

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

Store Closes Daily at  
5.30 p.m.

THE SIMPSON COMPANY LIMITED

PROBABILITIES.  
Lower Lakes and Georgian Bay—  
Strong west and northwest winds; fair  
and colder, with local snow surges.

THE SIMPSON COMPANY LIMITED

THURSDAY,  
FEB. 11, 1909

# ★ ★ ★ A Triple-Starred Bargain Day ★ ★ ★

### Misses' Separate Skirts

Regular \$4.50, Friday \$1.95  
50 only Misses' Separate Skirts, made of good quality serge. It has 26 separate pleats, and well made and finished, made in navy blue only. Regular \$4.50 skirt, to clear Friday, \$1.95.

Three Star events add lustre to the Friday Bargain Programme for to-morrow. The Furniture Sale, the Hosiery Sale and the Sale of Silverware.  
The lists include also Winter goods from all the departments, which means that the economies are practical to the season, and welcome right now.

### Men's Suits and Trousers

Men's Suits, heavy imported tweeds, strong firm materials, in dark grey mixtures, brown and green effects, sack style. Sizes 36 to 44. Our regular prices \$7.50, \$8.50 and \$9.00. Clearing Friday, \$4.95.  
140 pairs Men's Pants, in strong, durable, domestic tweeds, of smooth worsted finish, in dark grounds, with neat invisible stripe pattern, strongly made, side and hip pockets. Sizes 32 to 44. Regular price \$1.50, clearing Friday 98c.

### Men's Shirts and Collars

American-made White Pleated Shirts, well made, perfect fitting. Sizes 14 to 16 1-2. Friday, 69c.  
Four-in-Hand Neckwear, of pure silk, in all the popular shades, broken lines, mostly stripes, spots, fancy figures. Regular 50c and 75c, Friday, 25c.  
Flannelette Night Robes, extra large and long, collar and pocket, pink, blue and grey stripes. Sizes 14 to 19. Friday, 33c.  
Heavy Navy Blue Flannel Shirts, bands only, large and well made in every way. Sizes 14 to 18. Regular \$1.00 and \$1.50, Friday, 79c.  
"Xylonite" Imported Waterproof Collars, lay-down, wing, straight standing and stand-up turn-down styles, also boys' Eton style. Sizes 12 1-2 to 18. Regular 18c each, Friday, 10c each, 3 for 25c.

### Men's Furs

Men's Fur Collars, in astrachan lamb, electric seal, wombat, wallaby and beaver. Regular up to \$5.00, Friday, \$2.39.  
Men's Fur Gauntlet Mitts, in black Galway, German beaver and dogskin. Regular up to \$6.00, Friday, \$2.95.  
Men's Fur Caps, German otter, astrachan lamb, electric seal and nutria beaver. Regular up to \$3.50, Friday, \$1.89.  
Men's Black Astrachan Lamb Fur Coats, choicest skins, even glossy curls. Regular \$45.00, Friday, \$35.00.

### Men's Winter Caps

Men's Fur Caps, driver shape, in astrachan lamb, electric seal, Canada seal and fur and cloth combinations. Regular up to \$5.00, Friday, \$2.95.  
Men's Cloth Caps, heavy for winter wear, in navy and black cloth, fancy tweeds and corduroys. Regular 75c and \$1.00, Friday 45c.

### MEN'S FUR COATS.

Men's Mountain Bear and Siberian Dogskin Fur Coats, extra heavy furred, and best linings. Friday special, \$15.00.

### Men's Flannelette Night Robes

Heavy English Flannelette, with collar and pocket, double stitched seams, extra large and long, pink, blue and grey stripes, a very warm, comfortable and substantial garment. Sizes 14 to 17. Regular \$1.00 and \$1.25, Friday, 83c.

### Men's Shirts at 69c

Plain, Fancy or Pleated Bosoms. These shirts consist of broken lines of our better shirts, together with a manufacturer's overstock. Sizes 14 to 18. Regular \$1.00, \$1.25 and \$1.50, Friday, 69c.

## The February Furniture Sale Bargains for Friday

One of the big events of the Winter. One of the Star attractions of Bargain Day—the sale of Furniture. Just see these Bedsteads at \$2.25.  
100 Iron Bedsteads, white, blue or green enamel finish, dainty pattern, heavy posts and fillers, all standard widths. Friday February Sale, \$2.25.  
100 Iron Bedsteads, white enamel finish, continuous post design, with neat scroll head and foot, sizes 4 feet 6 inches, 4 feet and 3 feet 6 inches wide. Friday February Sale, \$2.95.  
50 Iron and Brass Bedsteads, heavy posts, seven strong upright fillers, extended foot end, brass top rail, with centre spindle and heavy brass knobs, beautiful white enamel finish, 4 feet 6 inches wide. Friday February Sale, \$4.00.

### Hardware Friday

500 Gallery Burners, complete with double wire mantle and white Q globe. Regular 50c, Friday 29c.  
500 Simplex Inverted Burners, complete with frosted or half frosted globe, and mantle. Regular \$1.25, Friday, 59c.  
Brass and Oxidized Kitchen Pendants. Regular 65c Friday, 48c.  
Wood Snow Shovels, D handle. Regular up to 50c, Friday, 29c.  
Steel Furnace Scoops, D and long handle. Regular 50c, Friday, 33c.

### Enamelware Bargains

Big shipment of Enamelware just received, and will be put on sale Friday at about half regular prices. Some of these goods are slightly chipped or imperfect in manufacture. Phone orders will be received.  
Rice Boilers, 1 quart, 35c; 2 quart, 39c; 3 quart, 55c.  
Bean Pots, 3 quart, 29c; 4 quart, 39c; 6 quart, 45c.  
Stove Pots, No. 8, 37c; No. 9, 45c.  
Lipped Sauce Pans, 3.4 quart, 8c; 1 quart, 9c; 1 1-2 quart, 10c; 2 quart, 11c; 3 quart, 15c; 4 quart, 17c.  
Tea and Coffee Pots, 1 quart, 19c; 1 1-2 quart, 23c; 2 quart, 25c; 3 quart, 29c; 4 quart, 33c.  
Water Pails, 12 quart, 45c.  
Tea Kettles, pit or steel bottom, No. 8, 49c; No. 9, 59c.  
Range Kettles, 29c.  
Almost everything in Graniteware at correspondingly low prices.

### Wall Papers

175 rolls Borders, assorted colors. Regular to 15c roll, Friday 2 1-2c.  
2400 rolls Odd Papers, in room lots, assorted colors. Regular to 10c, Friday, 5 1-2c.  
2350 rolls Parlors and Dining Rooms, good colorings. Regular to 25c, Friday 17c.

### Groceries

5000 tins Finest Canned Tomatoes, per tin 7c.  
Choice Family Flour, 1-4 bag, 60c.  
Finest Valencia Raisins, 4 lbs., 25c.  
Amalia Currants, cleaned, 3 1-2 lbs., 25c.  
Choice Cooking Figs, 5 lbs., 25c.  
Choice Yellow Sugar Crystals, 10 1-2 lbs., 50c.  
New Orleans Molasses, Cherry Grove Brand, 2-lb. tin, 10c.  
Perfection Baking Powder, per tin, 9c.  
Choice Pink Salmon, Salad Brand, per tin, 10c.  
Choice Blueberries, Eagle Brand, 3 tins, 25c.  
Choice Rangoon Rice, 6 lbs., 25c.  
Choice Pearl Tapioca, 5 lbs., 25c.  
2 LBS. PURE CELONA TEA, 42c.  
500 lbs. Pure Celona Tea, in black, mixed or green, Friday, 2 lbs., 42c.

## All the Oddments of Lace and Silk Waists

200 Woven Wire Springs, close woven triple steel wire, heavily reinforced, with split weave, cords and bands, mounted on select hardwood frames, guaranteed satisfactory, all sizes. Friday February Sale, \$2.25.  
200 Mattresses, nice quality striped ticking, well filled with best seagrass centre, with layers of cotton, wool both sides, comfortable and durable, all sizes. Friday February Sale, \$3.00.  
200 Ladies' Separate Skirts, made of fine woven vicuna cloth, with a broadcloth finish. It has a panel front, with a yoke at hips, finished with stitched fold, and thence carried by pleats to the bottom; a really good, serviceable skirt, made in black only. Regular price was \$3.00, to clear out this line we offer at \$1.95.  
1500 yards Rich Liberty Satin Ribbons, 4 1-2 to 6 inches wide, for sashes and millinery, etc. an assortment of odd shades. Regular 30c and 35c yard, Friday, 10c yd.

### Wash Goods Dept.

Shirt Waist Lengths of fine Swiss checked lawn, with hand-embroidered fronts of shamrock, etc. Worth double, \$2.00, \$1.50, \$1.25.  
Fine Soft 36-inch Nainsook. Regular 10c, for 7 1-2c.  
Printed Muslins, Lawns, etc., hundreds of patterns. Regular 12 1-2c, 15c and 20c, for 7 1-2c.  
Special bargains in Printed Lawns, Mulls, Balistes, Muslins and Organdies, all colorings. Regular up to 65c, for 19c.  
White Brocade Vestings. Regular 20c, for 12 1-2c.  
Fine Mercerized Scotch Zephyrs, highly mercerized, looks like silk. Regular 25c, for 15c.

### Linens and Staples

600 yards Plain English Pillow Cotton, full bleached, no dressing, good weight, 40 inches wide. Friday bargain, per yard, 10c.  
900 yards Bleached English Longcloths, beautiful weaves and finishes, best makes, yard wide. Regular 10c and 12 1-2c per yard, Friday bargain, 8 1-2c.  
1100 yards Heavy All Pure Linen Scotch Crash Roller Toweling, red border, made from clean, perfect drying flax, 16 1-2 in. wide. Friday bargain, per yard, 7c.  
340 yards Heavy Semi-bleached Damask Table Linen, firm weave, perfect bleaching cloth, assorted designs, 54 to 56 inches wide. Regular 25c and 30c per yard, Friday bargain, 18c.  
390 yards Pure Linen Full Grass Bleached Irish Dress Linen, round thread, even weave, just the weight for skirts, blouses, nurses' costumes, etc., 36 inches wide. Friday bargain, per yard, 29c.  
48 pairs only Fine White Unshrinkable Wool Blankets, thoroughly cleansed, dainty borders, beautiful lofty warm finish, 64 x 84 inches. Regular \$3.35 to \$3.50 per pair, Friday bargain, \$2.98.  
900 yards Heavy Striped Canadian Flannelettes, no dressing, strong make, soft nap, large range of colorings and stripes, 32 in. wide. Regular 8 1-2c per yard, Friday bargain, 6 1-2c.

### Umbrellas

Ladies' and Gentlemen's Strong Mercerized Umbrellas, steel frames, good assortment of handles. Regularly 75c, Friday, each, 49c.

### Bargains in Dress Goods

Black Dress and Suiting Fabrics in new Chiffon Panamas, new "Directoire" Satin Cloth, new Armure and Melrose Suitings, new Voiles, fine and coarse mesh, new lustrous and Sicilians, new Poplins and Taffetas, etc., etc. Regular values up to 75c, Friday selling 59c.  
Colored Dress Fabrics and Suitings, advance delivery of our new spring goods, new shades, new weaves, beautiful range of shades in each make, new fancy stripe satin cloths, new Raye Cachemires, new colored satin cloths. Regular value up to 85c, Friday selling, 65c.

### Ladies' Separate Skirts

200 Ladies' Separate Skirts, made of fine woven vicuna cloth, with a broadcloth finish. It has a panel front, with a yoke at hips, finished with stitched fold, and thence carried by pleats to the bottom; a really good, serviceable skirt, made in black only. Regular price was \$3.00, to clear out this line we offer at \$1.95.

### Ribbons Reduced

1500 yards Rich Liberty Satin Ribbons, 4 1-2 to 6 inches wide, for sashes and millinery, etc. an assortment of odd shades. Regular 30c and 35c yard, Friday, 10c yd.

## The Hosiery Sale -- The Second Star Attraction for Bargain Day

You who know what Simpson's Hosiery Sales are will not wonder at the insignificance of Friday's prices.  
Women's Plain Black Seamless Cashmere Hose. Regular 30c, Hosiery Sale price, Friday, 19c.  
Women's Fine Imported Lisle Thread Hose, silk embroideries, laces and fancy patterns, also plain black and tans. Regular 40c, Hosiery Sale price, Friday, 25c.  
Women's Plain Black and Natural Cotton Hose. Regular 25c, Friday, 12 1-2c.  
Misses' Plain Black Cashmere Hose, seamless, double heel and toe. Regular 30c, Hosiery Sale price, Friday, pair, 25c.  
Boys' and Girls' 2-1 Ribbed Black Cashmere Hose, seamless, double heel and toe. Regular 30c, Hosiery Sale price, Friday, pair, 25c.

### White Wash Waists for 69c.

Among the designs there is a big quantity of one design, beautifully embroidered front centre piece of fine filet embroidery, with rows of shaded-leaf design on either side; new long sleeves, frill of lace or pointed cuff, tucked collar and frill of lace. Friday's clearing price, 69c.

### Ladies' Underwear

Ladies' Vests and Drawers, fine heavy white or ecrú ribbed cotton. Vests are high neck, long sleeves, buttoned front. Drawers are ankle length, in both styles to match. Sizes 38 to 44 bust measure. Regular value 75c, Friday bargain, 38c.  
Ladies' Equestrienne Tights, fine black ribbed wool, with thread of cotton, ankle length, with elastic top. Sizes 32, 38 bust measure. Regular value \$1.00, Friday bargain, 75c.  
Ladies' Combinations, fine pure wool, colors white or natural, unshrinkable make, high neck, long sleeves, buttoned front, ankle length. Sizes 32 to 38 bust measure. Regular value \$2.00, Friday bargain, \$1.50.

### \$2.50 Corsets for \$1.50

360 pairs Ladies' Fine Corsets, Royale model, latest style, 4 fine plain elastic garters, trimmed with lace, silk ribbon and satin bow. Sizes 18 to 25 inches. Regular value \$2.50, Friday bargain, \$1.50.

### Bargains in Fashionable Silks

Black Mouseline Duchesse Satin, Satin Paillette, Satin Luxor, Chiffon Taffeta, guaranteed qualities, rich, deep, lustrous blacks, skein dyed. Regular value \$1.25 and \$1.50, Friday bargain, \$1.00 yard.  
Black Messaline Duchesse Paillette de Soie, Chiffon Taffeta, beautiful, rich unfading blacks, reliable makes, first choice qualities. Regular value 93c and \$1.00, Friday bargain, 75c yard.  
Black Chiffon Taffets, Satin Paillette, Satin Liberty, handsome, soft, draping qualities, permanent black, splendid wearing qualities. Regular value 69c and 75c, Friday bargain, 55c yard.  
Novelty Dress Silks, in latest styles, in stripes, checks, etc., in all sizes and widths, in taffeta and Louise weaves, in brown and white, navy and white, reseda and white, old rose and white, black and white, etc. Regular value 65c and 75c, Friday bargain, 50c yard.

### Ladies' Suits, Regular \$9.50, \$10 and \$12.50 for \$4.95.

55 only Ladies' and Misses' Suits, made in striped worsteds and tweed mixtures, in colors navy, green, brown and grey, or in plain brown and wine shades; semi-fitting coat, lined with mercerized saten, neatly stitched and trimmed with novelty buttons. Skirts are gored and circular, with deep folds of self, trimmed with buttons to match coat. Regular \$9.50, \$10.00 and \$12.50, for \$4.95.

### The Hosiery Sale -- The Second Star Attraction for Bargain Day

Women's Plain Black Cashmere Socks. Regular 25c, Hosiery Sale price, Friday, 12 1-2c.  
Men's Plain Black Cashmere Socks, seamless. Regular 30c, Hosiery Sale price, Friday, 17c, 3 for 50c.  
Men's Black Unbleached and Fancy Cotton Socks. Regular 25c, 30c, Hosiery Sale price, Friday, 15c.  
Men's Fine Imported Lisle Thread Socks, fancy patterns, silk embroideries and plain black and colors. Regular 30c, 35c, Hosiery Sale price, Friday, 19c.

### Ladies' Woollen Wear

Cardigan Jackets, black knitted wool, high V neck, long sleeves, tight fitting. Sizes 32-42 bust measure. Regular value \$2.00, Friday bargain, 98c.  
Ladies' Sweaters, fine fancy knitted wool, buttoned, either V neck or high neck, shaped waist, medium weight, plain and combination colors. Sizes 32 to 42. Regular value \$2.50, Friday bargain, \$1.95.  
Norfolk Coats, fine heavy, fancy knitted wool, colors red, navy, white, pearl buttons and waist belt. Sizes 34 to 42 bust measure. Regular value \$4.50, Friday bargain, \$3.75.

### Infants' and Children's Wear

Little Girl's Dress, fine navy blue print, with white stripe, square yoke back and front, with frill of goods, deep hem, made full and wide. Sizes 1 to 5 years. Friday bargain, 60c.  
Child's Short Skirt, fine nainsook, 3 clusters of tucking, 2 rows Val. lace insertion, and frill of Val. lace. Sizes 1 to 5 years. Regular value \$1.50, Friday bargain, \$1.10.  
Child's Leggings, fine heavy fleecy-lined Jersey cloth, colors white, black, brown and red. Sizes for 1 to 5 years. Regular value \$1.00, Friday bargain 75c.  
Children's Drawers, fine black flannel, elastic at knee, silk flossed frill, cotton waist band. Sizes for 2 to 10 years. Friday bargain, 25c.

### Furs for Bargain Day

Women's Fine All-wool Kersey Cloth Coats, 45 inches long, lined throughout with double twill wool Italian, large storm collar and revers of fine western sable, in black only. Regular price \$18.00, Friday, \$12.95.  
Persian Lamb Muff, large imperial shape, made from bright whole skins, best down beds. Regular \$15.00, Friday, \$9.95.  
Misses' Grey Lamb Storm Collars, long stole fronts, very choicest quality, satin lined. Regular \$10.00, Friday, \$6.75.  
Women's Astrachan Stoles, with deep storm collar, glossy full curl, whole skins, satin lined. Regular \$5.00 and \$6.00, Friday, \$3.75.

### Children's Caps and Toques

Boys' Winter Wear Cloth Caps, assorted lot, fur bands to pull over the ears. Regular 50c and 65c, Friday, 25c.  
Children's Wool Toques, assorted colors, fine grade imported yarns, short and long style. Regular up to 35c, Friday, 12c.

### Friday Bargains in Jewellery

Solid Gold Brooches and Lace Pins, all fashionable and pretty designs, horseshoes, wishbones, crescents and many others, set with pearls, amethysts, turquoise, and other stones. Regular price \$2.25 to \$3.00, on Friday, 98c.  
50c and 75c Necklets, pearl, amethyst, amber, etc., on Friday for 25c.  
50 Solid Silver Filigree Daisy Brooches. Regular price 25c and 30c, Friday 19c.  
Over 300 pieces of Jewellery of all kinds at similar reductions.  
The latest novelty, and which will be all the rage this season: "Rose Hat Pins." Regular 50c to 75c, on Friday for 29c.

### Clock Bargains

200 Clocks, gilt and nickel cases, warranted lever movements, by the best American and Continental makers, timepieces and alarms, various shapes and designs in cases, accurate timekeepers, satisfaction guaranteed. Regular selling \$1.00 to \$1.75. Clearing one price on Friday, 79c.

### Boys' Suits and Reefers

Boys' Two-piece Double-breasted Suits, fine imported English and Scotch tweeds, firm winter weight materials, strong and durable, mostly dark grey mixtures, pants lined with strong cotton. Sizes 26 to 33. Regular prices \$3.50, \$4.00 and \$4.50, clearing Friday, \$2.49.  
Boys' Storm Reefers, in heavy weight English friezes and curl cloth, mostly dark colors, black and dark mixtures, cut roomy, double-breasted, worn buttoned close to neck or with turn lapel. Sizes 22 to 28. Regular \$3.50 and \$4.00, clearing Friday, \$1.98.

## The Silverware Sale --- Third Star in the Friday Constellation

You may well say Silver Tableware has taken the place of pewter. Prices like these make silver a luxury within the reach of everybody.  
\$1.50 and \$1.75 Marmalade Jars. Friday bargain, 98c.  
\$1.50 Rogers' Spoon Sets. Friday bargain, 98c.  
\$2.50 Cake Plates. Friday bargain, \$1.48.  
\$4.00 Combination Sugar Bowls and Spoon Holders. Friday bargain, \$2.95.  
\$8.50 Doulton Salad Bowl and Servers. Friday bargain, \$6.00.  
\$6.00 Bake and Pudding Dishes. Friday bargain, \$5.00.

### Flower Department

Kentia Palms. Regular \$1.25, for 89c.  
Japanese Primroses, each 25c.  
Shamrocks, at 15c, 25c and 35c.

### 98c Pictures for 50c

200 Pictures for quick selling Friday at 8 o'clock.  
Our regular stock of 98c Pictures was too large at stock-taking; 200 must go at 50c each.