

Four Big February Events Occurring Now at Simpson's

H. H. FUDGER, President. J. WOOD, Manager.

STORE CLOSES DAILY AT 5.30 P.M.

PROBABILITIES Strong e. and w. winds; cloudy and milder to-day; occasional sleet or rain.

WEDNESDAY, FEB. 10, 1909.

Now is the Time to Cull Out the Over-Darned Stockings

New Laces, Nets and Insertions for Spring Sewing

THE new stock is filling the department. Come as soon as you are ready to choose. Choice is so wide you should choose at leisure. Come soon.

New Guipure Lace Bandings. New Guipure Lace All-Overs. New "Baby" Irish Lace Bandings. New Bretonne Embroidered Net Banding. New Bretonne Embroidered Net Laces. New Embroidered Bretonne Nets. New Embroidered Tucked Nets. Laces from Saxony.

Guipure Lace Insertions in ivory or ecru, 3-4 to 2 1-2 inches wide, per yard, 10c to 50c.

Guipure Lace Banding, in ivory or ecru, 2 1-2 to 3 1-2 inches wide, per yard, 35c to \$2.00.

"Baby" Irish and Batiste Lace Bandings, in white, 2 1-2 to 3 inches wide, per yard, 50c to \$1.00.

Point de Gaze Lace Bandings, in ivory or ecru, 2 1-2 to 4 inches wide, per yard, 50c to \$1.50.

Embroidered Bretonne Net Lace Bandings, in ivory or ecru, 2 1-2 to 3 1-2 inches, per yard, 50c to \$1.50.

Guipure Lace All-Overs, 18 inches wide, in ivory or ecru, per yard, \$1.00 to \$5.00.

Embroidered Bretonne Tucked Nets, 18 and 22 inches wide, in ivory or ecru, per yard, \$1.25 to \$2.00.

Embroidered Bretonne Nets, 18 inches wide, in ivory or ecru, per yard, 65c to \$1.50.



Women's Fine Imported-Lisle Thread Hose—the lot consists of black and colors with silk embroideries. Black colored lace, also extra quality black gauze Lisle. Regular 50c. Hosiery Sale price, Thursday, pair, 25c.

Men's Plain Black Cashmere Socks, full fashioned, double heel and toe, fine and soft. Regular 40c. Hosiery Sale price, Thursday, 25c.

THE February Hosiery Sale at Simpson's has begun. That means that one may go through the family stockings and weed out those which are passed darning. And you can afford to be liberal in your classification because new perfect stockings are so cheap this week. Let us show you:

Women's Extra Fine Imported-Lisle Thread Hose, all new goods, new patterns, in silk embroideries, laces and plain, in black and colors. Regular 50c. Hosiery Sale price, Thursday, 35c.

Women's Fine Imported Silk Hose, in plain black, tan, brown, sky and pink. Regular \$1.50. Hosiery Sale price, Thursday, 95c.

Women's Plain and Ribbed Black Cashmere Hose, full fashioned, double heel and toe, English made. Regular 50c. Hosiery Sale price, Thursday, 25c.

Women's "Llama" Cashmere Plain Black Hose, with "Llama" in silk letters at top. Special Hosiery Sale price, pair, 25c.

Misses' Plain and Ribbed Black Cashmere Hose, double heel and toe. Regular 40c, 45c. Hosiery Sale price, pair, Thursday, 25c.

FOR MEN.

Men's Fancy Lisle Thread Socks, plain, also silk embroideries, in black and fancy colors. Regular 50c. Hosiery Sale price, Thursday, 35c, three for \$1.00.

Men's Fancy Lisle Thread Socks, plain and silk embroideries, in black and fancy colors. Regular 40c. Hosiery Sale price, Thursday, 25c.

Men's Black Cashmere Silk Embroidered Socks, extra quality, with newest embroideries, neat patterns. Regular 60c. Hosiery Sale price, Thursday, pair, 30c.

New Arrivals in Dress Goods Dept.

"Directoire" Satin Cloth, "Empire" Satin Cloth, "Satin Princess" Satin Cloth, Chiffon and Suede Broadcloths, "Pastel" Broadcloths.

The fashionable fabrics for this season's gowns and suits.

The satin cloths have a brilliant lustre that is guaranteed permanent. The Broadcloths have that beautifully soft "glove" finish.

Rich, light weight fabrics, effective alike for the stylish gown, the smart house or street dress, or the more severe tailored suit.

In each quality there is a choice assortment of new and fashionable colorings, rich shades of taupe, stone grey, elephant and smoke grey, amethyst, rose, laurel, wood browns, golden tans, etc. Pastel shades in delicate shell pinks, peach, pearl grey, sky, mauve, turquoise, etc. These beautiful fabrics are perfectly uncrushable and unspottable.

See the display of these goods in our large Dress Goods Department. On sale \$1.00, \$1.25, \$1.50.

For Spring Sewing Wash Goods Department

EARLY shipments of new spring wash goods are here. It seems a long time from February to June, but summer is a greater pleasure to look forward to when you know you have all good dresses ready.

New English and Scotch Ginghams, Organadies, dainty floral and striped effects, in all the new stripes and checks. Regular 12 1-2c, 15c, 25c. Every color that will be wanted is here. Silk Floral Toulon Silk Organadies, in a lovely range of colorings, in a low—45c. New Figured Muslins, Lawns and beautiful moss rose design. 30c.

Wall Papers Reduced

Making room for the papers and clearing out end lots.

1570 rolls Imported Parlors, in green, blue, old rose and light shades. Regular to 65c—30c. 2200 rolls Imported Dining Rooms, Halls and Parlors, assorted colorings and rich designs. Regular to 50c—27c. 2500 rolls Paper, in gilt, gilded and flat effects. General rooms. Regular to 20c—12c. 6000 feet Moulding, imitation oak. Regular to 2 1-2c—1 1-2c.

Bedroom Furniture at Bigger Reductions Than Ever



LOOK at these prices—they'll impress you. We have determined to clear out most of the floor samples and offer more than ordinary inducements to immediate buyers. We have been offering plenty of opportunity of saving a quarter, and in many cases a third, of the regular prices. To-morrow will see savings amounting to one-half and over.

Look :-

15 Odd Dressers and Chiffoniers, splendid patterns, in quartered oak and mahogany, nicely polished, large British bevel mirrors, brass trimmings. Regular prices \$18.50 to \$20.00. Thursday February Sale \$13.50. 21 Odd Dressers, Dressers and Stands, 45 Odd Washstands, quartered oak and mahogany, well finished, good design, swell and serpentine fronts. Regular \$3.00 to \$10.00. Thursday February Sale \$4.75. 4 only Mahogany Dressers, magnificent designs, handsomely hand carved and polished, extra large cases and British bevel mirrors. Regular prices \$54.00 to \$77.50. Thursday February Sale \$45.00.

For Sake of Sweet St. Valentine

FEBRUARY 14th—Sunday next—is Valentine's Day. "Make the most of these old-time festivals for life is short. Get all the fun and sentiment you can out of Valentine's Day." Such is the advice of a recent writer, and it's good advice. We are ready to back up St. Valentine heartily.

Valentine Postcards at 5 for 5c, 2 for 5c, and 5c. Valentine Cards, novelties, from 1c upwards. Valentines, artistic, neat and high-class, from 15c to 75c.

Our New Book Department

ON the James Street side of the New Store on the First Floor we have installed a commodious book department. There to-morrow you'll find :-

Webster's School and Office Dictionary of the English Language, over 70,000 words, revised and enlarged edition, size of book 6 1-2 x 8 inches and 1 3-4 inches thick, cloth bound. Special, 55c. Lincoln's Life, Stories and Speeches, by Paul Selby, 469 pages, numerous illustrations, uncut leaves, fancy end papers, gilt top, half leather binding. Special, 65c. Peck's Bad Boy and His Pa, new and complete edition, nearly 500 pages of solid amusement, with 100 illustrations, well bound in cloth. Price, 45c. Webster's Dictionary, indeed, fancy end papers, containing simplified spelling, etc., leather binding. 75c. New Book Section Corner—James and Queen Streets.

The Groceries

2,000 lbs. Fresh Dairy Butter, per lb., 25c. Fresh Flaked Wheat, per stone, 48c. Canned Apples, gallon s. tin, 20c. One car Fancy Navel Oranges, large size and sweet. Regular 40c and 45c, per dozen, 33c. Choice White Beans, 7 lbs., 25c. Pot Barley, 8 lbs., 25c. Finest Split Peas, 5 lbs., 25c. 300 bottles Imported Pickles, Rowatt's, pint bottle, white onions only, per bottle, 20c. Patterson's Worcester Sauce, 3 bottles, 25c. Edwardsburg Table Syrup, 5-lb. pail, 25c. Domestic Kipperd Herring, in oil, 3 tins, 25c. Telfer's Cream Soda Biscuits, 3-lb. box, 22c. 35c Assam Tea, 25c. 300 lbs. of fine, rich, full-bodied Assam Tea, of great strength and delicious flavor, a 35c tea anywhere, Thursday, per lb., 28c.

Sale of Shantung Silks

WE ARE selling Shantung Silk just now 25 to 30 per cent. cheaper than last year's prices. That means cheaper than other stores are selling them to-day. We took advantage of a drop in the Honan Market some months ago through the alertness of our agent. Prices have stiffened up since and advanced, but here we are, offering the best carefully picked and chosen qualities at lower prices than last year, and lower, saving you fully a quarter of what other people pay.

No. 1—26 inches wide. Regular price 50c. Sale price, per yard, 30c. No. 2—34 inches wide, heavy weight. Regular price 75c. Sale price, per yard, 55c. No. 3—34 inches wide, heavy "knobby" weaves. Regular price 75c. Sale price, per yard, 63c. No. 4—34 inches wide, extra heavy weight. Regular price \$1.00. Sale price, per yard, 78c. No. 5—Honan Silks, rich, bright finish, heavy weight, 34 inches wide. Regular price \$1.00. Sale price, per yard, 85c.

Phone and Mail Orders Promptly Filled

The February Silverware Sale

WHEN we built the new store we determined to have just a fine Silverware department. It was to be of generous proportions with fittings suitable to a high-class establishment. We think that the result of our planning compares favorably with anything not only in this city but in the big cities of the States.

This Sale of Silverware has been arranged as an inauguration of this fine new department. It is a bigger event than we have ever had facilities to prepare before, and it makes an auspicious beginning to the department's career.

To-morrow we specially emphasize a group at a very popular price, \$1.48.

\$2.00 Berry Spoons; \$2.25 Tea Spoons Set, leather case; \$2.00 Oyster Forks, set of 6, cased; \$2.00 Marmalade Jars; \$2.00 and \$2.25 Pickle Casters; \$2.00 Butter Dishes; \$2.00 Card Trays; \$2.00 Fern Pots; \$2.00 Biscuit Jars; \$2.00 and \$2.25 Bon Bon Baskets. One Price Thursday. 1.48

