

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

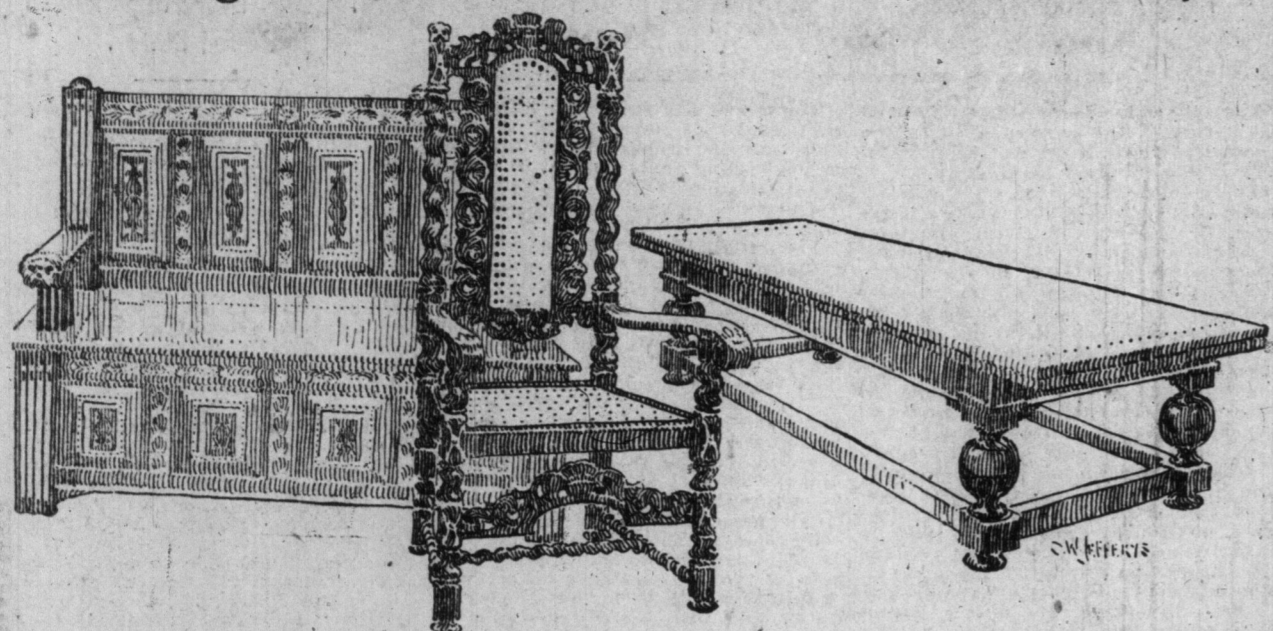
Store Closes Daily at
5.30 p.m.

THE SIMPSON COMPANY LIMITED THE SIMPSON COMPANY LIMITED

PROBABILITIES.
Lower Lakes and Georgian Bay—
Easterly gales; cold, with snow.

TUESDAY,
FEB. 9, 1909

Dining Rooms on the Card for Wednesday



SO MANY things crop up—constantly, unceasingly, never-endingly—in the course of the household year! New clothing for everybody—music lessons for the children—taxes, insurance and the bills of ordinary butchers, grocers and coal dealers—none ever ceasing drain upon one's resources!

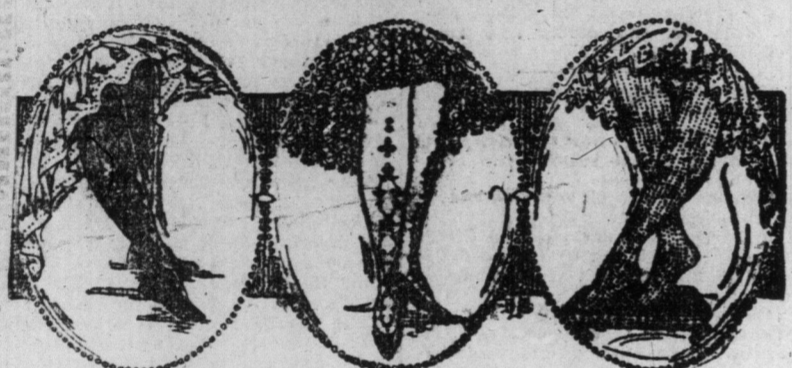
Is it any wonder that a housekeeper finds it difficult to "get ahead"? But, nevertheless, it is a wise thing to buy Furniture now. Waiting, seldom if ever, makes it any easier to spare the money from other things, whereas in this case it will surely make furniture more expensive. Some of the February prices to-morrow will save you nearly 50 per cent. in dining room furniture to-morrow.

7 only Extension Tables, quartered oak, splendid design, in pedestal or most leg patterns, heavy moulded rims, extend to 8 feet. Regular prices \$16.75 to \$22.00. Wednesday February Sale, \$11.50.

18 sets Dining Chairs, quartered oak frames, golden finish, full box seats, square stretchers, panel backs, upholstered in dark green leather. Regular \$12.50, in sets of 5 small and 1 arm chair. Wednesday February Sale, \$14.00.

15 Side Tables, quartered oak, golden finish, neat design, with cutlery drawer and lower shelf. Regular \$7.50. Wednesday February Sale \$5.00.

The February Hosiery Sale for Wednesday



Women's Fine Imported Lisle Thread Hose, newest patterns and designs, in silk embroideries and fancy laces, in black, white and colors. Regular 60c. Hosiery Sale price Wednesday 39c.

Women's 2-1 Ribbed and Plain Black Cashmere Hose, full fashioned, double heel and toe. Regular 40c and 50c. Hosiery Sale price 29c.

Boys' and Girls' Plain and 2-1 Ribbed Black Cashmere Hose, seamless, double heel and toe. Regular 30c and 35c. Hosiery Sale price 19c.

FOR MEN.

Men's Fine Imported Lisle Thread Socks, fancy stripes and silk embroideries, big assortment of colors. Regular 50c. Hosiery Sale price, Wednesday, 19c.

Men's Fine Imported Lisle Thread Socks, fancy silk embroideries, black, white and colors. Regular 50c. Hosiery Sale price, Wednesday, 29c.

Men's Plain Black Cashmere Socks, right weight for present wear. Regular 30c. Hosiery Sale price, Wednesday, 17c, 3 for 50c.

Men's Finest Imported Silk and Wool Socks, black cashmere, with colored stripes. Regular 65c. Hosiery Sale price, Wednesday, 35c, 3 for \$1.00.

STOCKINGS may be bought in this store now cheaper than they can be sold in the stores of the European cities where they are made.

It is our Annual Hosiery Sale. You know all about this event. It is one of the features in the programme for the Simpson year, and each February you gladly take advantage of it.

To-morrow we emphasize:

Women's Fancy Striped and Silk Embroidered Hose, and lace, also plain black, tan and colors, fine imported lises. Regular 40c. Hosiery Sale price, Wednesday, 25c.

Women's Fine Imported Lisle Thread Hose, lot includes laces, silk embroideries and fancy patterns, also plain black, white, tan and colors. Regular 50c. Hosiery Sale price 35c, 3 pairs \$1.00.

More of the New Directoire Materials

SATIN CLOTHS, Broadcloths, Worsteds and Panamas, in the wide widths and finishes for the new gowns—Empire, Princess and Directoire styles—and the light-weight Tailored Suits.

We spoke the other day of the Empire Silks, but had little room to more than mention the new dress fabrics also. Our Spring showing grows apace with fresh arrivals daily. We have a larger and finer department now than ever, and preparations for spring have been made in proportion. As Empire and Directoire styles and effects are undoubtedly to be the supreme feature of the coming season, we have stocked an inconceivable range of the particular shades required by that fascinating mode. Apricot, smoke greys, canards, amethyst, rose, peacock, taupe, wood browns, tans, greens, etc., in the soft satiny finish, which the Directoire style demands. You are cordially welcome to look through our magnificent Dress Goods Department every time you are in the store. It is always fresh with interest, and already feels the influence of Spring.

Six Important Items of Fashionable Dress Goods on Sale Wednesday

No. 1. New Chiffon Panamas, in black only, a beautiful rich dress fabric, graceful draping quality, and specially adapted for the prevailing styles in gowns, 46 inches wide. Wednesday, per yard 83c.

No. 2. Priestly's New Black Satin Cloths, rich, lustrous and beautiful, an ideal dress fabric, suitable for any style of gown or suit, 54 inches wide. Wednesday, per yard, \$1.00.

No. 3. New Ottoman Satin Stripe Broadcloths, in the bright chiffon finish, nothing so distinguished looking as a broadcloth for light tailored suits and dresses, absolutely unspottable and uncrushable, and made from finest Botany wools, 54 inches wide. Wednesday, per yard, \$1.00.

No. 4. New Chiffon Broadcloths, rich, soft, silken finish, nice draping quality, and tailors beautifully, all wanted shades here, taupe, smoke greys, rose, amethyst, canard, peacock, new wood browns and tans, etc., 52 inches wide. Wednesday, per yard, \$1.50.

No. 5. New Spring Worsteds, such a selection of beautiful colorings and combinations, from the best looms in Europe, in plain colors, and some with faint stripe effects, we have the most complete and exclusive range of these rich, stylish suitings in Canada, 52 inch wide. Wednesday, per yard, from \$1.00.

No. 6. New Directoire Satin Cloths, fashion's first favorite for spring and summer wear, rich in appearance, refined in texture, this fabric at once appeals to the lady who wishes a really handsome gown, suitable for all occasions, 42 inch wide. Wednesday, per yard, \$1.25.

A special purchase of English Conting Sergees, from the best maker of this class of Dress Goods in England.

1000 yards on sale Wednesday, cream and navy only, most serviceable fabric woven for girls' and misses' dresses. These are absolutely pure wool qualities, and will launder and clean to perfection. Come early Wednesday for these, and if you cannot come, order by phone, 44 inches wide. Usual value 75c, on sale Wednesday, per yard, 50c.



Special Clearing Sale of Men's Suits,

Regular \$8.00, \$8.50 and \$9.50, On Sale Wednesday, \$5.45

109 Men's Business Suits, an assorted lot of patterns to select from, in English and Canadian tweeds, dark brown and grey mixtures, in neat checks and broken plaids, made up either single or double breasted sack style, with good trimmings to match, sizes 36 to 44. Regular prices \$8.00 to \$9.50, clearing Wednesday \$5.45.

Boys' \$5 Suits \$2.49

Boys' Double Breasted Two-piece Tweed Suits, in a well assorted range of desirable patterns of English and Scotch manufacture, in medium and dark grey and brown mixtures, some broken checks and stripes, well made, lined with good Italian cloth, pass lined with strong cotton, sizes fit 9 to 15 years, plain knee pants. Regular prices \$3.50 to \$5.00, clearing Wednesday \$2.49.

1.50 Neglige Shirts ("W. G. and R." Brand) Reduced to \$1.00.

500 only of best quality Oxford Shirting, in the popular plain blue effects, cuffs attached, coat style, standard material and best workmanship throughout, all improvements known to shirt craft. Sizes 14 to 17. Regular \$1.50. Wednesday \$1.00.

CLEARING OUT THE ODD LINES OF MEN'S WINTER UNDERWEAR, \$1.00 GARMENTS FOR 50c.

300 garments in all, oddments of Shirts or Drawers, in Scotch wool, some shirts double breast and double back, a few are slightly counter soiled; also a few drawers of our best quality fleece line. In the lot are sizes 34 to 42. Regular to \$1.00 garment. Wednesday, per garment, 50c.

(No phone or mail orders.)

Men's Furs at February Prices

Men's Electric Seal Fur Caps, in driver, wedge and Dominion styles. Regular prices up to \$3.50, Wednesday \$1.45.

Men's Persian Lamb Fur Caps, wedge, driver and Kiva shapes. Regular up to \$3.50, Wednesday \$4.95.

Men's Extra Choice South Sea Seal Fur Caps, wedge and Dominion shapes. Regular up to \$16.50, Wednesday \$9.75.

Linens and Staples

75 pairs Extra Good Bleached Sheets, 40x90, made from pure finished heavy English sheeting. Regular \$1.90 per pair, Wednesday \$1.33.

100 only Reversible Comforters to clear, 66 x 72 and 72 x 72 inches, clean fluffy, odorless filling, splendid medium colorings, stitched designs. Your choice while they last, each, Wednesday, 95c.

800 yards Bleached Indian Head Suiting Cotton, beautiful linen finished cloth, especially made for ladies' and children's white wash dresses, coats, etc., 38 inches wide. Per yard, Wednesday, 15c.

42 dozen All Pure Linen Bleached Damask Table Napkins, good weight, fine weave, splendid range of dainty designs, 18 x 18 inches. Regular \$1.25 per dozen, Wednesday \$2c.

420 yards Fine Quality All-wool Grey Flannel, made from selected thoroughly scoured and cleaned yarns, finest browns and tans, etc., 32 inches wide, at, per yard, Wednesday, 17c.

Double-Width Silks

NEW SILKS ARE ARRIVING.

A large purchase of double width Dress Silks just received, for hand some qualities these silks are superior to any values we have hitherto shown.

Rich Black Satin Mousseline Duchesse, superb dress qualities, deep permanent black, beautiful rich satin finish, soft draping qualities, excellent values, 38 inches wide, at \$1.75 and \$2.00 yard.

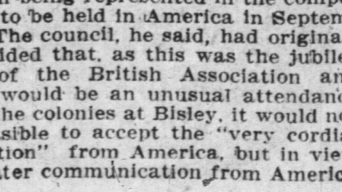
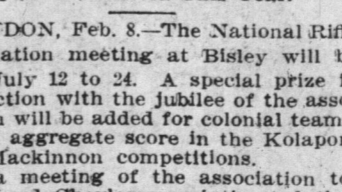
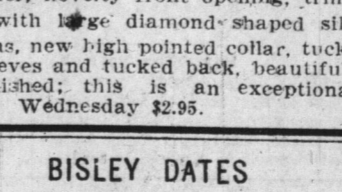
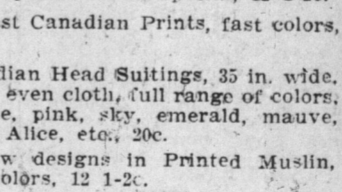
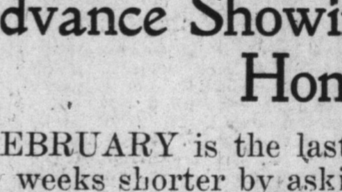
Rich Black Chiffon Taffeta Dress Silks, beautiful high mousseline finish, regal dress qualities, pure, vegetable yarn dyed, unsurpassed values, 38 inches wide, at \$1.00 and \$1.25 yard; 40 inches wide, at \$1.50, \$1.75 and \$2.00 yard.

Groceries Wednesday

2,000 stone Fresh Rolled Oats, per stone, 43c.

Pure White Clover Honey, 5-lb. pail, 55c.

Finest-Canned Tomatoes, 6 tins, 45c. Canned Corn or Peas, 6 tins, 45c. Choice Sigs Bacon, peameal, half or whole, per 16 1/2 lbs., 17c. Choice California Prunes, 3 lbs., 25c. Choice Japan Rice, 4 lbs., 25c. Finest White Sage, 3 1-2 lbs., 25c. 1,000 dozen California Lemons, seedless, per dozen, 10c. Imported Macaroni, 3 packages, 25c. Canned Catsup, Canada Pride Brand, 2 tins, 15c. Quaker Wheat Berries, 3 packages, 25c.



A Silverware Sale in the New Store

1,000 Pieces for Wednesday Alone at One Price, \$1.98

THE New Store's magnificent Silverware Department inaugurates its First Sale on Wednesday morning at 8 o'clock.

We begin with a large quantity of goods reduced to one popular price including almost every variety of hollow-ware for the table made.

Every day will see added interest and fresh variety for the period of the Sale's duration. The saving in money possible will in the aggregate run into thousands of dollars.

This being the first event of the kind held in our new department (of which we are justly proud), we are anxious to make it an auspicious initiation and have gone to unprecedented lengths in preparation.

Here then is what we have arranged for Wednesday, the opening day of the sale:

\$3.00 to \$4.00 Fern Pots, fancy open work band and feet, white porcelain. Clearing, one price Wednesday, \$1.98.

\$3.50 to \$4.00 Bake or Pudding Dishes, satin and bright finish, removable enamelled lining. Clearing Wednesday, one price, \$1.98.

\$2.75 to \$4.50 Cake Baskets, satin and bright finish, engraved and embossed, bright and roman lining, fancy handles and feet. Clearing Wednesday, \$1.98.

\$2.50 to \$3.50 Pickle Castor, fancy stand and tongs, crystal, ruby and opal decorated Pickle Jar. Clearing, one price, \$1.98.

\$2.50 to \$3.00 Bread Trays, satin, engraved, grey finish, rocco and bead borders. Clearing Wednesday at one price, \$1.98.

\$2.50 to \$3.00 Butter Dishes, satin and bright finish, silver and glass drainer. Clearing, one price Wednesday, \$1.98.

Advance Showing of the Spring Prints For Home Dressmaking

FEBRUARY is the last real winter month, and we cut winter three weeks shorter by asking you to come and think of spring and consider the spring wash fabrics. We announce the

First delivery of our New Prints, hundreds of designs, and all the leading colors, such as navy, eky, grey, lilac, red, white, black, cherry, pink, brown, etc. Prices for the season as follows:

Crum's celebrated No. 1 quality, 15c.

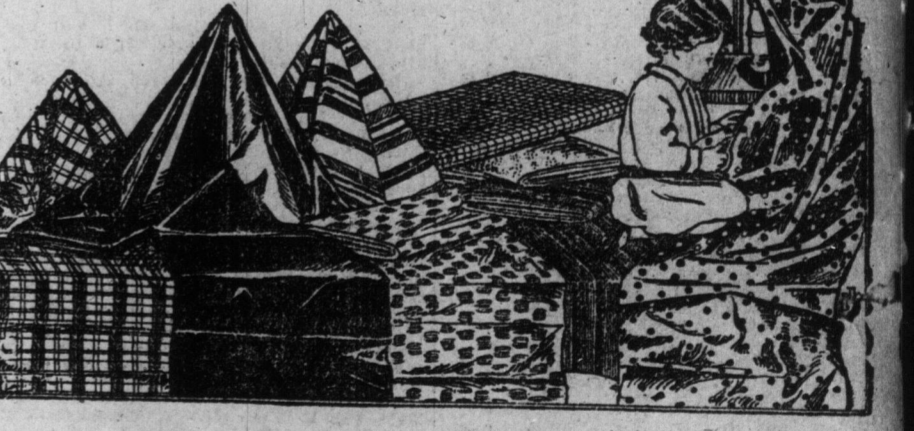
Crum's second quality, 12 1-2c.

Simpson's extra special, 12 1-2c.

Best Canadian Prints, fast colors, 14c.

Indian Head Suitings, 35 in. wide, fine, even cloth, full range of colors; white, pink, sky, emerald, mauve, tan, Alice, etc., 20c.

New designs in Printed Muslin, all colors, 12 1-2c.



New Black Taffeta Waists \$2.95.

A very handsome new tailored model to be shown Wednesday, price \$2.95, made of lovely soft quality black taffeta, in Gibson effect, with pleats over shoulder, novelty front opening, trimmed with large diamond-shaped silk buttons, new high pointed collar, tucked sleeves and tucked back, beautifully finished; this is an exceptional value. Wednesday \$2.95.

Underpriced Corsets

300 pairs Ladies Superfine Corsets, Royale model, for medium figures, fine white coutil, medium high bust, long hips, back 18 inches long, 4 fine plain elastic garters, filled with rustproof steels, 4 wide side steels, trimmed with lace and ribbon. Sizes 18 to 26 inches. Regular value \$2.00. Wednesday \$1.00 a pair.

300 pairs Ladies Corsets, Simpson Special, fine white or grey jean, medium high bust, long hips, straight front, filled with fine steels, trimmed with lace and ribbon. Sizes 18 to 26 inches. Regular value 75c. Wednesday, 50c per pair.

MAURETANIA'S NEW RECORD

New Propellers Clip Four Hours Off the Long Route.

QUEENSTOWN, Feb. 8.—The Cunard Line steamer Mauretania passed Daunt's Rock lighthouse at 5.10 p.m. today, thus establishing a record for the long route. The passage was made in four days 20 hours and 27 minutes. Owing to high seas, no stop was made, and all passengers were carried on to Liverpool.

The best previous record was five days and five minutes. New propellers make the difference.

Eye Opener Still Barred.

OTTAWA, Feb. 8.—The application of R. Edwards, editor of The Calgary Eye-Opener, to have his publication re-admitted to the mails, has, after several days' consideration, been refused by the postmaster-general.

APPEARS AS A WITNESS IS JAILED AS A THIEF

NEW YORK, Feb. 8.—His appearance as a witness here in the extradition case of Oscar Slater, recently ordered deported in connection with the murder of Miss Marion Giehrst in Glasgow, Scotland, led to the arrest today of David Jacobs, a dealer in jewelry, on the charge of having in 1904 robbed the Earl of Chesterfield in London of a pearl scarf-pin valued at \$3000. Jacobs had been sought ever since by the British authorities.

Well Seventy Feet.

PHOENIX, B.C., Feb. 8.—(Special.)—Fred Hall, a machine operator, aged 35, was killed by falling seventy feet in the Mother Lode mine.

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