

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

The Furniture Sale
From day to day, has great opportunities for you to secure your needs at prices reduced far beyond ordinary.

The Robert SIMPSON Company Limited

A Man's Dinner
In the Palm Room the Business Man may obtain a substantial meal in which the food is cooked to his liking and served deftly.

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 1100.00
Hudson Seal (dyed muskrat) and Caracul Dolman 1100.00
All Hudson Seal (dyed muskrat) Model Coat 450.00
3 Genuine Silver Fox Skins, exquisitely marked. Each 600.00
1 Large Mink Shawl Cape 425.00

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 son, 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.



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.

Simpson's Salons for Imported Gowns

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

An Embroidered Model

Extending from neckline to below the narrow girdle of this frock for women is elaborate scroll embroidery, as unique as it is new. The scroll is worked in navy silk, run with a thread of gold and bordered with navy chenille taffeta. Ruchings from hem to shirred hip line are cunning. Price... 89.75

Simpson's--Third Floor.



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 Silver-tone 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.

SHOPPERS' DAILY GUIDE

- BASEMENT: Simpson's Market, Clover Leaf Dinnerware Sale, Wear-Ever Aluminum Specials.
MAIN FLOOR: New Novels in Book Department, Women's and Children's Glove Specials, Three Silverware offers, Motre 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.
THIRD FLOOR: Silk Lingerie Sale, Women's Knit Underwear Sale, Misses' Coats Reduced, New Spring Suits, Children's Wear.
FOURTH 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 \$18.00.

The Robert SIMPSON Company Limited

FACTORY S... STRACHAN... On the east side... now on property bet... H. H. WI... 28 King Street East... PROBS: F... ALL... RANEY FOR... ADJOURN... GENER... One of Ty... Happen... Pritch... STAUNCH... Belwood, Feb. 1... an adjournment... session of the... general election... Pritchard winning... ton by-election. H... a rather small... that the opposit... cause of his bet... riding seemed to... of the man who... companion: "Bl... stranger, net wit... Albert Helyer... riding, made th... Raney: "You hav... a man of one id... to conduct the... nay-general's off... I need only remi... has commended... far. He is taking... matters brought... motive behind m... stability of the... The way you al... U.F.O. governme... man Premier D... selected as attor... A. S. Clarke, ... said he had sup... government in... "But it is absol... present governme... port. I hope," he... be a contest. I... it. I intend to... see that the gov... burrased over... attorney-general... assured that Mr... those prejudices... him."
Rev. W. J. Boo... ister at Belwood... of Mr. Raney's... the farmers part... the legislature a... government. It... if the country sh... to the turmoil of... tion if Mr. Raney... in this by-electio... commended the... the reason that... against the liqu... track gambling...
Rev. W. E. S... minister at Belw... himself a support... intimidated that... him from his p... had often regret... part in politics... the union of the... workers in the... province.
When the gove... formed other nam... tioned in connec... of attorney-gene... (Continued o...
MOTOR B... RESUL... Masked Men... Hold-U... Motor bandits... last night, and... eleven o'clock... hold-ups were r... Three masked m... in touring car v... ed near one of... s, and driving... city started... man complained... station that thre... ble stopped him... volvers at the co... and College... clobbered him. A si... of a man being... court, south of O... ceived.
At midnight a... London street st... in a motor car... the corner of Bat... The man called... nearby screamed... and the three b... car and drove v... The police of No... night that the r... by the gunmen... station to report... Detectives we... complaints at an... ing, and officia... mont and Cowan... they did not kno... reported to have... number of the s... ell policemen who... duty, and up un... press, neither th... had been located.
Say Shipments... Makes We... Ottawa, Feb. 1... Press)--The bo... been asked to... of a threatened... Manitoba, Sask... caused by the s... Canadian supp... States. United... to be conservi... and buying up... visible supply in... their present us... The board of... ering the matte...