

H. H. FUDGE,
President
J. WOOD,
Manager

Store Closes Daily at
5.30 p.m.

THE
CORP

SIMPSON

CORPORATION
LIMITEDTHE
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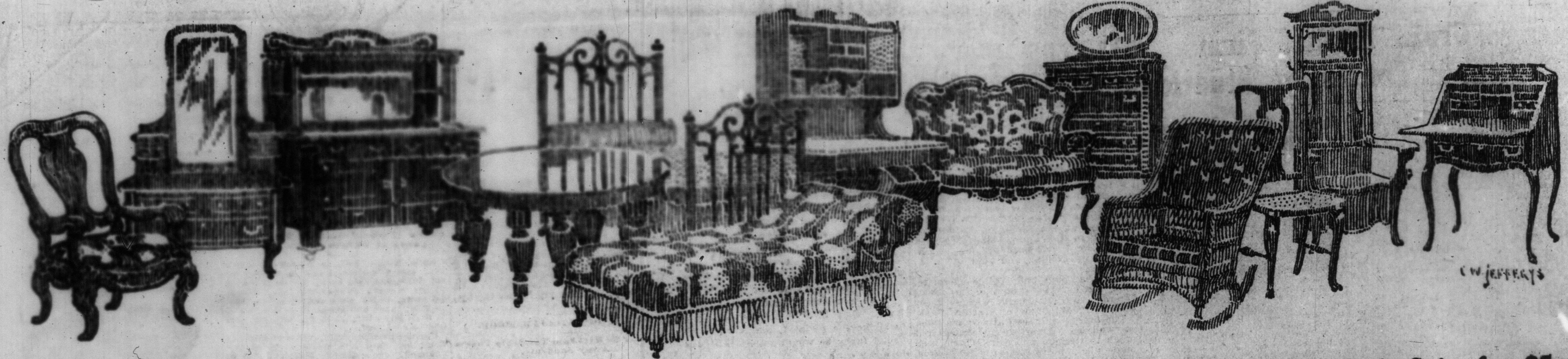
SIMPSON

CORPORATION
LIMITED

PROBABILITIES:
Lower Lakes and Georgian Bay—
Variable winds; partly fair and a little
milder, with a few snow flurries.

THURSDAY,
FEB. 4

Bargain Day Programme at Simpson's To-Morrow



The Furniture Sale Emphasizes Bedroom Bargains To-morrow

WHERE do you need furniture most? Is it not true that you have more bedrooms in your house than any other sort of room? Here are four examples of the saving chances in bedroom furniture provided by the February readjustment of furniture prices.

You can buy a mattress, for instance, and save a dollar at the same time.

100 Mattresses, nice quality striped ticking, well filled, with seagrass centre and cotton, wool both sides, durable and thoroughly satisfactory, all standard widths. Regular \$4.00, Friday February Sale, \$3.00.

100 Felt Mattresses, dainty art ticking, nicely tufted, filled throughout with pure cotton felt, absolutely sanitary and comfortable, all standard sizes. Regular \$8.00, Friday February Sale, \$5.75.

200 Woven Wire Springs, selected

hardwood frames, closely woven steel wire mesh, heavily reinforced with cords and bands, copper wire side supports, all standard widths, guaranteed to give perfect satisfaction. Regular \$3.25, Friday February Sale, \$2.25.

20 Iron and Brass Bedsteads, beautiful designs, in white, blue and green enamel finish, heavy posts and fillers, richly brass trimmed, 4 feet and 4 feet 6 inches wide, odd lines which stock-taking brought to view. Regular \$10.75 to \$13.50, Friday February Sale, \$8.00.

Linens and Staples

160 pairs Hemmed Bleached Sheets, 70 x 90 inches, made from good heavy plain sheetings. Regular \$1.25 to \$1.30 per pair, Friday 95c.

800 yards Bleached English Cotton, firm, round thread, fine finish, yard wide. Regular 8 1-2c per yard, Friday 6 1-2c.

420 yards All Pure Wool Grey Flannel, finest finish, thoroughly cleansed yarns, plain or twilled, 25 inches wide. Regular 20c per yard, Friday 15c.

36 pairs Finest Pure Wool White Saxony Blankets, beautiful lofty finish, pink or blue borders, the best blankets made in Canada, 7 lbs., 64 x 84 inches. Regular \$5.25 per pair, Friday \$4.19.

300 pairs All Pure Linen Huck Bedroom Towels, made from good flax, fringed ends, assorted borders, 18 x 36 and 19 x 38 inches. Per pair, Friday, 21c.

85 dozen only All Pure Linen Bleached Damask Table Napkins, new dainty designs, fine quality and good weight, 18 x 18 to 20 x 20 inches, some are hemmed ready for use. Regular \$1.25 per dozen, Friday 93c.

400 yards All Pure Linen White Dress Linen, in weights suitable for suits, skirts, etc., also sheer weights for blouses, 36 inches wide. Regular to 40c per yard, Friday 25c.

Groceries Friday

Choice Family Flour, 1-4 bag, 60c.
2000 lbs. Fancy Seeded Raisins, in 1-lb. carton, 3 packages 25c.

Amalia Currants, cleaned, 3 1-2 lbs., 25c.

Choice Yellow Sugar Crystals, 10 1-2 lbs., 50c.

Choice Cooking Figs, 5 lbs., 25c.

Heather Brand Flavoring Extract, lemon and vanilla, 8-oz. bottle, 25c.

Choice Rangoon Rice, 6 lbs., 25c.

Pearl Tapioca, 5 lbs., 25c.

Finest Canned Tomatoes, 2 tins, 15c.

Upton's Pure Orange Marmalade, 5-lb. pail, 40c.

Canned Pineapple, whole, in heavy syrup, 1-lb. tin, 10c.

New Orleans Molasses, Cherry Grove Brand, 2-lb. tin, 10c.

2 LBS. PURE CELONA TEA, 42c.

Has that rich, smooth taste, and even, delicious flavor, 500 lbs., black or mixed.

Basement Bargains

Eclipse Bread Mixers, will mix and knead from one to eight loaves in three minutes. Friday special, \$2.00.

Nickel-plated Copper Tea Kettles, sizes 7, 8 and 9. Regular up to \$1.45, Friday, all sizes, \$1.10.

Nickel-plated Trays, 13 in. diameter. Friday 10c.

Shoe and Stove Brushes. Regular up to 45c, Friday 19c.

HARDWARE

Simplex Inverted Burners, complete, mantle and frosted or half-frosted globe. Regular \$1.25, Friday 69c.

Gallery Burners, complete, with Q globe and double wire mantle. Regular 50c, Friday 33c.

Special Double Wire Mantles. Friday 2 for 15c.

White Q Globes. Friday 2 for 25c.

Furnace Scoop, D and long handle. Regular 50c, Friday 33c.

Wood Snow Shovels, large size. Regular 50c, Friday 29c.

CHINAWARE

97-piece Dinner Sets, of first quality English semi-porcelain, manufactured by the famous Grindley potteries. Your choice of handsome and carefully selected decorations, in pink, green, blue or white and gold decorations; edges and handles gold traced. Each set contains a complete dinner and tea service. Friday \$10.75.

Wall Papers

395 rolls Odd Borders, assorted colors. Regular to 15c, Friday 1 1-2c.

2100 rolls Paper for kitchen and bedroom, reds and light colors. Regular to 10c, Friday 4 1-2c.

1690 rolls Parlor and Dining Room Imported Papers, in greens, blues, reds and light shades. Regular to 35c, Friday 19c.

Repeating Alarm Clocks

100 Nickel Repeating Alarm Clocks, American movements, loud alarm, guaranteed timekeepers. Friday bargain 98c.

Ladies' Flannelette Gowns

Ladies' Gowns, extra quality, pink or blue stripe flannelette, double Mother Hubbard yoke back and front, roll collar, collar and cuffs edged with lace, lengths 56, 58, 60 inches. Regular value \$1.50, Friday bargain \$1.00.

SILK FASCINATORS.

120 only Silk Fascinators, square shape, scalloped edges. Regular value \$1.00, Friday bargain 69c.

TOQUES.

Ladies' and Misses' Toques, finest honeycomb or plain knit wool, long stocking and tassel, plain and combination colors. Regular value 35c to 50c, Friday bargain 18c.

Ladies' Underwear

Ladies' Black Ribbed Vests and Drawers. Vests are all-wool, high neck, long sleeves, buttoned front. Drawers are fine wool, with thread of cotton, ankle length in both styles. Sizes 30 to 36 bust measure only. Regular value 75c and \$1.00, Friday bargain 39c.

Ladies' Vests, fine natural ribbed wool and cotton mixture, Health Brand and Watson make, long sleeves, buttoned front, high neck. Sizes 32 to 42 bust measure. Regular value 50c, Friday bargain 33c.

Ladies' Vests and Drawers, fine, heavy winter weight, ribbed cotton. Vests are natural color, high neck, long sleeves, buttoned front. Drawers are white, and ankle length, in both styles to match. Sizes 32 to 38 bust measure. Regular value 25c, Friday bargain 15c.

Whitewear

The aftermath of the Great Sale. All the oddments and mused goods picked out at the last straightening of the stock, including Gowns, Corset Covers, Chemises, Skirts, Drawers and Combinations. All sizes, and hosts of beautiful styles. Friday bargain, half price and less.

Gloves and Hosiery

Women's Long Kid Gloves, 8, 12 and 16-button lengths; 8-button white, 6 1-2, black and colors 5 3-4 and 6; 12-button, length, black, white and colors, size 6; 16-button, black and colors, size 6 1-4. Regular up to \$2.50, Friday, pair, 98c.

Women's Wrist-length Kid Gloves, white glove, sizes 5 3-4, 6 3-4, 7 and 7 1-4; black suede, sizes 5 3-4 and 6 only, dome fasteners. Regular 75c and \$1.00, Friday 49c.

Women's Black Cashmere Wrist-length Gloves, dome fasteners. Regular 35c, Friday 25c.

Women's, Girls' and Boys' Heavy All-wool Black Hose, ribbed, strong and warm, sizes 6 to 10. Regular 35c, Friday, pair, 25c.

FOR MEN.

Men's Black Cashmere Medium Weight Socks. Regular 20c, Friday 12 1-2c.

Men's Tan Mocha Wool-lined Gloves, dome fastener, gore wrist. Regular 75c, Friday 49c.

Belts and Bags

French Kid Belts, with front and back buckle, colors black, white and green. Regular 48c, Friday 15c.

Seal Grain Purse Bag, strap handle on back, black only. Regular 48c, Friday 33c.

White Waist Bargain

Friday we clear all the good oddments accumulated during the January Sale of White Waists; range of sizes incomplete; fine linens, lawns and muslins, new designs in plain tailored and dress effects, beautifully finished, and cut on good generous lines. All sizes in the lot. Regular values \$2.75, \$3.00, \$4.00, \$4.50 and \$5.00. Friday \$1.95.

Children's Wear

Little Girls' Dresses, fine cotton flannel, navy or sky, with white dot, front has four rows of cluster tucking, yoke, collar and cuffs trimmed with white braid, deep hem on skirt, sizes 1 to 5 years. Regular value \$1.25, Friday bargain 90c.

Little Girl's Dress, finest Persian lawn, yoke of all-over embroidery, with lace insertion, lace frills on collar, cuffs and skirt, lace bretelles, lace beading at waist, sizes 1 to 7 years. Regular value \$3.50, Friday bargain \$2.25.

Infant's Coat, cream all-wool poplin, lined with Canton flannel, large cape, with silk embroidery insertion, silk ribbon tie, pearl buttons. Regular value \$3.50, Friday bargain \$2.75.

Millinery Bargains

Ten Tables of Millinery to be Tickered 48c for Friday.

Any Flop Hat in stock. Regular \$1.25 to \$2.50.

Any Hat Shape in stock. Regular \$1.00 to \$1.75.

Any Child's Velvet Bonnet in stock. Regular \$1.50 and \$2.00.

Colored Ostrich Tips. Regular \$1.00.

Any Ready-to-Wear Hat. Worth up to \$2.50.

All one price Friday, 48c.

Wash Goods Dept.

50 pieces Fine Nainsook, 36 inches wide, very nice and soft. Worth 10c, for 7 1-2c.

30 pieces French Printed Saten, navy blue grounds, with white figures. Regular 20c, for 10c.

A big lot of remnants of Printed Lawns, Muslins, etc., some fine French silk organdies and mulls, up to 65c, for 15c.

36-inch White Victoria Lawn, fine even weave. Worth 10c, for 8c.

White Mercerized Brocades, superior quality. Regular 19c, for 12 1-2c.

Trimming Counter

(In New Store).

A very special sale of Good Silk Trimming Braids, in white and all good colors, at the extraordinary price of 5c per yard.

150 pieces of Rich Braids, in various styles and kinds. Ordinary price ranging from 10c to 30c per yard, Friday bargain 5c yard.

Palms at 35c each

Kentia Palms, table size, special, 35c.

Japanese Primroses and Boston Ferns, each, 25c.

Artificial Palms, at 35c, 65c, 75c, \$1.175 and \$2.25.

(Sixth Floor).

Art Needlework Dept.

Stamped Linen Oval Trays, new idea, 25c.

Stamped Centrepieces, all linen, 18 x 18, new designs, 12 1-2c.

Stamped on fine Irish linen, good designs, in Shirt Waists, Wallachian, shadow and French, all new, \$1.25.

Cambic Corset Covers or Underwaists, on fine material. Special 35c.

Basket Work, Teapot Stands or Photo Holders, make nice ornaments, trimmed with ribbon. Regular, each, 10c, bargain 7c per dozen.

Pretty Pin Cushions, lace filet, net and silk, in pale blue, pink and yellow. Regular 50c, for 25c.

Footwear for Friday

50 pairs of Children's Corduroy Leggings, brown, blue, red and white velvet, two buckles and straps at knee, sizes 3 to 10. Worth \$1.00, Friday bargain 69c.

200 pairs of Women's Colored Quilted Felt House Shoes, felt sole, leather outer sole, all sizes. Friday bargain 29c.

160 pairs of Women's Plaid Felt House Shoes, with lapover top and pom-pom ornament on vamp, felt sole, with leather outer sole, all sizes. Friday bargain 59c.

180 pairs of Overshoes, made from jet black Jersey cloth, all sizes. Friday bargains: Men's \$1.39, women's \$1.39, misses' \$1.29, boys' \$1.29, youths' \$1.19, children's \$1.09.

300 pairs of Slipper Soles, best quality lamb's wool, all sizes, Friday bargains: Men's 29c, women's 19c, misses' 17c, children's 15c.

400 pairs of Women's Dongola and patent colt boots, very special value, all sizes. Friday bargain \$1.99.

Jewellery Department

Gentlemen's Gold-filled Scarf Pins, large and varied selection to choose from. Regular prices 35c and 50c, on sale Friday 19c.

Solid 14k. Gold Brooches, set with choice pearls, beautiful designs, clusters, stars, sunbursts, crescents, etc. Regular \$5.00, \$6.00 and \$7.00, on Friday \$3.95.

Books and Stationery

1000 Cloth-bound Books, odds and ends. Regular prices as high as \$1.00, Friday clearing at 15c.

Maple Leaf Linen Writing Pads, 70 double sheets of linen-finish paper. Regular price 22c, Friday 14c.

Envelopes, business size, No. 7, 25c a package, Friday 4 packages for 5c.

Drug Dept. Sundries

Emulsion of Cod Liver Oil, best quality, full-sized bottles. Regular 50c, Friday 25c.

Syrup White Pine and Tar, 15c bottles, Friday 10c.

Sponges, good size, nicely bleached. Regular 20c and 25c, Friday 10c.

Loofahs, fine, large, good quality. Regular 10c, Friday 5c.

Hot Water Bottles, good quality, white or slate color, 2 and 3-quart sizes. Regular \$1.25, Friday 90c.

Men's Suits for \$5.45

Men's Suits, winter weight English and Canadian tweeds, seasonable colorings, single and double-breasted style, sizes 36 to 44. Regular selling prices \$7.50, \$8.00, \$9.50 and \$10.00, clearing Friday \$5.45.

TROUSERS FOR \$1.49.

160 pairs Men's Working Pants, in strong, durable tweeds, in dark Oxford grey and grey mixtures, well made, perfect fitting, hip and side pockets. Regular price \$2.00 a pair, clearing Friday \$1.49.

BOYS' OVERCOATS.

Boys' Overcoats, in dark grey chevots and fancy Scotch tweed coatings, made in neat fitting Chesterfield style, fine linings, nicely finished, sizes 29 to 34. Regular prices \$6.50 to \$10.00, clearing Friday \$4.95.

Boys' Storm Reefers, in heavy weight English-curl cloth and friezes, mostly dark grey mixtures, also black, made with deep storm collar, double-breasted style, to button close to neck, or with turned lapel, well lined, sizes 25 to 30. Regular prices \$3.50 and \$4.00, Friday \$2.49.

Men's Furs Friday

9 only Men's Fine Muskrat Fur-lined Coats, otter and Persian lamb collars, fine black beaver cloth shells, and extra good finish. Regular \$55.00, Friday \$35.00.

16 Men's Canadian Raccoon Fur Coats, heavy full-furred and dark skins. Friday bargain \$39.00.

60 Men's Fur Caps, assorted styles, and in different kinds of fur. Regular up to \$4.00, Friday \$2.00.

Men's Underwearables

Men's Scotch Wool and Ribbed Wool Underwear, shirts and drawers. Regular 59c and 69c per garment, Friday 39c garment.

Men's Mufflers, English silk squares, reefers and knitted wool styles, tartans, plain colors and figured designs. Regular to \$1.25, Friday 59c.

Men's Heavy Elastic Web Suspenders, "Police and Fireman" style, strong leather castoff ends. Regular to 39c, Friday 19c.

Men's Work Shirts, black saten, black and white drill, Oxford and flannelette, sizes 14 to 17. Reduced to, Friday, 39c.

Children's Caps

Children's Wool Toques, extra good quality, all clean and fresh stock, large range of colors. Regular up to 35c, Friday 15c.

Children's Grey Lamb Fur Caps, wedge shape, choice even curls. Regular up to \$4.00, Friday \$1.95.

Sheet Music

Regular 15c and 19c, 3 for 25c, Post 3c.

"Sun Bird" (vocal and instrumental), "I've Got a Pain in My Sawdust," "I'm Holding the Wire for You," "Olympic" (two-step), "The Witching Hour," "The Story the Picture Books Told," "Salt Lake City," "Varsity" (two-step), "Cheer Up, Cherries Will Soon be Ripe," "Maybe You Would if You Could," "Almost Persuaded," "I Want to Go Back to the Land of Cotton," "I'll be Home in Harvest Time," "Bolo Rag," "Southern Airs," "Over on the Jersey Side," "Salome Jackson," "Don't be so Bashful," "Maple Leaf Rag," "In the Dear Old Country Days," "Pandora" (two-step), "Pawhatan's Daughter," "Lutitania."