers

Suitable for any room in the home; newest styles and colorings, including tapestries, fabric weaves, floral and conventional patterns. Wednesday, a single roll .11.

15c Wall Papers—Bedroom papers in neat floral and chambray effects; stripes and all-over patterns; blue, pink, cream and green shades. Wednesday, a single roll .7.

Cut-Out Borders—Floral patterns for bedrooms and sewing-rooms; some special for nurseries; complete assortment of colorings. Regular 15c a yard. Wednesday .3.

White Wash Fabrics for Less Than We Can Buy Them Today

Fancy Corded Piques, for skirts, suits and children's wear; 36 in. wide; only 900 yards to sell at this price. Wednesday, a yard .25.

Shadow Stripe Voile, in white only, suitable for waists and dresses; a fine English quality; 40 in. wide. Could not be produced today to sell at less than 75c a yard. Wednesday, a yard .35.

Heavy White Suitings, for skirts; 42 in. wide; a very exceptional value. Wednesday, at .30.

Striped Crepes, all white, for waists and dresses; 40 in. wide. Regular 39c a yard. Wednesday a yard .25.

Registered Near Linen, fully bleached, for nurses' uniforms, aprons, etc.; 36 in. wide. Wednesday, a yard .25.

Tootall's White Piques, 42 in. wide, for skirts, suits and children's wear. Wednesday, a yard at .75.

Men's Stiff Hats

Clearing all odd and broken ranges from our regular hat stock. Full and tapered crown shapes with medium curl brims, all well known English makes. Sizes 6 1/2, 6 5/8, 6 3/4, 6 7/8 and 7 only. Regular \$1.50, \$2.00 and \$2.50. Wednesday .85.

Driving Gauntlets \$1.95

(Men's Fur and Hat Dept.) Imitation Persian Lamb and Buffalo Gauntlets, faced with good quality horsehide and interlined with rubber. The linings are of grey wool and the cuffs are lined with heavy weight corduroy. Special, Wednesday 1.95.

Australian Beaver Caps

Regular \$3.00 Australian Beaver Caps, wedge shape and lined with brown quilted satin lining. Regular \$3.00. Wednesday 1.95.

8.30 a.m. Special Men's Gloves

Winter Gloves, of dressy appearance, made of grey suede and tan cape leathers with wool lining, dome fasteners and wind shield at wrist. Extra special Wednesday, a pair .95.

Other Gloves of Reliable Makes

Women's French Kid Gloves, "Per-rin" make, workmanship and finish of the best; have two dome fasteners, gusset fingers and oversewn seams; black, white and colors. A pair 1.60.

Women's English Real Chamale Wash Gloves, soft uniform skins; white with black point on back and self-point stitching; two dome fasteners. At \$1.75 and \$2.00.

Boys' and Girls' English Tan Cape Walking Gloves, unlined, dome fasteners, strong sewn seams; sizes 1 to 7. Prices \$1.00 and \$1.25.

Boys' and Girls' Wash Cape Leather Gloves; tan, grey and putty shades; self stitching and black point on back; sizes 00 to 7. A pair 1.50.

Women's Wash Chamalets Gloves, in white, grey and natural; extra fine fabric; will wash and wear splendidly. A pair 1.25.

Women's Automobile Gauntlets, made from soft pliable tan leather; unlined; wide cuff, fastening with dome fasteners over coat sleeves; sizes 6 to 8. A pair 2.00.

Playing Cards

In plain and fancy backs, including the bicycle, congress and patriotic, 10c, 15c, 25c, 40c and 50c.

Twice Round Tally Cards are very popular just now, and you will find that our card is 15c of the best quality. 2 doz. 1.95.

1917 Pocket Diaries—Full assortment of bindings and styles from the small vest pocket book to the size suitable for a lady's desk. 15c to \$1.50.

Skates Reduced for Clearance

An opportunity to get very high-grade skates at a substantial price reduction. There are in the lot for Wednesday's selling probably six hundred pairs of men's and women's skates, in sizes ranging from 9 to 11 1/2 inches; all high-grade tempered skates. Regularly sold at \$2.50, \$2.75 and \$3.00. Wednesday, your choice at 1.95.

Keep Out the Draughts—Frost King Weather Strip keeps out the draught and cold. 25 feet in a package on Wednesday for .35.

Hockey Pucks, regulation size. Wednesday .15.

See the Demonstration of "Wear-Ever" Aluminum Cooking Utensils—If you cannot conveniently come to the store, phone for a Windsor covered kettle, 4-quart size, at the very special price of 1.25.

Sugar and Cream Sets, \$2.95—Excellent quality, clear heavy blanks, floral, star and buzz designs. Wednesday, pair, 2.95.

Fern Pots, \$3.49—Cut glass fern pots, new floral cutting, nickel lining. Special value at 3.49.

Marmalade Jars, 49c—Cut glass marmalade jars, floral design, limited quantity only. Wednesday .49.

R. S. Co. Paint Quarts 49c. Pints 26c. Simpson's Ready Mixed Paints, quality guaranteed, easily applied and very durable.

Inside White, Outside White, Cream, Drab, Buff, Yellow, Pearl Grey, French Grey, Slate Grey, Dark Grey, Nile Green, Copenhagen, Navy, Indian Red, Tan, Moss Green, Dark Green. 500 Quarts Only 800 Pints Only 49c 26c (Phone Orders Carefully Filled.)

Paint Brushes 19c Good quality black bristles, securely bound, varnished handles. 1 1/2 inches wide. Regular 30c. Wednesday 19c.

A Column of Interest to Women

A Sale of Beautiful Blouses at \$3.95

About 150 Blouses of various designs, representing all that is new and fashionable. A special feature is the abundance of rich, dark tines in Georgette and silk, eminently suitable for use with the new spring suit. Styles are too numerous to describe, but each blouse in the lot is a real snap, and will be appreciated by all who are fortunate enough to purchase them. All sizes to 44 bust. Values are \$7.45 and \$8.95. Marked for special selling on Wednesday 3.95.

Linens

\$2.75 Luncheon Cloths Clearing at \$1.98

Pure Linen Satin Damask in dainty designs; spoke hemstitched hems. Size 45 x 45 inches. Regularly \$2.75. Wednesday 1.98.

Other Staples

Plain White or Fancy-striped Turkish Bath Towels. A good serviceable quality. Wednesday .49 a pair.

Crash Roller Toweling, heavy quality, with red border. 17 in. wide. Wednesday, a yard .14.

Bleached Sheeting, plain weave, 70 inches wide. Wednesday special, a yard .29.

White Hemmed Crochet Bed Spreads, double bed size. \$2.50 Wednesday, each 1.85.

Snowy White English Satin Bed Spreads, closely woven, will launder in large size. \$2.50 Wednesday special 2.38 (Fourth Floor).

Temporarily Priced China

Tea Sets at \$4.49—English bone china tea sets with delicate rose decoration and gold line handles and edges, beautiful quality. 12 cups and saucers, 12 tea plates, 3 cake plates, slip and cream. Regular \$7.00. Wednesday 4.49.

Tea Sets at \$3.95—Limited quantity to sell at this price; 49 pieces to the set; English china, excellent quality, pretty floral decoration. Regular \$6.50. Wednesday 3.95.

The Market

Telephone Adelaide 6100. MEATS. Round Steak, Simpson Beef, lb. .25. Sirloin Steak, per lb. .25. Roast Boneless Brisket, per lb. .25. Slices Roasts Prime Beef, lb. .17c and 18c. Family Sausage, our own make, lb. .15. Excelsior Bacon, select, mild, lb. .22. Ogi-via's or Purty Flour, 24 lb. piece, lb. .22. Finest Balled Ham, sliced thin, lb. .45. Best of Tongue, lb. .45. Jellied Lunch Tongue, lb. .40. Headcheese, our own make, lb. .12 1/2.

Salmon Trout, per lb. .18. Whitefish, per lb. .17. Haddock, per lb. .14. Smelts, per lb. .12. Salt Cod, 1-lb. blocks, per lb. .15. Shredded Cod, per packet .25. Salt Labrador Herring, each .5.

GROCERIES. 6,000 packages Redpath's Granulated Sugar, in 5-lb. packages, 2 pkgs. .125. Choice California Prunes, 2 lbs. .25. Wagstaff's Raspberry and Strawberry Jam, 4 lb. tin .20. Telfer's Soda Biscuits, box .25. Choice Carolina Rice, .11. Kiovan Custard, 3 tins .20. Pork and Beans, Simcoe Brand, per tin .15. Green Gage Plums, per tin .15. Choice Lima Beans, 2 lbs. .25. Pottery, 4 lb. tin .25. Finest Canned Shrimp, per tin .25. Gong Sausage, assorted, pkgs. .25. Roman Meal, package .25. Finest Mild Cheese, per lb. .11. St. Charles' Milk, per tin .11. Edwardsburg Laundry Starch, 3-lb. tin .15. Fresh Rolled Oats, per 5-lb. bag, ground pure or with chlorey, Wednesday, per lb. .27.

Finest Onions, 4 lbs. peck .50. Spanish Onions, 4 lbs. .25. Choice Grapefruit, 4 for .25. Choice Navel Oranges, good size, sweet and seedless, per doz. .28.

FOR 1700 square feet... PROBS NO \$1, ACCUSE OF FA PER Liberal Car ter Show Boy CHALLENG Demand N pudiate Off Special to Th Ottawa, J Quebec to de matter of re from several contributed d dress in the afternoon. V member for alashing spe porters of the thusteam. r Laurier to r Dorchester, should be se rather than W. F. Cooks for Brantford in blinding f ter part up ever, that th yet prove a in old Fran defending t people had t that the ma made munu affecting st men, who s Terms The dehal D. D. Mac North Cap Sir Sam J government s refused to and was r by appear house, and journead W Among Steele (So government western O ber of fac were close (Conc BECC Total coll First day's second de Leading to Second to A DI entirely desired, mane co mines of no neut tions of victorias bargain to plun the allie The ube Riv surroun prosume the Do ations r and wa mitted the Da a thin saw, a year