

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

Store Closes Daily at 5.30 p.m.

SIMPSON

PROBABILITIES.
Lower Lakes and Georgian Bay—
Fresh westerly winds; fair and moder-
ately cold; some local snow flurries.

SIMPSON

COMPANY LIMITED
FEB. 12.

Make the Most of Valentine's Day



We have some of the cleverest ideas that the Valentine makers of two continents have evolved. On sale on the first floor. The Picture Department offers a selection of new ideas for Valentines also, in a more lasting form.



Violets for St. Valentine's Day

Single Violets, large bunches, for 25c
Also Carnations, Daffodils, Tulips, Roses, etc., at moderate prices. Phone direct to department.

New Neckwear From New York

By freshening up your appearance with a deft touch of two you may effect a veritable transformation. Recognize the passing of the winter by some little note of spring fashion, like a piece of this new neckwear.

- New "Ascot" Stocks, in white plique and fancy mercerized vesting. Each, 25c to 50c.
- New "Hunting" Stocks, in white plique and fancy mercerized vesting. Each, 25c to 50c.
- New "Gibson" Tailored Stocks, in white fancy mercerized vesting, and plain linen. Each, 25c to 50c.
- New "Gibson" Stocks, of fine Valenciennes and gupure lace. Each, 25c to \$1.00.
- New "Gibson" Stocks, of white embroidered mull and "baby" Irish lace. Each, 50c to \$1.50.
- New "Jabots" of soft mail and fine Valenciennes and Cluny laces. Each, 50c to \$1.50.
- New "Jabots" of Bretonne net. Each, 25c to \$1.00.
- New "Net" Bows, in white. Each, 25c to 75c.
- New "Embroidered" Mull Bows, in all white. Each, 25c to 75c.

NEW NECK RUCHINGS FOR SATURDAY

- Net Ruchings, in white, cream and black. Per yard, 15c, 25c to 50c.
- Lisse Ruchings, in white, cream, ecrú and colors. Per yard, 20c to 75c.
- Chiffon Ruchings, in black, cream, white, ecrú and colors. Per yard, 20c to 75c.
- Tulle Ruching, in black, white, cream and colors. Per yard, 35c to 65c.
- Valenciennes Lace Ruching, in white or ivory. Per yard, 20c to 50c.

New \$1 Silks Selling at 69c

- RICH SATIN DUCHESSE.
- RICH SATIN LIBERTYS.
- RICH SATIN MESSALINES.

3000 yards of the most fashionable Dress Satins just received from Lyons, France, high-class dress satins, ideal draping qualities, correct weaves for the present styles, in all the newest shades, including empire, vert, smoke, boise, rose, taupe, amethyst, bisque, maize, pale pinks, pale blues, Bordeaux, pearl, sapphire, renegade, mauve, Copenhagen, navys, browns and greens, also ivory, cream and black. Regular value \$1.00. Special for Saturday's selling, 69c.

\$1.25 BLACK CHIFFON TAFFETA SILK, 98c.

With Black Taffeta Dress Silk, 1 yard wide, fine mousseline finish, deep full unfading black, splendid wearing quality. Regular value \$1.25, special for Saturday's selling, 98c.

The Sale of Silverware



- LET us run over a few of the saving prices in this sale picked at random. Hundreds and hundreds of prices—all of them underpriced in similar proportion for this, our first February Sale in the new store.
- \$14.00 Tea Sets, Saturday, \$7.95
- \$20.00 Tea Sets, Saturday, 14.00
- \$18.00 Tea Sets, Saturday, 12.00
- \$36.75 Tea Sets, Saturday, 30.00
- \$6.50 Fruit Dishes, Saturday 4.95
- \$5.00 Bake Dishes, Saturday 4.00
- \$8.50 Salad Bowls, Saturday 6.00
- \$3.50 and \$4.00 Dessert Sets, Saturday, 2.95
- \$3.75 Spoon Trays, Saturday 2.95
- \$3.50 Fern Pots, Saturday, 1.98
- \$3.00 Cake Baskets, Saturday 1.98
- \$3.00 Bread Trays, Saturday 1.98
- \$3.00 Bake Dishes, Saturday 5.00

Gloves—Men's and Boys' Ladies' Flannelette Gowns

Men's Tan Mocha Wool Lined Gloves, Gore wrist, dome fasteners. Regular 75c, Saturday, pair, 25c.

Men's and Boys' Wool Gloves and Mittens, Regular 35c, Saturday, pair, 19c.

Ladies' Gloves—Swede and Cashmere

Women's Wrist Length Undressed Swede Finished Black Kid Gloves, dome fasteners, sizes 5 1-2 to 6 3-4. Saturday, pair, 49c.

Women's Black Cashmere Gloves, for present wear, wrist length, dome fasteners, all sizes. Regular 35c, Saturday, pair, 25c.

Ladies' Flannelette Gowns at Clearing Prices

Clearing three pretty styles of Ladies' Flannelette Gowns, made of extra quality plain white or pink or fancy striped flannelette, handsomely trimmed, with lace or embroidery, made full and large, lengths 56, 58, 60 inches. Regular value \$1.50, Saturday to clear at 95c.

Wall Papers for Saturday

2350 rolls Parlor, Dining Room and Hall Papers, good colorings, red, green, blue and light shades. Regular to 35c, Saturday, 22c.

The February Prices on Hosiery Save You Time, Work, Patience and Money

YOU buy Stockings in the February Hosiery Sale at prices which make it cheaper to buy new ones than mend old ones if you place even the slightest value on your own time. You choose from the over-production of the best mills in Europe and the stockings cost YOU less than they cost the ladies of France, Germany and England.

There is plenty of choice, the goods are perfect, qualities are standard. When we quote the regular price we mean the Simpson price as regularly understood in this store. If you are used to prices elsewhere the saving will be bigger than our figures express.

- Women's Fine Imported Lisle Thread Hose, silk embroideries, lace, fancy patterns, and plain black, also fancy colors. Regular 50c, Hosiery Sale price, Saturday, 35c; 3 pairs, \$1.00.
- Women's Fine Lisle Thread Hose, all newest goods, in embroideries, lace and plain colors. Regular 60c, Saturday Hosiery Sale price 25c.
- Women's Silk Hose, imported black, sky, pink, tan and brown. Regular \$1.50, Hosiery Sale price, Saturday, pair, 98c.
- Girls' and Boys' Black Hose, 2-7 Ribbed Hose, English make, double heel and toe. Regular 30c, Hosiery Sale price, Saturday, 20c.
- Men's Fancy Lisle Thread Socks, fancy patterns and dropstitch effects. Regular 30c, Hosiery Sale price, Saturday, pair, 19c.
- Men's Black Cashmere Full Fashioned Socks. Regular 40c, Hosiery Sale price, Saturday, 25c.
- Men's Fine Shot Silk and Wool Socks. Regular 65c, Hosiery Sale price, Saturday, 35c, 3 pairs \$1.00, \$1.15.

Some Samples of the New Suits for Women

ON Saturday we are going to forestall the new season a little by a sale of sample Suits. Only a limited number, but they are new and the news is interesting if only on that score. Better come first thing in the morning and see them while they are all here.

Ladies' Suits, Samples and Oddments, Regular Prices \$25, \$35, \$40, \$45 and \$50, Saturday all at \$15.

Just 75 only Imported Ladies' Suits, samples and oddments of the best materials, English serges, French Venetians, striped worsteds, broadcloth-finished cloths and fancy worsteds. The colors are green, navy, black, wine, grey and brown, plain and stripes. There are both tight and semi-fitting coats, long and medium lengths, silk and satin lined. Straight and cutaway coats, trimmed with tailored strappings of self, and silk lapels; others strictly tailored. Some have gored, others circular skirts, trimmed with strappings of self and novelty buttons to match coat. We intend to clear these samples and oddments at the ridiculous price of... Regular values are \$25.00, \$35.00, \$40.00, \$45.00 and \$50.00.



New Model Waists at Popular Prices on Sale Saturday

A very handsome model, in fine white or ecrú net; entire waist of fine pin tucking, front elaborately trimmed with points of heavy Cluny insertion, edged with silk bands, dainty collar and new directoire sleeves, lined with heavy Japanese silk. Special, \$2.95.

Fancy Stripe Net Waist, in new design, with V-shaped yoke, high pointed collar and pointed sleeves, trimmed with ruffle of silk and chiffon, supplied in black, ecrú, brown, taupe, green and Copenhagen. Japanese silk linings to match. Saturday, \$3.95.

New Model Waist of soft chiffon taffeta silk, black only, strictly tailored effect, high pointed collar and sleeves, entire waist of all-over tucking, box pleats in front, trimmed with large silk buttons. Special, \$5.00.

Simpson's King's Court Stationery

Linen Note Paper and Envelopes, something new in Linen Writing Paper, at a very low price.

Note Paper, put up in 5-quire packages (120 sheets), with a neat and artistic designed wrapper, a beautiful paper for everyday correspondence. Price, per package, 25c, or, per quire, 5c.

Envelopes, put up in packages of 25, well gummed and with the new long pointed flap. Price, per package, 5c.

Note—Note Paper or Envelopes can be secured separate at any time to match your "left-over stock"—a standard, staple line.

New Arrivals in Dress Goods Dept.

WE'VE prepared on such a scale this year that unless you come and see the goods gradually as they arrive, we despair of your ever seeing them at all. And we want you to see everything because we're proud of every weave and shade.

Chiffon and Suede Broadcloths, Pastel Broadcloths, in chiffon and suede finishes: Directoire Satin Cloths, Empire Satin Cloths, Satin "Princess" Satin Cloths; the season's most fashionable fabrics for dresses and suits. The Broadcloths are beautifully finished, with a permanent lustre, which remains after sponging. The Satin Cloths have a brilliant lustre, which is guaranteed to remain no matter how hard the wear. These fabrics are very suitable either for house or street wear, and are unequalled for the stylish tailored suit. In each quality a choice assortment of new spring shades, rich shades of amethyst, taupe, stone grey, elephant and dainty colors, laurel, wood browns, golden tans, lilac, wisteria, etc. Pastel shades in delicate shell pinks, peach, pearl grey, sky, mauve, turquoise, etc. These fabrics are guaranteed uncrushable and unspotable. See the special display in our extensive Dress Goods Department. Prices, \$1.00, \$1.25, \$1.50 per yard.

Special showing of Black Broadcloths, in chiffon, suede and peon finishes; absolutely unfading blacks, and guaranteed to retain their lustre after sponging. Priestley's satin cloths, in blacks, are unequalled for dye and finish, beautiful fabrics for gowns and suits, guaranteed permanent, rich, full blacks. Saturday selling, \$1.00, \$1.25, \$1.50.

Groceries for Saturday

- 2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb., 30c.
 - Canned Fruit, in quart gem jar, Raspberries, Cherries, Peaches, Plums, Pineapple, per jar, 20c.
 - Baker's Cocoa, 1-2-lb. tin, 22c.
 - 4000 lbs. Finest California Seeded Raisins, in 1-lb. package, 3 packages 25c.
 - One car Fancy Navel Oranges, large size, sweet and seedless, regular 35c, per dozen, 28c.
 - Redpath's Loaf Sugar, 4 lbs., 25c.
 - 5000 tins Heather Brand Sweet Winkie Peas, small and tender, 3 tins, 25c.
 - Canned Beans, Golden Wax, extra fine, Canada Pride Brand, 3 tins, 25c.
 - Malta Vita Cereal, 3 packages, 25c.
 - Imported Pickles, Rowatt's, 1-2-pint bottle, assorted, per bottle, 10c.
 - Fancy Mixed Biscuits, 2 lbs., 25c.
 - Candy, 500 lbs. Peppermint Chips, per lb., 8c.
 - 2 LBS. COFFEE, 35c.
- The merit of this blend of Coffee is instantly recognized. It is a price marvel. Fresh roasted, in the bean, ground pure or with chicory. Saturday, 2 lbs., 35c.

\$2.25 Corsets Saturday \$1.25

SATURDAY you will have a chance to secure one of the season's newest models at almost Half Price. This lot came our way at a substantial reduction from a well-known manufacturer, and Saturday we will pass them on to you. Phone orders filled while goods last.

300 pairs Ladies' Fine Corsets, made of fine white coutil, medium high bust, long extension hips, back 16 inches long, long straight front, filled with all rustproof steels, 4 wide side steels, 4 fine plain elastic garters, with rubber buttons, trimmed with lace, silk ribbon and satin bow. Sizes 18 to 26 inches. Regular value \$2.25, Saturday \$1.25 a pair.

Millinery for Saturday

Nearly 60 new Silk Hats, made on the newest spring shapes, in turbans and other styles, will be ready for Saturday morning. They will be in black, with jet trimmings, and colors with flower trimming. Special Saturday, \$4.50.

In the Men's Store

LOOK over this Saturday list of special offerings. Take stock of your appearance, remembering that the end of the winter is apt to find a man a little shabby. Remember also that the end of this winter is the best time to buy to the best economical advantage for next winter. When it comes to fur coats this consideration is important.



Special Sale of Men's Fur-trimmed Overcoats. Regular \$15 and \$16.50, clearing Saturday, \$11.95.

37 only Men's Fur-trimmed Overcoats, "our own special make," made from a fine imported black English beaver cloth, of rich black shade, smooth, lustrous finish, lined with a heavy quilted Italian lining; cut in double-breasted style, finished with a deep shawl collar of full-furred German otter, and double row of barrel buttons, with frog fasteners down front, will fasten close to throat in stormy weather; excellent, comfortable, storm-resistant, presenting the exact appearance of the high-class fur-lined garment, with every requirement combined. Sizes 36 to 46. Regular prices \$15.00 to \$16.50, clearing Saturday, \$11.95.

Men's Navy Blue and Black English Worsteds. Special price Saturday, \$5.00.

Men's Imported English Worsteds, in navy blue and black, a fine, firm, rich-finished twill worsted, a material suitable for dress or business wear, made in single and double-breasted sack style, cut on the new spring model, showing the new details of fashion, nicely finished, carefully tailored, fine trimmings and durable mohair linings. Sizes 36 to 44. Extra special value, Saturday, \$8.00.

115 pairs Men's English Worsteds, a fine English trousering, of close, firm weave, in quiet and subdued stripe patterns, also some fancy lighter mixtures in dark grounds. The colorings are the latest and most fashionable, cut in perfect-fitting style, extra well tailored, hip and side pockets. Regular prices \$3.25 and \$3.50. Sizes 32 to 44. Clearing Saturday \$1.98.

Boys' Overcoats, Regular \$6.50 to \$10.50, clearing Saturday, \$4.95.

69 only Boys' Overcoats, fine English grey chevrons and handsome mixed fancy tweed coatings, imported materials, made in perfect fitting Chesterfield style, finished with black velvet collar, and fine linings and trimmings to match. Regular \$6.50 to \$10.50, clearing Saturday, \$4.95.

Men's Persian Lamb Caps, wedge shape. No. 1 glossy even cut skins. Regular up to \$12, Saturday, \$8.45.

1500, that's all, of Standard Fabrics, and high-grade workmanship throughout; made by well-known and reliable shirt makers. The assortment of designs and styles is broad enough to allow the most fastidious to choose. Sizes 14 to 18. Regular \$1.00, \$1.25 and \$1.50, Saturday, 69c.

Clearing out the odd lines of Men's Winter Underwear, \$1 Garments for 59c.

250 garments only, Scotch wool, in broken lines of shirts and drawers; some shirts are double breasted and back; a few are counter soiled; odd drawers only of our best quality (fleece-lined); in the lot are sizes 34 to 42. Regular to \$1.00 per garment. Saturday, per garment, 59c.

No phone or mail orders filled.

Fur Coats and Caps.

Men's Wallaby, Wombat, Corsican Lamb and Wolfskin Fur Coats, full 50 inches long and deep roll collars. Regular up to \$33.00, Saturday \$20.00.

Men's German Otter Fur Collars, made from No. 1 skins, best finish. Regular \$6.00, Saturday \$3.98.

Men's Persian Lamb Caps, wedge shape. No. 1 glossy even cut skins. Regular up to \$12, Saturday, \$8.45.

Dining-Room Furniture Costs Little Here on Saturday

THANKS to the February Sale prices! this sale offers a big saving on Furniture for every room in the house. We pick on dining rooms merely by way of specific illustration.



30 sets Dining Chairs, beautiful designs in quartered oak frames, golden finish, richly polished, full box seats, strongly braced, shaped legs, with claw feet, back and seat upholstered in genuine leather, in sets of one arm and five small chairs. Regular \$48.00, Saturday February Sale, \$32.50.

25 sets Dining Chairs, solid quartered oak frames, handsome panel backs, seats all-over upholstered in green leather, attractive and durable, in sets of one arm and five small chairs. Regular \$31.00, Saturday February Sale, \$22.75.

30 sets Dining Chairs, solid oak frames, quartered oak backs, four handsome designs, padded seats, upholstered in genuine green leather, in sets of one arm and five small chairs. Regular \$19.50, Saturday February Sale, \$14.00.

Popular Fiction at a Popular Price

A LARGE shipment of recent popular fiction has just been received, in cloth bindings, which have sold for \$1.10 and \$1.20, now classified as "rebounds" and at the popular price of 50 cents.

A few of the latter titles are—

"The Younger Set," "Lavender and Old Lace," "Requiem for Red Gate," "Satan Sanderson," "The Princess Passes," "The Lady of the Mount," "Brewster's Millions," "Doctor Luke of the Labrador," "The Blazed Trail," "Beverly of Graustark," "Graumark," "The Colonel of the Red Hussars," "Half a Rogue," "Pigs in Clover," "The Fighting Chance," "Nancy Stair," "The Spoilers," and others; bound in cloth. Price, 50c a volume.