

MURRAY-KAY COMPANY, LIMITED

Telephone Adelaide 5100

THURSDAY THE DAY OF



SPECIALS

Store open from 8.30 a.m. to 5.30 p.m.

Again Comes Thursday With Its Rousing Specials

SPECIAL NO. 1



Cotton Sheets

Regularly up to \$8 \$5.90

The Pair Over 1,000 pairs Cotton Sheets, comprising some of America's best makes including "Pequot" quality.

Prices range from \$7.50 to \$8.00 per pair. A Thursday special.

(No Phone or Mail Orders, and not more than three pairs to a customer.)

An Attractive Clearance of Hudson Seal Coats

The prices are very much lower than we have quoted at any time during the entire Fall and Winter.

Hudson Seal Coats, attractively trimmed with Alaska sable, or Opossum. Among this group are two only all seal coats without trimmings.

Beaver, Opossum, Squirrel or Alaska sable is the fur that trims this second group of fine Hudson seals.

SPECIAL NO. 22 Seamless Parquet Carpets, made in Scotland, at special prices.

SPECIAL NO. 23 Parquet Carpets, 10' 6" x 9' \$79

SPECIAL NO. 24 Parquet Carpets, 9' x 7' 6" \$56

SPECIAL NO. 25 Good Linoleum Rugs, well-seasoned, suitable for Kitchen or Dining-room.

SPECIAL NO. 26 Linoleum Rugs, 10' 6" x 9' \$16.50

SPECIAL NO. 27 Linoleum Rugs, 9' x 7' 6" \$12.00

SPECIAL NO. 28 Linoleum Rugs, 9' x 6' \$9.75

SPECIAL NO. 29 Rag Rugs in great variety of colors. Size 27 x 54. Special at \$2.75

BOYS' TWO-BLOOMER SUITS

Details will be given later. Sale Unavoidably Delayed.

SPECIAL NO. 53

Smart Trimmed Hats

\$7.95 Regular \$15 to \$25

25 only, special designs in Trimmed Hats. Smart models taken from our own regular stock, and made up in fine quality silk velvet, velvet and satin.



Today, Millinery Shop, Second Floor.

Notable Reductions in Good Chintzes

Before taking inventory we want to get rid of short lengths and patterns that we cannot repeat, so have marked for quick clearance all such lengths.

Special the yard 69c

Fine Values from the Dress Goods Section

Remnants—A table of dress goods, Black and colored, all at reduced prices.

SPECIAL NO. 4 Black Georgette Crepe at, per yard \$1.50 and \$2

SPECIAL NO. 7 Ivory Wash Satin, 36 inches wide, regular \$2.75 per yard, for \$2.25

SPECIAL NO. 8 Ivory Wash Satin, 36 inches wide, regular \$2.00 per yard, for \$2.50

SPECIAL NO. 9 Ivory Wash Satin, 36 inches wide, regular \$3.50 per yard, for \$3.00

SPECIAL NO. 10 Novelty Silks for linings and kimonos, in dark and light colors. Present price \$3 per yard. Today for \$2.25

Daisy Pattern Water Sets—Glass Jar and 4 Tumblers. \$3

(No Phone or Mail Orders)

A Collection of Smart Blouses \$7.95



Smart Blouses \$7.95

Of Georgette or Crepe de Chine in good qualities, one dainty and girlish model, which we have sold at \$12.50, is pretty enough to tempt this haughty maiden to doff the one she is wearing in exchange for it.

and black. Some beaded, lace-trimmed. All exceptional value, far below regular prices.

Today, Blouse Shop, Second Floor.

Special Sale of Blankets

SPECIAL NO. 33 We are rather surprised ourselves that our buyer has been successful in arranging this sale, but here they are—fine, warm Blankets all at special prices.

Heavy English Flannellet Sheets Noted for their warmth, whipped singly. 60 x 80, per pair \$4.95

SPECIAL NO. 34 Heavy Twilled English Flannellet Sheets, very soft, and warm. Whipped singly. 60 x 80, per pair \$5.65

SPECIAL NO. 35 Same quality. 70 x 90, per pair \$6.35

SPECIAL NO. 36 Best Quality Heavy English Twill Blankets, eiderdown finish. 60 x 80, per pair \$6.75

SPECIAL NO. 37 97-piece Sets of J. & G. Meakin's Imitation Red Minton, China cups and saucers. While they last, the set \$50

SPECIAL NO. 38 Grindley's English Ware, Seville Pattern, 97-piece Dinner Sets. Worth \$40. This \$35 Sale, each set \$35

SPECIAL NO. 39 Cups and Saucers, of English china, decorated with gold line. Kerwin shape. Regular \$15 a dozen. This sale, the dozen \$12

(No Phone or Mail Orders)

Men's Overcoats

At Clearance Prices

Just before the faking of inventory come the finest values of the year, because space has now become more important than profit.



At \$39.00 Chesterfield, Ulsterite, Ulster and Slip-on Models, of best quality Melton and fleeco cloths, in Grey, Lovat, and Olive mixtures. Sizes 35 to 42. Values to \$55.00.

At \$22.50 Slip-on and Fitted Overcoats for men and young men, in fleeco cloth, Melton, and chinchilla. Colors are principally grey, navy, and heather mixtures, and sizes range from 34 to 40. Values to \$35.

At \$32.50 Slip-on, Waistline, and Semi-fitted Models, in olive, grey and navy cloths. Sizes 35 to 40. Values to \$45.

Today--Men's Shop--Main Floor Annex

Misses' Serge Frocks \$17.50

All of navy serge, cut in the season's accepted styles, some one-piece, some smartly belted. Trimmings of military braid, embroidery and buttons are effectively used.

Today, Misses' Shop, Second Floor.

SPECIAL NO. 42 Special Reading Glass, of the better kind. Special to-day \$5.00

SPECIAL NO. 43 Eyeglass Cases, of Aluminum. Regular \$1.50. Today \$1.25

SPECIAL NO. 44 Eyeglass Chains, guaranteed, gold-filled. Priced at 35c

SPECIAL NO. 45 "C-Thru" Polish, to keep your glass from steaming. Priced at 15c

Many Savings in Lingerie Fabrics

SPECIAL NO. 46 36-inch White English Nainsook, of very fine, absolutely pure quality, in two weights. Only 400 yards, worth 80c per yard. Today, the yard 59c

SPECIAL NO. 47 36-inch Queen's Lingerie Cloth. A lovely silk finished fabric. Specially imported by us for night robes. 90c quality. Today, the yard 65c

SPECIAL NO. 48 40-inch Tarantulle Lingerie, expressly made for us by "Foot-alle," the famous English maker. Extra fine quality, soft and pure. Regular 80c value, for, the yard 65c

SPECIAL NO. 49 40-inch American Flaxon. This sheer fabric is similar to organza, launders perfectly and will not shrink. May be put to many uses. Usually 29c the yard, for 29c

SPECIAL NO. 50 41-inch English Handkerchief lawn. This fabric has a mercerized finish and is of medium sheerness. Especially suitable for Ladies' Summer Wear. Value 75c per yard, for 50c

SPECIAL NO. 51 Fine Whiteveer Nightgowns of white mull in two styles, elaborately trimmed with Val insertion and touched with ribbon rosettes. \$2.95 Special at \$2.95

SPECIAL NO. 52 Envelope Chemises of white mull in two charming styles, trimmed front and back with organza and Val lace. \$2.95 Special at \$2.95

Final Clearance

Women's Coats \$25

Season's Best Styles and Finest Materials

The final clearance before stock-taking has caused this remarkable pricing of Winter Coats for women. Silvertone, Velour, and Burella figure in this extremely smart collection.

Today, Women's Shop, Basement Floor.

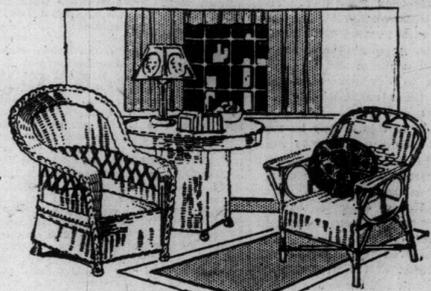
Women's Satin Frocks \$25

Formerly Priced \$47.50

A small collection of afternoon frocks of a very attractive type and useful as well. Smart models for immediate wear.

Today, Women's Shop, Second Floor.

Clearance of Odd Pieces of Furniture



Odd Reed Armchairs and Rockers, in Brown stained finish. Regular \$15 and \$16. Clearing \$12.50

Reed Arm Chairs, in Grey and Brown stained finish. Regular \$20 \$16.50

White Enamelled Steel Beds, with heavy square and round tubing. Size 4' x 6'. Values to \$30. Clearing at \$22.50

Today--Basement Sale.

Special Sale of LADIES' SUITS and COATS

Important sale of all our stock of Ladies' and Misses' Suits and Coats, comprising a variety of the newest styles in all the fashionable materials of the season.

Millinery Big reductions are offered on the balance of our stock of Ladies' Trimmed and Ready-to-wear Coats and Morning Hats.

Automobile Rugs A warm rug is essential for comfortable motoring. We show a fine selection of reversible makes in Scottish, Glen and Family Tartans, as well as in fancy plaids in big choice of colors and designs.

Vivella Flannels We show an immense variety of this popular unshrinkable flannel in plain and fancy designs in every conceivable shade.

JOHN CATTO & SON TORONTO Ladies' and Gentlemen's HATS

THE WEATHER Meteorological Office, Toronto, Jan. 21. (3 p.m.)—The weather has been fair today over the greater part of the Dominion, and in the western provinces it continues decidedly cold.

BRITISH AND FOREIGN MAILS. British and foreign mail via England will close at the general postoffice as follows:

FLOWERS FOR EVERY OCCASION "Canada's Greatest" Floral Shop.

Simmons & Son TONER AND ELM STREETS, TORONTO. SIMMONS' MATHS 2150 AND 1704.

RATES FOR NOTICES Notices of Births, Marriages and Deaths, not over 50 words, \$1.00

DEATHS. MACKELLAR—Sudden, in New York, on January 16, 1920, John Alexander Mackellar of 47 Madison avenue, Toronto, beloved husband of Bertha E. Mackellar.

YOUNG—At Toronto, on Wednesday, January 21, Naomi Bennett, beloved wife of William C. Young, in her 38th year.

MRS. EDWIN UTLEY of 382 Spadina avenue, wishes to extend heartfelt thanks to all friends for their kind sympathy and beautiful floral tributes sent during her recent bereavement.

FRED W. MATTHEWS CO. GENERAL DIRECTORS. 665 SPADINA AVE. TELEPHONE COLLEGE 791.

BUYING TOO MUCH FROM AMERICANS

General C. H. Mitchell Urges Canadian Production at Clay Convention.

The Canadian National Clay Products Association held their seventeenth annual banquet at the Prince George Hotel last night.

Mr. T. C. Gibson, of Toronto, in proposing "artificial industries," declared that experience and affiliation meant each trade helping the other by taking a united advantage of any new ideas coming along.

Hon. H. C. Nixon, provincial secretary, in proposing "the Dominion," caused some amusement by stating that he found on taking office that the boss of a government brick yards at Mimico.

Mr. O. to the legislature, Mr. Nixon said the women's vote was largely due to the contention for the rural population.

THE BAROMETER. Time. Ther. Bar. Wind. 8 a.m. 23. 30.50 13 N.W.

CHARGED WITH STEALING HIDES Charged with stealing \$700 worth of raw hides, John Kennedy, 29 Styner street and Pete Stevenson, no home, were arrested last night by Plainclothesmen Pickering.

STEAMSHIP ARRIVALS. From Oshawa, Halifax, Liverpool, Cardiff, New York, etc., have Frederick VIII., Christiania, N. York

STREET CAR DELAYS. Wednesday, Jan. 21, 1920. Bloor cars, westbound, delayed 6 minutes at 11:40 a.m.

DOVERCOURT CARS, southbound, delayed 6 minutes at 11:45 a.m. at Cumberland and Dovercourt, by auto stuck on track.

DOVERCOURT CARS, northbound, delayed 6 minutes at 11:45 a.m. at Cumberland and Dovercourt, by auto stuck on track.

DOVERCOURT CARS, both ways, at 8:12 a.m. delayed 5 minutes. King cars, westbound, by train.

BATHURST CARS, both ways, at 4:05 p.m. delayed 10 minutes at Lansdowne and Bathurst, by sign on track.

BATHURST CARS, both ways, at 4:05 p.m. delayed 6 minutes, at Front and John, by train.

PLAYS, PICTURES AND MUSIC

"Monte Cristo, Jr." Seats for the coming engagement of "Monte Cristo, Jr., at the Royal Alexandra Theatre beginning next Monday evening opened this morning with a record-breaking demand for pastebords.

Capacity houses should continue to be the rule at the Madison Square Theatre for the remainder of this week.

"The Sweetheart Shop." "The Sweetheart Shop" will open its engagement at the Princess next Monday evening, starting with a special performance is now in progress.

"Twin Beds." "Twin Beds," Bolton and the special cast, intact, will be offering at the Princess Theatre the week of Feb. 2. The Fielding family, which held its long popularity on its wholesome freshness, its swift-moving action, its wit of fresh ideas and new colored slang, and the deftness of its characterization.

"The Winnipeg Kiddies." Why are there so few successful juvenile troupes? The outstanding juvenile troupe of the past was the Pollards.

"Crooked Straight." featuring Charles Ray at Loew's Yonge Street Theatre and Winter Garden next week, presents the country as a whole in a comedy of errors.

SEEK MORE POWER Brantford, Ont., Jan. 21.—(Special)—Local representation for more power from the Hydro-Electric Commission for the city of Brantford, Ontario, has proved fruitless.

NEW BRANCH BANKS. OF CANADA MAIN OFFICE 15 KING STREET WEST 15 BRANCHES IN TORONTO

Religious Services. Religious Services.

Do You Believe Jesus? ELDER JENSEN says: While I was preaching the "creed of deed" a preacher in the audience spoke up, "The thief on the cross without righteousness went right to heaven."

Hastings' Big Show. Harry Hastings' Big Show comes to the Gayety Theatre Monday next.

Mary Pickford at Regent. Tremendous interest has been manifested in Mary Pickford's first production from her own studios, which will be presented at the Regent Theatre next week.

Dorothy Dalton in "L'Apache" is making a big hit at the Strand Theatre this week.

Elder Jensen speaks in His Majesty's Theatre, 141 Yonge Street, Sunday, January 25th, at 7 p.m. Seats Free.

THINKS MACBRIDE MENACE TO LABOR

Hon. W. Rollo Much Chagrined by Tactics of Brantford Mayor.

The Labor wing of the coalition government was ruffled by a sudden local breeze. Hon. W. Rollo, minister of labor, made a remark that, so far as he was personally concerned, he was not worried by any thoughts of his tenure of office.

National Chorus. The seventeenth annual concert of the National Chorus, Toronto, given in Massey Hall under the direction of Dr. Albert Ham, at 8:15 o'clock Monday evening, January 20.

United Lodges, S.O.E., Hold Wind-Up Concert. United Toronto lodges of the Sons of England held their annual winding up concert and concert at Massey Hall last night.

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THE TORONTO WORLD

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ALEXANDRA MAT. SATURDAY



THE GREATEST OF ALL PASSING SHOWS 'MONTE CRISTO, Jr.' The Most Magnificent of All N.Y. WINTER GARDEN ATTRACTIONS

MARY PICKFORD WILL PRESCRIBE FOR ALL DESPONDENT FOLKS

"POLLYANNA" IN

THE STRAND TO-DAY DOROTHY DALTON

"L'APACHE" KATHERINE MACDONALD

"THE FLAME" NEXT WEEK TOM MOORE

"TOBY'S BOW" ALIEN NOW PLAYING

"THE STANDARD BANK OF CANADA" SUCCESS and Independence.—Do not depend on what you earn but on what you save.

THE STANDARD BANK OF CANADA OF CANADA MAIN OFFICE 15 KING STREET WEST 15 BRANCHES IN TORONTO

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AMUSEMENTS

PRINCESS—TONIGHT 'A PRINCE AND A PAUPER' Great Musical Comedy

NEXT SEATS TODAY THE CASCADE OF CLEAN, CLEVER COMEDY

THE SWEETHEART SHOP A new musical offering that has scored an immense hit.

GRAND OPERA MATINEE HOUSE SATURDAY

THE ORIGINAL WINNIPEG KIDDIES CLASSY MUSICAL REVUE

ALL WEEK—POPULAR PRICES. VIVIAN MARTIN in "THE THREE KISS," "FATTY ARBUCKLE" & "THE HAYSEED."

HIPPODROME ALL WEEK William Fox Presents Sensational GLADYS BROCKWELL in "THEEVES."

MASSEY HALL SEATS TODAY AT MASSEY HALL

NATIONAL CHORUS Seats on sale at MASSEY HALL

TOSCHA SEIDEL with the NATIONAL CHORUS

MASSEY HALL Tues., Jan. 27 JOSEF SHLISKY, Tenor and MAX GEGNA 'Cellist

DOMINION BANK BEATS ALL PREVIOUS RECORDS

GAYETY LADIES' MAT. DAILY. MOLLIE WILLIAMS —AND HER—

STAR THEATRE Broadway Belles WITH Joe Marks and Eddie Cole

SHEA'S ALL WILKIE BARD WILTON SISTERS EMMET DEVROY & CO.

ARENA—HOCKEY TODAY DE LA SALLE AT UPPER CANADA

DO NOT change your old job for a new one. Stok. If you have no job and want a new one, then use the liner advertisements in The Daily and Sunday World.

STOCKS... Exchange Pressure Close... Another severe... market, re-... of demand... features of... district... ing down to... her previous... German... in greater... "neutral" con-... today's dull... turnover barely... is renewed at... of last Feb-... wind to less... upward for the... to the over-... short account... half hour, when... and currency... market became... heavy tone... a new rally since... holding throu-... the only note-... fractional in-... and local... par value), ag-

FOREIGN OFFERINGS DEPRESS BRAZILIAN

Canadian General Electric Also Liquidated Freely, But Price Holds Steady... Heavy offerings of Brazilian and Canadian General Electric, prompted by a fresh slump in the pound sterling to the lowest point on record, provided the feature of trading on the Toronto Exchange yesterday. Brazilian opened 1/4 lower, at 16 1/2, and continued to sag through the day, closing at the lowest level in about a year at 15 1/2. Canadian General Electric is now at the lowest level in about a year and a half, and while the exchange situation remains chaotic, there is little encouragement to buy the shares, as any fresh break in sterling would almost inevitably result in another wave of liquidation in Brazilian. Canadian General Electric, on the other hand, stood up well, nearly 600 shares changing hands at 103, around the recent level, with 100 bid for more at the close. Trading in the general run of listed stocks was scattered, no fewer than 42 issues contributing to a total of less than 300 shares. It was a matter for congratulation that little irregularity appeared. Atlantic Sugar opened firm at 25, but fell back to 24 1/2, closing without net change. Dominion Iron was dull and held at 54. Smelters was quiet after its activity of the previous day, the price holding at 29 1/2. There was an unusually brisk demand for Mackay preferred, the price firming up 1/2, to 69. The first sale of Steamships common in several days was at 77, a decline of two points. A broken lot of Winnipeg Railway sold at the new low record of 26. The war bonds were again firm, with particularly good buying of the Victory issues of 1923 and 1927. The decision to

Record of Yesterday's Markets

Table with columns: TORONTO STOCKS, STANDARD STOCK EXCHANGE, and various stock names and prices.

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Exports

A special Department of this Bank is devoted to the interests of the foreign business of its customers. Exporters and others having business relations with foreign countries are invited to avail themselves of the very complete information which has been gathered by the Bank's Foreign Department. This may be done through any one of the Bank's many branches.

THE CANADIAN BANK OF COMMERCE

Capital Paid up \$15,000,000 Reserve Fund \$15,000,000

MONDAY, JAN. 26th is the last day on which shares in CLIFTON PORCUPINE can be purchased at 30c.

CLIFTON PORCUPINE

After that date the price of the stock will be 40c per share. This advance in price is necessitated by the fact that the original treasury issue of 350,000 shares has been disposed of, and warranted by the splendid results which have followed the development of the property during the last few months.

Already a considerable tonnage of high-grade milling ore has been placed in sight on the first underground level, while the main shaft has reached a depth of 200 feet, with free gold in place in the vein matter at that depth.

These developments warrant the statement that Clifton is now almost certain to become Porcupine's next producer and give almost an assurance of substantial profit to the purchaser of the stock at 30c per share.

We realize that the time is now too short to allow you to make a thorough investigation, for which reason we definitely agree to refund your money in full if you are dissatisfied for any reason within thirty days.

This gives you the opportunity of filing your subscription before the price advances, and at the same time allows you to make any investigation you may see fit before deciding whether or not you want to remain a shareholder.

Advertisement for Clifton Porcupine stock, including contact information for Homer L. Gibson & Company and J.P. Cannon & Co.

Table with columns: Op. High Low Cl. Sales, listing various commodities like Atlas, Dome Lake, etc.

Table with columns: Op. High Low Cl. Sales, listing various commodities like Gold, Silver, etc.

Table with columns: Op. High Low Cl. Sales, listing various commodities like Wheat, Flour, etc.

Advertisement for Fuel, featuring H.J. Birkett & Co. and Charles A. Stoneham & Co.

Table with columns: Op. High Low Cl. Sales, listing various commodities like Gold, Silver, etc.

Table with columns: Op. High Low Cl. Sales, listing various commodities like Wheat, Flour, etc.

Advertisement for F.C. Sutherland & Co. Stock Brokers, including contact information and services.

Advertisement for Hargraves Consolidated, featuring mining statistics and contact information for Heron & Co.

Advertisement for The Imperial Trusts Company of Canada, featuring 4% paid on deposits and contact information.

Advertisement for Maps of Porcupine and Cobalt, featuring HAMILTON B. WILLS and contact information.

Advertisement for F.C. Sutherland & Co. Stock Brokers, including contact information and services.

Advertisement for Mining Statistics, featuring TABULAR SUMMARY and contact information for Heron & Co.

Advertisement for J.P. Bickell & Co., featuring BUY For Profits and contact information.

Advertisement for The Sterling Bank of Canada, featuring STANDARD BANK BLDG. and contact information.

Telephone Main 7841

Store Hours 8:30 to 5:30

Store Open All Day Saturday 8:30 to 5:30

Market Adel. 6100



SIMPSON'S FEBRUARY FURNITURE AND HOME FURNISHINGS SALE



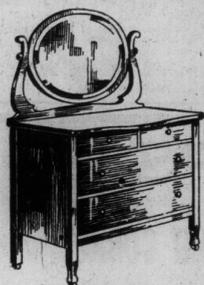
Rugs and Draperies on 4th Floor

Begins Today

Wall Paper, Paint, Pictures, 6th Floor

Furniture Department 5th Floor

Every Piece of Furniture Made in Canada by Canadians for Canadian Homes

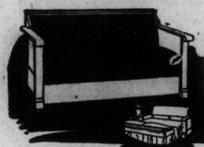


Dresser, \$31.95
\$45.75 Value.
Illustrated. Solid oak, fumed or golden finish. February Sale . . . 31.95



Chiffonier \$28.95
\$42.75 Value.
Illustrated. Genuine oak, fumed finish, oval plate mirror; to match dresser at left. February Sale . . . 28.95

Remarkable Value at \$54.95



This Divanette Regularly \$62.00

Illustrated. Frame of solid oak, fumed finish. Used as settee during day and double bed at night. Link fabric spring, soft and comfortable mattress. Complete. February Sale . . . 54.95

\$13.75 Couch, \$11.65
Full spring seat, alike both sides, upholstered in brown imitation Spanish leather. February Sale . . . 11.65

\$46.00 Parlor Suite, \$39.25
Mahogany finished frames, panel backs, shaped top rail, full spring seats, upholstered in mixed silk tapestries. Sets consist of settee, arm chair and arm rocker. February Sale . . . 39.25

\$54.00 Parlor Suite, \$46.50
Consisting of settee, arm chair and arm rocker. Mahogany finish frames, spring seat upholstered in mixed tapestries. February Sale . . . 46.50

\$5.75 Springs, \$4.95
All metal frame, woven wire fabric, wire supports on side, heavy cable supports underneath. All regular sizes. February Sale . . . 4.95

\$8.75 Springs, \$6.95
Closely woven wire fabric, lock weave, heavy rope edge metal frame. All regular sizes. February Sale . . . 6.95
Simpson's—Fifth Floor.

Suits for Big Men

55 only. Fine finished worsteds and tweeds in attractive shades and wanted patterns. Single-breasted, 3-button, soft roll, semi-fitted and conservative sacque models with medium height vests and trousers finished with 5 pockets and belt loops. Sizes 40 to 46 only. Today at . . . 25.00
Simpson's—Main Floor

Portieres and Hangings

HANDSOME VELOUR PORTIERES. Only 50 pairs in this group. Made in our own factory, of fine quality velour, with a close, firm pile, in attractive color combinations including brown and rose, green and brown, blue and green, rose and blue, brown and blue.
Double-headed tops with shirr tape and hidden hooks. Will fit any archway up to 7 feet wide and 6 inch 9 feet high. Today special, pair . . . 28.98

Fine Art Chintzes, 98c Yard
50 inches wide.

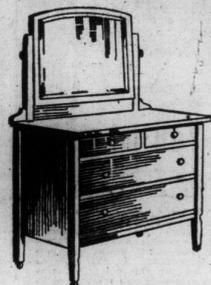
Double fold width, many of which have been selling at more than double this price. Fine effects with light and dark grounds showing rich verdure patterns. Also some attractive stripes and charming floral designs. Will make lovely side draperies or slip-overs for any style of furniture. Today, special at yard. 98

Fine Floor Lamps, Special at \$10.49.

2 dozen only. Beautifully hand polished walnut or mahogany finish. Fitted with two light fixtures with pull chain and round base. Today, special, pedestal only . . . 10.49

The **SIMPSON** Company Robert Limited

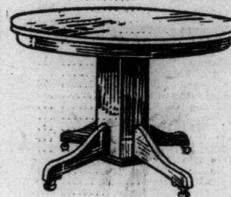
It was the vision of a buyer, coupled with the tremendous public appreciation of our Furniture Sale eleven months ago, that determined this great merchandising event which will be launched at 8:30 a.m. today. Noting at that time the remarkable proportions which the Sale assumed, it was realized that in 1920 all records would be outstripped. Plans were laid accordingly. We are now



Dresser \$29.45
\$42.50 Value.

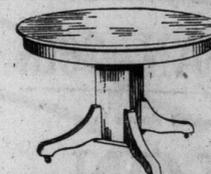
Illustrated. Solid oak, fumed finish, also birch mahogany finish. 42-inch case. 23 x 28-inch mirrors. February Sale . . . 29.45

in a position to announce that in this 1920 February Furniture and Home Furnishing Sale, the public will find a display which in variety and excellence of design and workmanship, and in reasonable pricings, it would be difficult to parallel in Canada. It is an opportunity the wise purchaser will not neglect.



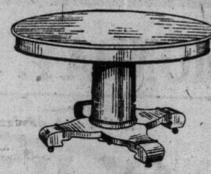
Extension Tables, \$15.95.
\$23.50 Value

Illustrated, solid oak, fumed and golden finish, heavy pedestal base, shaped feet, extends to 6 feet. February Sale . . . 15.95



Extension Tables \$29.45
\$36.50 Value.

Illustrated, genuine quarter-cut oak, top 45 inches, heavy barrel shaped feet, fumed and golden finish, 6 ft. when extended. February Sale . . . 29.45



Extension Table \$34.75
\$54.00 Value.

Illustrated, genuine quarter-cut oak, 48-inch top, round barrel platform base, colonial feet, extends to 8 feet. February Sale . . . 34.75

February Sale Price \$54.00

10 Only, New Model Florence Rotary Sewing Machines.

Offering Exceptional Value for the First Day of the February Sale of Home Furnishings.

Style illustrated, built from rich golden oak with automatic lift. Easy running, fast feeding, almost noiseless machine. Completely equipped for all kinds of sewing. Guaranteed 10 years. Model No. 318. Today . . . 54.00

New Century Machines at \$49.50.

12 only, handsome cabinet machines, style illustrated, built from golden oak, with automatic lift. Two receptacles inside door for holding attachments. Guaranteed 10 years. Extra value today . . . 49.50

Special Instruction Book Free With Each Sewing Machine.

With the regular instruction book, we will give during the February Sale, a valuable book on Sewing Efficiency—full of suggestions for home-sewer, dressmaker and sewing teacher, with each machine purchased.

Sewing Machines May Be Purchased Through the Home-Lovers' Club.

Those who wish to purchase sewing machines at the February Sale price may do so without a complete cash outlay—through the Home-Lovers' Club—on the deferred payment plan. Convenient terms, no extra charge. Consult Club Secretary, Fourth Floor.

We repair all makes. Hemstitching and picot edge done at reasonable prices. Simpson's—Sixth Floor.

How This Man Did It

Snow and cold and driving winds without, but inside, warmth and coziness and ruddy firelight. The young business man, a long day over, sat at ease in a great Chesterfield chair, and his gaze travelled admiringly about the room. The tapestries glowing in the reflection of the flames, the rugs on the floor, the heavy furniture breathing comfort and substantiality in every line.

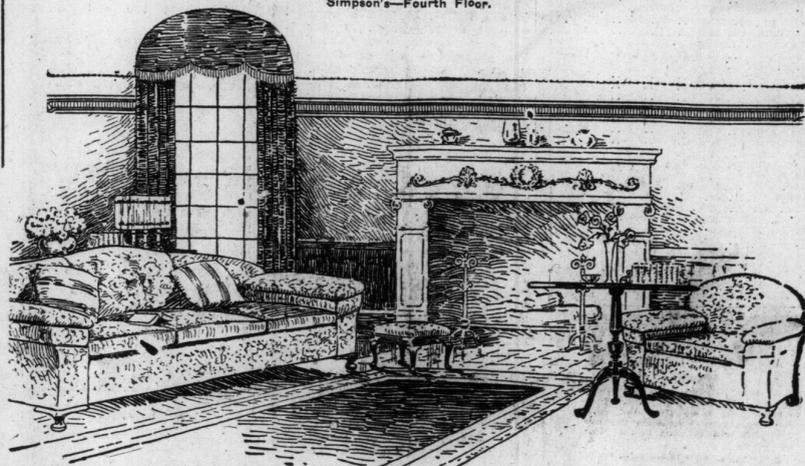
The Home-Lovers' Club

"By Jove," he ejaculated to his wife, "I never thought we would be in clover like this so soon after marriage. That Home-Lovers' Club has been a great boon to me. Do you know," he continued, confidentially, "I was rather counting on being 'crowded' for a time, but now—well, it's easy. We certainly must tell the folks all about it."

This is one instance of Home-Lovers' Club service. But there are hundreds of such instances.

Do You Belong ?

Simpson's—Fourth Floor.



Here's Boys' Clothing

MANUAL TRAINING APRONS—In extra strong white duck, with regulation bib and pockets. All sizes at . . . 50
CORDUROY BLOOMERS—Dark brown cravatized, odorless material that will not stain or change color with washing. Sizes 26 to 30 . . . 3.50
Sizes 31 to 35 . . . 3.75

Boys' Suits.

Smart styles, thoroughly dependable. Junior Norfolk model in brown striped tweed. Knicker pants. Sizes 3 to 8 years . . . 7.50
Another Popular Model in combination waist-line and belt, in all-wool blue serge. Collar lapels and vertical pockets. Knicker pants. Sizes 3 to 8 years . . . 11.50
Simpson's—Second Floor.

Rugs! Rugs!

Heavy Axminster Rugs \$68.75.

Deep, thick pile rugs that will stand the daily wear and tear—rich colorings in tans, blues, rose and fawn shades, suitable for living room. Size 9 ft. x 12 ft. February Sale . . . 68.75

Axminster Hall Rugs \$14.95.

Well made, heavy pile rugs in colors suitable for modern furnishings, in shades of blue, terra and brown—two designs only. Size 4 ft. 6 in. x 6 ft. Today . . . 14.95

Tapestry Rugs \$16.95.

Splendid value in Scotch tapestry rugs in two designs—sturdy quality and large size, 9 ft. x 12 ft. February Sale, 16.95

Extra Special Offering!

Hardwood Flooring at 38c Square Foot. Laid, Waxed and Polished Complete.

A limited quantity of fine grade quarter-cut White Oak Flooring, 1 1/2 in. x 3-3/4 in. thick. Tongue and grooved and thoroughly seasoned.
(Phone Main 7841).
Carpet Dept.—Fourth Floor.