

Eyeglasses and Spectacles
\$2.50 and \$3.50
 Eyes tested by specialists.
LOGNETTES.
 Regular \$20.00 and \$15.00. Thursday,
 \$13.50 and \$9.50.
 Optical Department.

THE ROBERT SIMPSON COMPANY LIMITED

Tourist Trunks
 With straps and two trays, heavy
 brass corners and clamps; sizes 22, 24
 and 36 inches, at \$5.00.
LEATHER CLUB BAGS.
 Reinforced corners, leather linings,
 size 18 inches; at \$4.95.

"A Good Morning's Work" --- A Shopping Trip to Simpson's. Today's Values

As a Member of
The HomeLovers' Club
 you will enjoy the privilege of buying at February Sale Prices and spreading the payment out over the year. It's a way to economy in your buying and costs you not one cent more than if you bought for cash. See the club secretary---Fourth Floor.



Our selection of Canadian made furniture purchased for this sale, we regard as the best bought and best selected stock we have ever shown.

Also the largest---but, though we made bigger provisions than ever in view of the success of our past sales, the fear is now expressed on our Fifth Floor that we won't have enough Furniture to last out the month.

Therefore come and make your selection today. This list offers suggestions.

Drapery and Curtain Materials

During this month, although our materials are selling at less than the present market prices, we have collected an enormous assortment of English and French chintzes of exceptional value, which we will make into curtains or slip covers without any charge for the labor of doing so.

A FEW OF THE SPECIAL FABRICS WHICH WE ARE MAKING UP FREE.

- English and French chintzes and linens. Yard, \$2.50.
- English Printed Chintz, 30 inches wide. Yard, 65c.
- English Printed Chintz, 30 inches wide. Yard, 85c.
- French Printed Taffeta, 30 inches wide. Yard, 85c.
- Dutch Prints, 30 inches wide. Yard, 75c.

Besides the above, the Drapery Department is full of special values in other lines. Look for the special tickets.

PORTIERE FABRICS, 95c.

A collection of materials suitable for making portieres or over-curtains, 50 inches wide, in all colorings, including browns, greens, reds, etc., in new weaves, such as Assyrian cloth, satin cloth, etc. Regular \$1.25 to \$1.50. Thursday, February House Furnishing Sale, yard, 95c.

SCOTCH SERGE, 69c.

An extra heavy quality with rough surface, most artistic for curtains or portieres, having the effect of plushette, 50 inches wide; all the leading colors. Regular 90c yard. Thursday, February Sale, yard, 69c.

SCOTCH MADRAS MUSLIN, YARD, 85c.

An ideal fabric for window curtains, floral and spray designs, 45 inches wide; cream or white; easily laundered. Thursday, February Sale, yard, 85c.

SCRIM CURTAINS, PAIR, \$1.95.

Delicate Curtains, in white, ivory or ecru, 2 1/2 and 3 1/2 yards long, with plain hemstitched border or neat lace and insertion. Thursday, February Sale price, pair, \$1.95.

Home Supplies

- O-Cedar Mops, clean, dusts and polishes, 75c \$1.00, \$1.25 and \$1.50.
- The O-Cedar Combination Oil and Duster Mop, \$1.25.
- O-Cedar Polish, cans at 35c, 50c, \$1.25, \$2.00 and \$3.00.
- Oliva Putz Silver Polish, 25c bottles, Thursday 25c.
- Putz Cream Metal Polish, 25c cans, Thursday 10c.
- Floor Wax, 50c lb. grade, Thursday, lb., 35c.
- Oil-kote Stone Polish, regular 10c, Thursday 5c.
- 30c Corn Brooms at 25c; 600 only; good grade corn; well made; four strings. Thursday 25c.
- Bread Toasters, pyramid style; heavy steel; for gas; takes four slices. Thursday 15c.
- Nickel-plated Copper Tea Kettles, size No. 7 or No. 8. Regular \$1.40 and \$1.60. Thursday 85c.
- Galvanized Iron Garbage Cans, large size, ball and handle handles, with cover. Regular \$1.25. Thursday 95c.

Have Your Decorating Done Now

Attractive Novelties among the Wall Papers are:
 New Corduroy Stripes, in old rose, blue, gray and lavender. February Sale price, per roll, 25c.
 Figured Leatherettes, for panel work and dados; suitable colorings for halls, dining-rooms and bedrooms. Regular \$1.00 and \$1.25. February Sale price 65c.
 Stippled Oatmeal, the surface is in varied soft tints; 30 inches wide; 5-yard rolls. Regular 90c. February Sale price 25c.
 Cut-out Borders and Strappings. Regular \$2 yard. February Sale 5c.
 Tapestries and Conventional Wall Papers. Regular 25c and 35c. February Sale 5c.
 1 1/2-inch wide White Enamel Room Moulding. Thursday, foot, 1c.
 3-inch wide Imitation Oak Plate Rail, Regular 35c. Thursday, 25c, 5c.

- Dresser**, in rich mahogany finish, "Adam" design, has two long and two short drawers, large square British bevel mirror. Regular \$21.75. February Sale price **17.75**
- Chiffonier**, in mahogany finish, "Adam" design, large case and British bevel mirror. Regular \$19.50. February Sale price **16.25**
- Dressing Table**, in mahogany finish, "Adam" design, fitted with three British bevel mirrors. Regular \$17.50. February Sale price **14.00**
- Dresser**, in white enamel, has four drawers, with brass fittings and British bevel mirror. Regular \$9.75. February Sale price **7.15**

BRASS BED, MATTRESS AND BED SPRING.

Regular \$36.75. February Sale Price, **\$20.60.**
Brass Bed, has 2-inch posts and top rails, turned ball corners, heavy fillers, bright, satin or polette finishes.

Mattress, filled with all-cotton felt, well tufted, roll-stitched edges, covered in fine art ticking.

Bed Spring, steel tubing frame, woven steel wire springs, well supported by steel bands.

The above Brass Bed, Mattress and Bed Spring, complete, all standard sizes. Regular \$36.75. February Sale price **20.60**

BRASS BED, MATTRESS AND BED SPRING.

Regular \$47.00. February Sale Price, **\$29.40.**
Brass Bed, has 2-inch posts, extra heavy double top rails and massive uprights, satin, bright or polette finishes.

Mattress, extra well filled with cotton felt, carefully selected, built in layers, and covered in art ticking.

Bed Spring, steel tube frame, extra fine woven steel coil wire springs, steel top edge, reinforced, fully guaranteed.

The above Bed, Mattress and Bed Spring, complete, all standard sizes. Regular \$47.00. February Sale price **29.40**

BRASS TRIMMED IRON BED, MATTRESS AND BED SPRING.

Regular \$11.00. February Sale Price, **\$8.00.**
Bedstead, in white enamel, brass top rails, caps and uprights.

Mattress, filled with curled seagrass, with heavy layer of jute felt at both sides, covered in art ticking.

Bed Spring, hardwood frame and strong steel coil wire springs, supported by steel bands.

The above Brass Bed, Mattress and Bed Spring, complete, all standard sizes. Regular \$11.00. February Sale price **8.00**

Buffet, in genuine quarter-cut oak, fumed or golden finish, has two top drawers and long linen drawer, double door cupboard and British bevel mirror. Regular \$31.50. February Sale price **21.50**

Buffet, in quarter-cut oak, fumed or golden finish; the cutlery drawers, cupboards and linen drawer are conveniently arranged; British bevel mirror. Regular \$32.75. February Sale price **22.50**

Buffets, "Colonial" design, made of genuine quarter-cut oak, fumed or golden finish, has three top drawers, centre cupboard and drawer, two end cupboards and long linen drawer, British bevel mirror. Regular \$53.00. February Sale price **39.50**

Extension Dining Table, in selected quarter-cut oak, fumed or golden finish, 48-inch top, extending to 8 feet, carved claw feet. Regular \$23.50. February Sale price **14.50**

Extension Dining Table, in quarter-cut oak, fumed or golden finish, 48-inch top, deep rim, extending on easy running slides to 8 feet; very massive pedestal. Regular \$27.75. February Sale price **20.75**

Parlor Suite, the frames are solid mahogany, neat design, seats and backs are covered in mixed silk tapestry. Set consists of settee, arm chair and arm rocker. Regular \$47.00. February Sale price **34.50**

Parlor Suite, in solid mahogany, beautiful design; suite consists of settee, arm chair and arm rocker, comfortably upholstered and covered in mixed silk tapestry. Regular \$60.00. February Sale price **42.50**

Dining-room Chairs, in quarter-cut oak, fumed or golden finish, neat design, loose slip seats in leather; set has five side and one arm chair. Regular \$22.00. February Sale price **17.00**

Dining-room Chairs, made of solid quarter-cut oak, fumed or golden finish, have panel backs and loose slip seats, upholstered in genuine leather; set consists of five side and one arm chair. Regular \$24.75. February Sale price **17.90**

Extension Couch Bed, steel frame, springs are made of steel coil wire, supported by helical springs; mattress is filled with cotton felt, and covered in green denim, extends to a full size bed. Regular \$9.75. February Sale price **5.95**

Arm Chairs and Arm Rockers, in solid oak, fumed finish, the spring seats are well upholstered and covered in art leather. Regular \$8.00. February Sale price **4.00**

Bedroom Suite, in mahogany finish, cane panels, very neat design, consisting of the following pieces:

Chiffonier, has two top drawers and four long drawers, large shaped British bevel mirror. Regular \$23.50. February Sale price **17.50**

Dresser, has two small and two long drawers. Regular \$26.75. February Sale price **19.50**

Dressing Table, triple British bevel mirrors. Regular \$20.75. February Sale price **15.50**

Bed, full size, with centre cane panels. Regular \$25.25. February Sale price **18.75**

Divanette, "The Famous Kindel," solid oak frame, fumed finish, fitted with non-sagging springs; mattress is well filled with all cotton felt, neatly tufted and covered in art ticking. The seat and back are well upholstered and covered in high-grade brown art leather. This divanette opens out to a full size bed. Extra special, February Sale price **22.75**

Buffet, in genuine quarter-cut oak, fumed or golden finish, two cutlery drawers, double door cupboard and long linen drawer, British bevel mirror. Regular \$28.50. February Sale price **18.95**

Brass Bed, has 2-inch posts and top rails, heavy fillers, with neat mounts, satin, bright or polette finishes; supplied in all standard sizes. Regular \$24.95. February Sale price **12.95**

For a Quick Sale of Satisfactory Shirts! Men's \$1.25 and \$1.50 Regal Shirts 69c

We have purchased the entire factory floor stock of "Regal" Shirts, and are offering them for quick selling Thursday morning. In the lot are hairline and herringbone stripes, in black, blue or mauve. Extra large bodies and sleeve lengths; separate soft collar or double French cuffs; sizes 14 to 17. Regular \$1.25 to \$1.50. Thursday, 69c.

Men's Pyjamas, \$1.49---High-grade Pyjamas, in pink, blue, brown or green stripes; sizes 34 to 44. Thursday, \$1.49.
 Men's Pure Wool Underwear, English make; natural shade; shirts double-breasted; drawers with reinforced seat; sizes 34 to 44. Special, Thursday, 95c.

Men's Fur Collared Coats \$12.95

Regular \$18.00, \$20.00, \$22.00 and \$25.00.
 These heavy winter coats came from a manufacturer who wished to clear his stock at less than cost; some have Persian lamb collars, some Russian marmot fur, with interlining of chamolais or rubber sheeting; the linings are plush, cut fur, or heavy twill mohair; the outside in good English black beaver or Whittaker cloth coating, in brown; cut double-breasted; 50 inches long; with shawl collar; sizes 38 to 42. Thursday, \$12.95.
 Men's \$6.50 and \$8.50 Mackinaw Coats at \$3.95---Heavy all-wool cloth, in red and black, blue and light gray, and brown and black; check patterns; Norfolk style, with straps, belt and shawl roll collar; sizes 36 to 44. Thursday, \$3.95.

Every Day During This Month The Rug and Carpet Department Will Feature Some Special Value of More Than Ordinary Interest. Some of the Items Will Be Clearings of Small Lots, Odd Mats and Rugs That Cannot Be Repeated---Today's Items Are Typical

Imported and Domestic Printed Linoleum, 60c. Several hundred yards of heavy, well-printed linoleum, all new and perfect goods, in a big range of block, tile, floral, matting and hardwood effects; 2 yards wide only. Thursday, February Sale price, square yard, 60c.
 Scotch Jute Squares, reversible and made of very heavy jute yarns, two-tone brown, brown and green, and green and fawn and two-tone green colorings; excellent colors for bedrooms or sunrooms.
 Size 7.0 x 9.0. Regular \$4.25. Thursday, \$3.00.
 Size 9.0 x 9.0. Regular \$4.75. Thursday, \$3.55.
 Size 9.0 x 10.6. Regular \$5.50. Thursday, \$3.95.
 Size 9.0 x 12.0. Regular \$6.50. Thursday, \$4.95.
 Union Squares, two designs only, both floral patterns, and in two-tone brown colorings.
 Size 9.0 x 9.0. Regular \$5.50. Thursday, \$4.25.
 Size 9.0 x 10.6. Regular \$6.50. Thursday, \$4.95.
 Size 9.0 x 12.0. Regular \$7.25. Thursday, \$5.45.
 PRAIRIE GRASS STENCILLED RUGS, HALF-PRICE.
 Closely Woven Prairie Grass Fibre Rugs, some with plain centres and stencilled borders, in red, green, blues and browns, suitable for sunroom.
 9.0 x 9.0, 8.0 x 10.0 and 6.0 x 12.0. Regular \$6.50. Thursday, \$3.25.
 6.0 x 10.6. Regular \$5.25. Thursday, \$2.75.
 6.0 x 9.0. Regular \$4.50. Thursday, \$2.25.
 Imported and Domestic Brussels Rugs, 20 only, for small dens, dining-rooms or halls, size 4.6 x 7.5; Oriental and two-tone effects. Regular up to \$9.25. Thursday, \$6.75.

SCOTCH TAPESTRY RUGS.

An excellent range of Oriental, floral and two-tone effects, for bedrooms and living-rooms.
 Size 9.0 x 12.0. Regular \$11.75. Thursday, \$9.75.
 Size 9.0 x 12.0. Regular \$13.75. Thursday, \$10.95.

Brass Companion Sets for Fireplaces

30 sets only, comprising Stand, Shovel, Poker, Tongs and Brush; some slightly damaged. Regular \$14.75. Thursday, \$9.95.
 Regular \$12.25. Thursday, \$7.95.
 Regular \$11.95. Thursday, \$6.95.
 Regular \$10.50. Thursday, \$6.95.

COAL BOXES AND KETTLES AT 95c.

For the open fireplace; some of them are plain black; some with brass handles; some open tops; others with lids. Regular from \$2.00 to \$2.75, each. A few slightly dented. Thursday, 83c a.m., 95c.
 (Sixth Floor, Mantel and Tile Department.)

NEW MARKET TELEPHONE ADELALDE 6100 MEATS

- Roast Beef, best quality shoulder cuts, special per lb. \$1.15.
- Roast Beef, very tender thick rib cuts, special per lb. \$1.25.
- Round Steak, finest beef, per lb. \$1.20.
- Sirloin Steak, choicest cuts, per lb. \$1.25.
- All Pork Sausage, our own make, per lb. \$1.00.
- Back Bacon, choice, mild and boneless, whole or half, per lb. \$1.15.
- Pure Lard, 5-lb. pails, gross weight, per pail \$1.50.
- One car Standard Granulated Sugar in 20-lb. cotton bags, per bag \$1.25.
- Edwardsburg or Beehive Table Syrup, 5-lb. pail \$1.25.
- Finest Featherlip Coconut, per lb. \$1.15.
- Finest Canned Haddock, per tin \$1.25.
- Finest Canned Pumpkin, 3 lbs. \$1.25.
- Quaker Oats, large packages, our own make, per 5-lb. pail \$1.25.
- Finest Evaporated Milk, per tin \$1.25.
- Finest Canned Fig Bar Biscuits, 2 lbs. \$1.25.
- Finest Canned Haddock, per tin \$1.25.
- Heinz Beans in Chili Sauce, per tin \$1.25.
- Finest Taylor's Worcester Sauce, per bottle \$1.25.
- Pure Clover Honey, 5-lb. pail \$1.25.
- Upton's Marmalade, 4-lb. pail \$1.25.
- Finest Pure Fruit Syrup, per tin \$1.25.
- Finest Pot Barley, 6 lbs. \$1.25.
- Canned Green Gage Plums, per tin \$1.25.
- 1000 lbs. Fine Rich Full Bodied Assam Tea of uniform quality and fine flavor, a 45c tea anywhere. Thursday, per lb. \$1.25.
- FRUITS.
- Choice California Sunkist Oranges, per crate \$1.25.
- Choice Apples, peck \$1.25.
- Florida Grape Fruit, 4 doz \$1.25.

Office for
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 100 per month. Two
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 W. E. WILLIAMS
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 OTTAWA, Feb. 3.—
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