

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Sale Opportunities

Your special requirements in various lines will be economically fulfilled in the Silverware Sale, the Furniture Sale, the Hosiery and Blouse Sales, now under way.

The Robert SIMPSON Company Limited

Afternoon Tea

A pleasant restful conclusion to a busy afternoon's shopping may be enjoyed in the seclusion of the Palm Room. Dainty service—well-brewed tea.

Today!

February Black Silk Sale Begins

To be able to purchase high-grade black silks at the remarkably moderate prices we are offering you in this sale, is now an event of such ultra importance that the wise shopper will see the advantage, not only of buying for present needs, but of laying in a stock for future use.

That you will secure the best values on the market is certain, because every yard of the 10,000 yards offered at these special prices is of the famous Simpson quality. Silks assuring dyes that are absolutely fast, and materials that may be depended upon for wear.

Simpson's—Second Floor

The Man Considers a New Suit

Now That the Days Are Growing Longer and the Spring Sunshine Increases in Warmth



You Can't Match the \$15.00 "Victor"

A Man's Boot That Has Every Desirable Feature---Style, Quality and Price

When a man goes in to buy a pair of boots, he has a pretty clear idea in his mind of what he wants. The first thing he has settled is the style or shape. The second is the quality of them. No paper soles or cheap finish for him. And not least is the matter of price.

It is for these reasons that men have come to regard the Victor as the boot especially adapted to their requirements. It has the shape desired—the long recede toe, the dressy appearance. Further, there is a guarantee behind every pair that they will satisfy, or if not, may be returned.

The price clinches the whole business. Study conditions and boot sale prices, and you will find that the nearest approach to the Victor sells for at least three dollars more.

Style, quality, price, an invincible trio in masculine footwear. The wise man insists on the Victor.

The Foch last—A Victor boot made of the best calfskin, Havana brown shade on English recede toe last. Goodyear welt soles and flat heel. Price, \$15.00.

Simpson's—Second Floor.



Fixtures for 6-Rooms \$29.75

A fixture for every room in a six-room house, including hall, verandah, and cellar. All shades tinted except the upper hall, bath and verandah. 29.75

Installed free within the city limits. Inspection fees extra. Lamps, if bought with set, 25 or 40 watt, A grade, 37c each extra.

Simpson's—Sixth Floor.

The lengthening of the days and the increasing warmth of the sun make a man's winter suit sit rather heavily on his shoulders. Already he is beginning to think of something lighter, more easy-going, and certainly with a bit of "Spring" in its make-up. Especially is this the case with the youth and the young man.

In Simpson's Men's Clothing you will find your desires met completely. In style, workmanship, and best of all, in reasonable price. These feature our displays. Note the suit values listed here:

At \$28.00—a rich dark brown heather tweed mixture. Single breasted, 3-button, soft roll, semi-fitted sacque model. Sizes 36 to 44.

At \$28.50—a plain check gray chevot; single-breasted, 3-button, conservative sacque model. Soft roll collar. Sizes 36 to 40.

At \$30.00—a rich dark brown fine finished worsted. Neat small check pattern. Specially tailored for the stout man. Sizes up to 46.

New Spring Suits

Running in Price From \$42.50 to \$60.00 in Many Fascinating Designs

Women's New Spring Suits, \$42.50, \$45.00, \$50.00, \$60.00

Smartly tailored suits of braid and button-trimmed models, made of fine botany serge. In colors navy and



black, and offering a variety of designs that makes choosing a joy. Sizes 34 to 42.

Priced \$42.50, \$45.00, \$50.00 and \$60.00.

Simpson's—Third Floor.

The Robert SIMPSON Company Limited

Coming!

Celebrated Lecturer on Sewing

On February 23rd, Mrs. Juditha Blackburn, the nationally-renowned inventor of the Blackburn system of cutting and designing, will begin a Four Weeks' Lecture Course.

Home sewers and dressmakers will gain valuable knowledge, and even if you have never seen a stitch you may learn how to complete a tailored suit, coat, one-piece-dress or blouse during this course.

It is advisable to enroll early. The price of the entire course is only \$2.00.

The Biltmore Shoe for Women

Fine Made-in-Canada Products in Sizes 2 1/2 to 7---Widths A A to D. Price \$14.00

Biltmore Shoes combine all the fine points of imported footwear—the excellence of style, richness of leather, finesse of workmanship—with a superabundance of comfort and durability, at a lower price.

One beautiful style in shoe-soap kid of soft, fine texture has a very high laced top and long slender vamp with perforated tip. The sole is Goodyear welted and the Spanish leather heel has a vanity plate. Price 14.00

Another smart boot that will give unqualified comfort to the women with short, broad foot is also fashioned of black shoe-soap kid on a special last. There is a plain vamp of graceful line, Cuban heel and Goodyear welt sole. Price 14.00

A very attractive shoe, fine enough for dressy wear, yet firmly built for street or business, has the favored military heel, perforated long vamp, perforated trimmings and Goodyear welt sole. Made from shoe-soap kid. Price, \$14.00.

The Biltmore Oxford—of soft patent leather with long perforated vamp, finely stitched circular fixings and leather Spanish heel with vanity plate. Goodyear welted sole. Special value at 8.50

Same style with Cuban heel 8.00

Same style in brown Russian calf 9.25

Simpson's—Second Floor.



Wool Jersey Dresses

The demand for wool jersey for spring is greater than ever, and jersey smocks alone are selling for more than \$25.00. Thus you realize the extraordinary value of this special selling.

The quality of the material is high, while the straight line style is extra smart, with a long row of buttons at the back from neck to hem, handsome silk embroidery on the front and a narrow girde falling in a loose knot at the back.

Favored spring colors of taupe, navy, brown and purple. 75 only. Today 19.75

FOR BUSINESS... BOLSH... U.S... BLACK SEA... AIM OF... PROG... Hope to Cap... and Theod... Petrovs... CUT COM... London, Feb. 11... Bolshéviki of the... Denikine's forces... launching of an... on the north... Evina sector, a... the Lettish op... Reds, are point... observers as the... mums of the P... in Russia as... office here. On the western... Russian front... volunteers again... pears entirely to... the Red occupa... Reds now are... Diester along a... The reports of... wki suffered dis... to force the... Manich rivers... in men killed... The Reds howe... progress in the... baby attracted... occupying Sebas... Black Sea ports... taking of this l... serious threat... communication... in the Caspian... base at Petrova... The British... drawing from... nople. The ad... whether the situ... recently had be... ening had imp... withdrawal of... grown worse a... compelled to w... There have b... great moment... Following the... Admiral Kolcha... Vladivostok did... by the vessels... been taken ove... Zemstvo. The... ALLIES A... ON E... Expected Th... Will Be S... in S... London, Feb... preme council... the situation a... violent protest... demands, agree... insisting upon... stated tonight. It had been r... differences bet... Britain as to... should be mod... It is probabl... the allies will... statement. Th... of another... far as can be... nothing definite... garding any fu... toward Holland... The council... questions, decl... parts of the... many of whom... soon to discus... national excha... vise a plan fo... was not settled... of these exper... The council... headquarters... For the conve... governmental... will continue... ent, probably... night. It is e... Lloyd George... stant attendan... will probably... long, in which... represented by... tical director... and Paul Cam... Great Britain... Altho Marsh... Weyand arriv... street just be... the council to... either of the... gium was re... Delacroix. INFLUENZA CAUS... Cobalt. Ont... situation in C... and this even... Holette of the... ordered an em... to handle the... ber of cases... more nurses... headquarters... torian Order... 104 a family... wiped out by... a boy e... spective, five... were the son... Desjardins, a... ported to be... from the sam... total so far is