

SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m. H. H. Fudger, President. J. Wood, Manager. PROBS. Easterly winds; higher temperature, with light snowfall. **SIMPSON**

The Sale that Makes Furnishing in February Worth While



No Jerry-built Furniture---Every Piece a Thoroughbred

Advertising will not make the February Furniture Sale a success, but our stock and our prices *will* do so.

You want furniture that is a lasting appreciation in your home. We can supply it. Furniture is a pretty good index to the owner's character. The character of our Fifth Floor is above suspicion.



How can we sell it at the prices we do? Because we stand in a unique position with the best manufacturers in the Dominion. Here are just a few sale examples:

- Sideboards**, in selected quarter-cut oak, finished golden, trimmed with wooden knobs. February sale **\$34.75.**
- Buffets**, in solid quartered oak, mission design and finish. February sale **\$23.90.**
- China Cabinets**, in genuine quarter-cut oak, bent ends, with mirror top. February sale **\$26.75.**
- Dining Chairs**, in solid oak, finished golden, sets of 5 small chairs and 1 arm chair. February sale **\$8.00.**

- Pedestal Extension Tables**, in mission finish. February sale **\$10.65.**
- Extension Tables**, in selected quarter oak, pedestal design, with round top, finished golden. February sale **\$22.50.**
- Ladies' Desks**, in mission finish, large writing bed, with compartments for stationery. February sale **\$5.95.**
- Ladies' Desks**, in solid oak, early English finish. February sale **\$4.75.**
- Pedestals**, in golden oak, and in mahogany finish. February sale **\$2.25.**
- Pedestals**, in solid oak, with fluted post, golden finish. February sale **\$2.50.**
- Couches**, with solid oak frames, neatly tufted, and covered with a good quality of art leather. February sale **\$14.75.**
- Couches**, with genuine oak frames, and covered with genuine leather. February sale **\$25.00.**
- Dressers and Washstands**, in mahogany finish, princess style, with large oval plate mirror. February sale **\$32.00.**
- Dressers**, in genuine quartered oak, golden color, or in mahogany. February sale **\$17.50.**
- Chiffoniers**, in selected quartered oak, finished golden or in mahogany. February sale **\$18.00.**
- Dressing Tables**, in quarter-cut oak, rich golden finish, or in mahogany. February sale **\$12.00.**
- Dressers**, in golden oak finish, princess style. February sale **\$12.50.**
- Dressers**, in quartered oak finish, golden color. February sale **\$6.80.**
- Iron Bedsteads**, in white enamel finish, with brass trimmings. February sale **\$7.50.**
- Iron Bedsteads**, in white enamel finish, 4 ft. and 4 ft. 6 in. sizes only. February sale **\$8.40.**
- Woven Wire Bed Springs**, frames made of thoroughly seasoned hardwood, with triple woven steel wire mesh, all standard sizes. February sale **\$2.45.**
- Woven Wire Bed Springs**, iron frames, with closely woven steel wire mesh. February sale **\$2.40.**
- Davenport Beds**, iron frames, with green denim covering. February sale **\$18.90.**
- Davenport Beds**, with genuine oak ends, covering of dark green velour. February sale **\$24.90.**

Dress Goods--New Shipments Arriving

There are many beautiful new arrivals on view in this department. These include plain, faint-striped and two-toned worsteds, in West of England goods, a finely woven fabric, exactly the weight for early spring wear, 52 in., \$1.00, \$1.25 and \$1.50 per yard.

A specially good Panama, in chiffon weave, made from selected yarns, with lustrous finish; this material is of a soft, uncrushable texture, absolutely dust-resisting; full range of new spring shades and black. 50 inches wide, 64c.

New Aberdeen tweeds and Scotch homespuns, in a good range of greys, blues, browns, etc.; roughish effects. Suitable for tailored suits; new stripes and mixture effects; all pure wool qualities, and thoroughly sponged. 52 to 56 inches wide, \$1.00, \$1.25, \$1.50.

Rich Black Silks

3,000 yards, a special purchase from a Swiss maker of rich satin de chine, rich satin perle, and Swiss peau de soie silks; full rich dye; guaranteed unfading blacks; for dresses, skirts and waists; 19 and 20 inches wide. Regular 69c. Thursday 46c.

1,000 yards Guaranteed Lyons Dyed Japanese Black Habutai Silk; this silk finds special favor for dresses, waists, etc.; unfading black. Regular 75c. Thursday 46c.

Towels at Less Than Half Price

Finest Irish Huckaback Diaper and Damask Bedroom Towels, spoke hemstitched ends, full grass bleached, elegant designs; some are slightly soiled; some are odd pairs. Regular \$2.50, \$3.00, \$3.50, \$5.00 pair. Thursday, pair **\$1.89.**

300 Pieces Lace Trimmed Dresser Scarfs and Table Covers 69c Each.

Beautiful goods, lace or Swiss insertion in centre, lace all around, various effects, 18 x 54-inch scarfs, 32 x 32-inch table covers. Thursday 69c.

(No phone or mail orders.)

A Column of Bargains in Ladies' Clothes

Notice the prices of these Skirts, Coats, Waists and Gloves. The reason is that this is the last day before stock-taking. They are going out.

\$7.75, \$7.50, \$6.50
Skirts for \$3.98

Three styles in Women's separate skirts, consisting of Panamas and basket cloth in black and navy. A few black Panamas with white hair line stripes. All are up-to-date styles. Some have the fashionable band effect around the bottom, others have yoke effect with pleats trimmed with self-covered buttons. Thursday, 3.98.

Coats for Young Women

A stylish coat of fine quality beaver cloth in brown, blue and cardinal, sailor collar and turned back cuffs; the cuffs, collars and pockets are trimmed with platings of velvet and fancy buttons; the coat is single breasted and lined to waist, and is semi-fitting. Regular price \$14.75. Thursday, \$9.25.

Waists

200 Rich velvet waists, made in the new one-piece kimono style, round yoke and collar of lovely Paisley silk, small Paisley buttons and platings on sleeves and front; short sleeves with turned back cuffs. Colors—Black, royal, taupe, pearl grey, aubergine and purple. Regular 6.50. Thursday, 3.95.

Dainty net waists, mounted on Jab silk, front has clusters of pin tucking, rows of fine lace insertion, centre panel and collar of heavy gullwing lace, short sleeves, opens in back and finished with tucking. Regular 2.98. Thursday, 1.98.

Gloves

At less than Half Price

Women's suede, leather, wool-lined gloves and mittens, tan shades, broken lines from regular stock, all perfect goods. Regular \$1.00. Thursday, 42c.

No mail or phone orders.

Girls' all-wool Kingwood Gloves, in plain and fancy colors. Imported English makes. Broken lines from regular stock. Regular 25c. Thursday, 10c.

Women's Indoor Footwear

Here are three special bargains from the Women's Slipper Section:

WOMEN'S DONGOLA BUSKINS, 99c.
180 pairs Women's Dongola and Prunella Buskins and Dongola One-strap House Slippers, Cuban and low heels, flexible hand-turned soles, all sizes, 2½ to 8. Special price Thursday, 99c. Regular price \$1.99. Thursday, \$1.29. Phone orders filled.

WOMEN'S SLIPPERS, \$1.29.
360 pairs Women's Slippers, patent leather vamp, dull back, one-strap style, Cuban heel, all sizes, 2½ to 7. Regular price \$1.99. Thursday, \$1.29. Phone orders filled.

WHITE KID SLIPPER PUMPS, 99c.
80 pairs only, White Kid One-strap Slippers, instep and ankle strap styles, made on pump and slipper lasts, covered Cuban heel, flexible turn soles, all sizes, 2½ to 7. Regular \$1.49 and \$1.99, slightly soiled Thursday, 99c. Phone orders filled.

Provisions



- 2,000 lbs. Dairy Butter, in prints, per lb., 25c.
- Canned Apples, 3s tin, 10c.
- Salt in 5lb. bag, 3 bags 14c.
- Edwardsburg or Beehive Table Syrup, 5lb. pail, 25c.
- Finest Split Peas, 8 lbs., 25c.
- Choice Prunes, 3 lbs., 25c.
- Choice Red Salmon, tin, 15c.
- Choice Red Cranberries, 2 qts., 25c.
- Maggi's Soups, 6 packages, 25c.
- Malta Vita, 3 packages, 25c.
- Scott Taylor's Worcester Sauce, 3 bottles, 25c.
- 400 tins Home-made Soup, Northland brand, Oxtail, Vegetable and Cream of Celery, while they last, 3 tins, 25c.
- Telephone direct to department.
- 35c ASSAM TEA, 25c.
- 300 lbs. Fine Rich Full-bodied Assam Tea, a 30c tea anywhere, Thursday, per pound, 25c.

Men's Clothes Every Item a Bargain

Our new stocks of Underwear are coming in and the winter weights must go. That means that you can now buy the very best quality Scotch Woolen Underwear at about half-price. Probably you could wear it at once, but at any rate you will have to buy some for next winter. Buy now and save just half. The makes are the well known, tried and proven ones, such as "Body Guard," "Britannia," "Schofield's," "Penman's," etc. There is a great variety of styles and sizes; 3,000 garments to pick from. Regular prices \$1.25, \$1.50 and \$2.00, Thursday, 79c per garment or \$1.50 per suit.

MEN'S CORDUROY COATS.
Men's Fawn Corduroy Working Coats, lined with sheepskin, thoroughly tanned and cleaned; made single breasted style, with fly front, fastened with patent clasp fasteners, pockets reinforced with leather, and leather shield in armpits; finished with deep Wallaby fur collar; sizes 38 to 48. Regular \$7.50. Thursday, \$5.95.

MEN'S SHEEPSKIN LINED ULSTERS.
Men's soft finished brown corduroy or heavy brown duck Ulsters, averaging about 50 inches long, lined with extra sheepskin; corduroy made double breasted and duck single breasted style, with deep closely furled Wallaby collars; sizes 38 to 48. Thursday, \$15.00.

BOYS' AND YOUTHS' COLLEGE ULSTERS.
Boys' and Youths' College Ulsters in dark Oxford grey frieze and fancy tweed ulsters; cut in the latest style and double breasted styles, with neat military and convertible collars, lined throughout with durable linings, splendid tailored in every way; sizes 28 to 34. Regular up to \$6.50. Thursday, \$3.89.

FURLINED COATS AND ROBES.
Men's Black China Dogskin, fur-lined Coats; No. 1 evenly furled and medium heavy weight skins, collars of Russian marmot in shawl style; fine black beaver cloth shells. Regular \$2.50. Thursday, \$1.75.

16 Mountain Bear, or Chinese goat, sleigh or auto robes, choicest grade skins in black or grizzly brown colors; best quality linings and finish. Thursday, special, \$12.50.

GLOVES.

Men's Imported Wool Knit Gloves, in a variety of patterns and colors, close fitting elastic wrist, finished fingers. Regular 50c. Thursday, pair, 19c.



Silverware Sale

(Main Floor.)

February will afford an unequalled opportunity to purchase artistic silverware at a great reduction. Our regular prices gave great value, but just scan this list, and compare sale prices:

- Tea Sets, 4 pieces, satin finish, engraved, cream pitcher and spoon holder, gold lined. Regular \$8.30. February, \$5.95.
- Tea Sets, 4 pieces, bright silver finish, cream pitcher and spoon holder, gold lined. Regular \$10.00. Sale, \$7.95.
- Fern Pots, silver plate, fancy open work band, fancy feet, earthenware fern holder. Regular \$2.75. February, \$1.39.
- Cake Baskets, silver plate, satin finish, engraved, bright silver centre, fancy feet and rocco border. Regular \$2.75. February, \$1.98.
- Cake plate, satin finish, neat rocco border, "cake" engraved. Regular \$1.75. February, 99c.
- Chocolate Pots, satin engraved finish, bright silver cover. Regular \$3.00. February, \$1.98.
- Butter Dishes, silver plate, bright silver finish, engraved fancy handles and knife rest, glass drainer, bead trimming. Regular \$3.00. February, \$1.98.
- Children's Cups, satin finish, engraved shield, gold lined. Regular 75c. February, 39c.
- Nut Bowls, silver plate, bright silver finish, fancy border, gold lined, fancy feet. Regular \$5.00. February, \$1.98.

China

(Basement.)

Four examples of the bargains in this department:

- Tumblers, ¼ pint size, light weight, melted edge; Thursday, 6 for 29c.
- Cups and saucers, high grade English chinaware, all shapes, neat decoration; Thursday 10c.
- Limoges china dinner set, 102 pieces, beautiful floral spray natural color decoration, all pieces gold stippled in the new Marcella shape; complete dinner and tea service for 12 people; Thursday \$27.50.
- Brass kettles, bright finish, \$1.49.

Books

(Main Floor.)

- 300 only, books for boys, by R. M. Ballantyne, finely illustrated throughout; published price 36c; Thursday 23c.
- Examples of the titles are:—Martin Rattler, Six Months at the Cape, Twice Bought, The Coral Island.
- 200 only, padded poets, in handsome binding, gilt edged and colored frontispiece; regular 50c; special for to-day 35c.
- A few only of the poets:—Milton, Longfellow, Lowell, Tennyson, Scott.
- 250 fine paperettes, containing 24 sheets of good quality paper with envelopes to match; regular 20c each; Thursday 13c each, or 2 for 25c.

Wall Paper

BEDROOM AND SITTING ROOM PAPERS.

- 8,500 rolls of imported and domestic wall papers suitable for bedrooms and sitting rooms in two tone and color effects.
- Regular to 25c; Thursday, .11
- Regular to 50c; Thursday, .24
- Regular to 75c; Thursday, .36
- Friezes in floral, scenic and figure designs, in assorted colorings. Regular to 8c yard; Thursday 2c yard. Regular to 15c yard; Thursday 5c yard.

The **SIMPSON** Company Limited