

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 SIMPSON Company Robert Limited

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

Best Black Silks From C. J. Bonnet's

Are Offered at Noteworthy Savings in the February Sale of Black Silks.

For over a century the firm of C. J. Bonnet has upheld the reputation of "le premier" silk firm of France. Now, though the prices of silks—of black silks particularly—are steadily on the increase, we are able, as a result of special purchases, to offer you extraordinary values in these famous, high-grade weaves.

Bonnet's Black Satin Pallette We have 1,000 yards of this soft, lustrous fabric to clear today. 35 and 36 inches wide. \$2.79 value. February Sale, yard 2.44

Bonnet's Black Chiffon Taffeta A real opportunity, considering the fact that taffeta is the favored weave for Spring dresses. 36 inches wide. \$3.95 value. February Sale, yard 3.44

Bonnet's Sating Taffetas Heavy weaves, with rich, shimmering finish. 38 inches wide. \$5.00 value. February Sale, yard 4.45

Bonnet's Famous Black Peau-de-Soies A fabric that will not cut or split in ordinary wear. 36 inches wide. \$4.50 value. February Sale, yard 3.95

Simpson's—Second Floor.

The Story of the Lump of Dirt



Ask for the interesting little Booklet in which the Lump of Dirt tells its story. Such a jolly time it had, snug in its bed in the rug whence it defied all attempts to remove it. At last came the Hoover Electric Sweeper with its beating and suction. Read what happened to the lump of dirt then.

Baby Hoover 62.50 Hoover Special 75.00

Simpson's—Fourth Floor.

SHOPPERS' DAILY GUIDE

- BASEMENT. Simpson's Market. Gray Enamelware. MAIN FLOOR. Phenomenal Sale of 80,000 Yards of Laces. 25c Eitro Silver Creams, 19c. Tall Men's Suits. Specials in Toilet Articles. SECOND FLOOR. Black Silk Sale. Wash Goods. Cuir Trimmed Hats, \$10.50. Specials for Boys. Men's Boots, \$7.95. THIRD FLOOR. Big Values in Women's "Undies." Remarkable Specials for Children. Misses' \$25 to \$35 Dresses, \$19.95. Skirts, \$15.00 to \$19.50. Misses' New Suits. Tailored Suits for Women. Women's Jersey Coats. Petticoats, \$2.95. FOURTH FLOOR. Saxony Blankets, \$6.95. Bed Comforters, \$4.95. Chinese Rugs. FIFTH FLOOR. February Furniture Sale. SIXTH FLOOR. Afternoon Tea in the Palm Room. "Superior" Sewing Machine, \$28.00. Wallpapers. Outfit of Electric Fixtures and Shades, \$29.75. Framed Pictures, \$1.95. Trunks, \$17.95.

The SIMPSON Company Robert Limited



Simpson's—The Store for Little Folks

Mothers should bring the kiddies with them to shop in our wonderfully well stocked Department of Children's Clothing. They'll enjoy seeing the hosts of cunning little things which include needfuls for the newest baby up to clothing for girls of 14.

Besides, wise mothers think it a splendid thing to accustom children early to the values and quality of their garments—they'll benefit later when the full responsibility of choosing falls on them.

Just now, the smartest of Spring "things" are arriving daily—hats, coats and dresses which show that just as much time and thought has been given to their fashioning as to any garments for the "grown ups."

Wash Aprons With Hats to Match

Cunning little "Bo-Peep" Suits for very small kiddies. Scenes from nursery rhymes are effectively embroidered in silk. An adorable drooping hat to match completes this splendid play suit. Different colors. Price, \$2.25.

Other little Summer Frocks of chambray are fashioned in smart, yet practical, designs. Price, \$3.50 to \$4.50.



One Would Scarcely Believe

that such every-day things as rompers could reach such perfection, both in the variety and "chic" of their designs. Embroideries, smockings, trimmings of contrasting materials, and buttons work miracles in style—the colors are all the daintiest baby shades. Price, \$2.50 to \$4.50.

A Veritable "Boy Blue"

the happy tot would be who possessed one novelty play suit of blue rajah silk. Over the bloomers, a cunning smock with embroidery designs, is to be worn. Every bit of this remarkable little suit is hand made. Price.... 13.50

Our Layette Room

A wonderful little room all white and gray with deep comfortable chairs for mother and cunning little ones for the kiddies she brings with her.

Here, in quiet and seclusion, everything the new little arrival could possibly need may be chosen with the elimination of any worry or exertion that might accompany an ordinary shopping trip.

Here are rows of drawers, each containing a complete layette, ready for your careful inspection. Prices range from \$14.00 to \$41.70.

In artistic show cases are scales, dressing tables, toys and "bathtime funnies" to amuse the most fastidious baby.

Navy Reefers for Early Spring

Either girls or boys may wear these snug coats without losing one speck of his or her self-respect "because it buttons the wrong way"—these up-to-date models button either way. Shiny brass buttons and gilt emblem on sleeve. Those made of all wool are priced at 13.50

Cotton Serge Coats 6.95

For Girls 6 to 14 Years

Grown-ups are understanding better every day just how important a factor a pretty frock is in determining whether life for the school girl be as happy as it might.

And after all, when serviceability can be combined with style, why shouldn't she possess the very smartest? One model of small checked gingham—white with blue or mauve—has square collar, cuffs and folds of white lawn and narrow silk ribbon at high waistline. Sizes 6 to 14 years. Price.... 12.50



Wool Jersey

It's a great satisfaction to find a fabric, so popular as wool jersey has ever been, remaining in emphatic vogue for another season.

And this Spring, its charm is increased by the variety of its weaves—fine trico, silvertone and heathertone—to say nothing of the lovely embroideries in fetching shades and designs.

Fine Trico Jersey

In shades of jade, Pekin, copen, ocean, sand, beaver, reindeer, nigger, navy, rose, grays, taupe and black. 54 inches wide. Yard 6.50

Silvertone Jersey

A new weave for Spring—a combination silk and wool. 54 inches wide. Lovely colorings. Yard 7.50

Heathertone Jersey

Fine all-wool jersey in delightful heather mixtures. 54 inches wide. Yard \$5.00 and \$6.50.

Embroidered Jersey

Trico jersey, embroidered in rich and exclusive designs. Very fashionable for one-piece dresses and separate skirts. Jade, Pekin, Sand, Reindeer, Fawn, Navy, Gray. 54 inches wide. Yard, \$8.50. Simpson's—Second Floor.

New Arrivals in Cuir Trimmed Hats

Declare the Wonderful Vogue for Hats That Glisten—Cuir Cuir (leather)—Cuir Ribbon—Shiny Braid



Two pretty sailors with cuir cuir (patent leather) brims and shiny rough braid side crowns are trimmed with a flower wreath or leather bow.

One snappy roll sailor with brim of pleated cuir silk, and crown of rough braid, is made more dashing by a big cuir ribbon bow.

One drooping, close fitting shape has a rough braid crown interwoven with lacquered raffia, cuir cuir brim and trimmings of black wheat.

Two unusual tam effects are achieved by means of braid side crowns and cuir ribbon tops. Black pins strikingly finish them.

A rough braid crown, a soft brim of cuir ribbon and gold thread, are an effective combination.

All are the acme of smart Spring style, and are very moderately-priced, today 10.50

Simpson's—Second Floor.

Re the Blackburn Course in Dressmaking

Ticket-holders will please note that:

Class C meets today at 9:30 a.m.

Class D meets today at 2:30 p.m.

In the Lecture-Room, Fifth Floor.

FO... FACTORY... Immediatly... 176 feet by... three sides... H. H... 28 King Street... PROBS: PR No CABIN OFF Statements tion Fe Dec After a mittee to in cabinet, the Hon. R. H. along with Massey. The on The minist 10, the pre understood consideration Drury, "sub names of th on to say: had no inte had been ca So that of had given Hon. R. H. Feb. 3. Commi The state Vincent Mas 1. The pur quite misrep word "probe." sey Foundatio of the commit act, was that to the cause important of provincial gov stocktaking of tem, and an in cational metho Canada and in 2. The idea the members that, for the represent the p 3. It was fo committee cou that, a govern would leave th free to choose findings shoul 4. No expet make the sum (Continued) SAY PR W Decide to Board's C ance Ottawa, Fe Press.)—The comproce call one of the pa manufacturing and Company, board on Stat be obeyed by are applying Aime Geoffrie supreme cour the jurisdicte control of the Mr. Geoffrie chequer cour state the case It is stated consistently r right of the shipmen of newspaper Montreal a tude of the Geoffrie, is th not a law of however, beo court of Can commerce an prosecuting F tempt. TAKE SE Members of Opport of Ottawa, Fe Press.)—Altho for the seatin as a separate of commons, t party were n opportunity of body today, near the doo committee roo utilized the s to the right, inkling with t ellton member Michael Clark bert, North O East Mountai coats; Levi T Caldwell, Carle Assinibola. WANT L Calgary, A contractors ha board of com quiry into the claim that pr rapidly.