

At 2:45 p.m. Today

Free Introductory Lecture in connection with our four weeks' course in Dressmaking and Tailoring, which commences Monday, February 23rd.

This free lecture will be given

In the Lunch Room---Sixth Floor

by Mrs. Juditha Blackburn, who will personally direct this wonderful course. She will explain to you today all about the complete system by which, even if you have never sewn a stitch, you can begin and complete a frock, tailored suit or coat, or blouse in 12 lessons and have it perfect, for the small cost of \$2.00 (the price of the complete course).

Whether you wish to take the course or not, do not miss this splendid and interesting free lecture, in the Lunch Room, Sixth Floor, at 2:45 p.m. today.



Exclusiveness in Furs

A Thing Dear to the Feminine Heart and Essentially a Feature of Simpson Furs

There is nothing in the way of raiment in which an air of exclusiveness is more to be desired, or in which the effect of distinction in the mode is more gratifying than in the furs one wears. They must have quality. They must have presence.

It is the possession of these two qualities which makes Simpson furs preferred. The quality of the fur itself is dependable, the cut of the garments authentic, and the prices at which they are offered are most reasonable. The wise will purchase furs this winter when the quality is so excellent and the prices are so attractive, as the future has no telling. Moreover, Jack Frost is promising to linger for a while yet, and street wear demands these comfortable garments.

Magnificent Gray Squirrel Dolman	1100.0
Hudson Seal (dyed muskrat) and Caracul Dolman	1100.0
All Hudson Seal (dyed muskrat) Model Coat	450.0
3 Genuine Silver Fox Skins, exquisitely marked. Each.	600.0
1 Large Mink Shawl Cape	425.0

An Embroidered

Model

Simpson's-Third Floor.

Simpson's-Second Floor.

Rouse the Music Genius In the Little Children by Establishing a Canadian

Phonograph in Their Midst --- Artistic and Economical

The old Greek father who set a lyre in the roof, so that the wind rustling through it in early morning would wake his young sont set an illustrious example for posterity. The germ of music lies latent in every childish breast, frequently unsuspected, waiting to be called forth and encouraged. And it is the wise father and mother today who train the musical ears of the children and stir up the gift within them.

What excuse could there be for not doing so when the Canadian Phonograph, the ideal instrument for such a purpose, is so efficient, so artistic and so easily accessible? With clear dulcet tone quality, the power to faithfully reproduce the delicate nuances of the most artistic aria or to strum out the strains of a fox-trot emphatically enough for the tripping of a hundred little feet. A versatile machine is the Canadian.

This phonograph makes a double appeal to you. Firstly, for what it does in the way of entertainment, and secondly, for what it is-a Canadian phonograph, representing Canadian industry. In your home it will tickle the fancy and charm the ears of all the little Canadians who live there.

In mahogany and oak	100.00	
In mahogany, oak and walnut	125.00	
Simpson's-Sixth Floor		



Lingerie **Half Price**

This remarkable halfprice selling of lovely lingerie offers values almost unbelievable, considering the high quality of the jap silk and crepe de chine which fashions every garment. Besides they are cut upon the most up-to-date lines.

They are slightly counter soiled, hence the big price reductions. Otherwise they are in every respect high-grade models, which were splendid buying even at the original prices.

Nightgowns, regularly \$5.95 to \$30.00, at \$2.98 to \$15.00.

Camisoles, regularly \$1.50 to \$8.00, at 75c to \$4.00.

Underskirts, regularly \$7.95 to \$30.00, at \$3.98 to \$15.00.

Bloomers, regularly \$3.95 to \$20.00, at \$1.88 to \$10.00.

STAUNCH Belwood, Feb n adjournmen ession of the reneral election Pritchard winni on by-election, rather small that the opposite cause of his b riding seemed of the man mpanion: stranger, let us Albert Hellye riding, made Raney: "You ney-general's need only re He is tak motive behi The way you man Premier lected as att A. S. Clarke, said he had s sovernment in "But it is absolu I intend to barrassed over ed that M those prejudice Rev. W. J. Bo of Mr. Raney's the farmers' par overnment. I n this by

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Men's Mallory Hats

A Fact-The high-grade fur that goes into Mallory hats costs as much per ounce today as pure silver. That's quality for you-Mallory quality!

At Simpson's you'll find the newest shapes and shades in these fine hats-both soft and stiff styles.

Simpson's-Main Floor.

SHOPPERS' DAILY GUIDE

BASEMENT.

Simpson's Market. Clover Leaf Dinnerware Sale. Wear-Ever Aluminum Specials.

MAIN FLOOR.

New Novels in Book Depart-ment. Women's and Children's Glove Specials. Three Silverware offers. Moire Silk Bags, \$4.95. Men's Socks Reduced. Men's Clothing, Drug Specials. SECOND FLOOR.

Children's Footwear Specials. Spring Marabou Neckwear. February Silk Sale. Boys' Clothing Display. Wash Goods.

Silk Lingerie Sale. Women's Knit Underwear Misses' Coats Reduced. New Spring Suits. Children's Wear. FOURTH FLOOR.

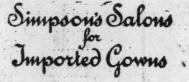
THIRD FLOOR

Irish Towelling on sale. Linens Reduced. Axminster Rug Sale. FIFTH FLOOR,

February Furniture Sale.

SIXTH FLOOR. Hall Lanterns. Chintz Bedroom Boxes. Household Paints. Wallpaper Opportunities. Mahogany Record Cabinet \$16.00.

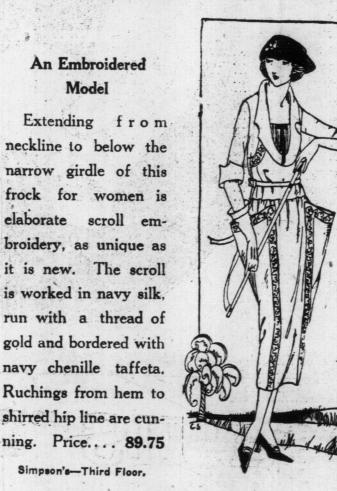
The SIMIPSON Company Limite



The Newest in Spring Frocks

Approved Models for Women and Misses Who Demand the Distinctive --- Fashioned of Chiffon Taffetas, Artfully Adorned in a Variety of Ways

A very smart model in the Women's Section is of heavy navy taffeta. The border of the long tunic is cut to give an irregular effect and embroidered in smart little cross designs of gray wool, joined by long stitches in old gold. The same embroidery is used effectively about the V-shaped neck and on the cuffs of the short sleeves. A broad sash vertically bowed on the left hip gives a chic new touch. Price 52.50



Novel Pouch Pockets and an inset V, just above the Pekin ribbon that makes the waistline, are distinctive points of a navy taffeta for the Miss. Particularly when they are of black velvet, brocaded in navy, maize and gold, and distinctly Oriental. The designer well knew how a simple background would enrich the effect, so merely added a wee collar and cuffs of maize georgette. 77.50

Wool Jersey Vogue

The spring season finds fine wool Jersey in greater demand than ever, coming in lovely shades which lend themselves admirably to the fashion of one piece dresses, suits and sport skirts. Particularly smart are the new Silvertone and heathertone effects.

New Plain Shades

Blues, grays, fawns, pekin, jade, browns, taupe, castor. 52 and 54 inches wide. Made from finest grade wool and comes in the circular. Made-in-Canada. Priced, yard, \$5.50 and \$6.50.

The Parisian Touch

Is Very Apparent in the Smart Suits Daily Arriving in Our Women's. Department

The fitted tailleur, the straight-line coat and the belted model are all here in very fine navy gabardine and serges.

These Simpson suits for women are beautifully tailored, and express refinement as well as decided chic. They are not made ornamented and common-place by ultra-elaboration. Moreover they are moderately priced at \$50.00 to \$60.00.

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