

L. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Snowbursts; mostly fair; little higher temperature.

L. SIMPSON

A Superb Value in the Smaller Suits

Misses' and Small Women will find an unusual bargain awaiting them Thursday. It is a suit made in our factory from a variety of beautiful materials in the fine straight lines of the new spring styles. The Venetians in grey, blue and brown, blue chevrons, etc., with their silk serge linings, are heavy enough for present wear, and not too weighty for spring wear. The price set is made for the sake of a big day's selling, and to make way for goods expected here before Thursday. Look them over, and you will surely be pleased. Regularly \$12.50, Thursday \$8.49. Others regularly \$13.50 to \$19.50. \$8.49.

VELVET COATS MUCH REDUCED.

French and German models, new and attractive, handsomely trimmed or in plain styles, suitable for both day and evening wear. All beautifully lined with blue, cerise, grey or black satins, etc. Regularly \$37.50, \$45, \$47.50, \$49, \$57.50, \$65, Thursday \$28.13 to \$48.75.

New Crepe Kimonos

In plain colors, sky, navy, Copenhagen, pink and black; shirred yoke, belt of self, plain mercerized banding of self color. 1.50
Of fancy figured "Serpentine" Crepe, sky, pink, cardinal, Copenhagen or navy grounds; Empire style, Gibson pleat front and back. Self colored banding of mercerized at sleeves and fronts. 2.00
Finest Quality Crinkled Crepe, plain colors only; sky, Copenhagen, navy, cardinal or pink, new sleeve, unique yoke of stitched shirring, heavy messaline silk trimming. 3.00
Dresden Figured "Dirigo" Crepe, colorings are beautifully blended in soft tones of pink, sky, hello, navy or Copenhagen; effective trimming of silk ribbon at yoke, sleeves and fronts. 2.95
Supplied in sizes 34 to 44.

Wash Goods

FOURTH DAY OF THE GREAT SALE.
Special price for "Serpentine" and "Mikado" Crepe, beautiful Japanese designs with or without borders, a tremendous variety and every color, nothing surpasses these goods for kimono, dressing jackets, waists, etc. Regular price 25c, sale price..... 17
Large Checked Zephyr Voile, in a big range of designs and good colors, makes very fashionable and stylish dresses for the summer, and will wash and wear splendidly. Regularly 25c, sale price..... 11
30 pieces of fine Washing Rajah Silk, 24 inches wide, in the following good shades: Pink, Alice, grey, black, rose, mauve, etc. Regularly 58c, sale price..... 19
100 pieces of fine Scotch Zephyr, 28 inches wide, all good checks. Reg. value 12½c, sale price..... 8
No phone or mail orders.



Every Room in the House is Amply Provided for by the February Furniture Sale

Some Thursday Specials for Bedrooms
Brass Bedsteads, in full size and bright finish, heavy upright posts, with filling equally strong. February Furniture Sale..... 9.90
Brass Bedsteads, in bright finish, can be supplied in all standard sizes, posts are two inches in diameter, filling is evenly distributed, showing double cross rail. February Furniture Sale..... 13.40
Brass Bedsteads, posts are continuous, and two inches in diameter, full extension foot, and with ¾ inch fillers, can be supplied, satin or bright finishes. February Furniture Sale..... 15.90
Iron Bedsteads, in pure white enamel finish, made strong and durable, with brass rods and caps at both head and foot end. February Furniture Sale..... 11.50

"Queen Quality" Announcement

Over two thousand pairs of "Queen Quality" Boots, in all styles and leathers, and all the popular sizes and widths, were passed into stock yesterday from Boston.

Women's Fine Imported Lisle Thread Hose.

The lot consists of plain black, tan and opera shades, laces and silk embroidered fronts. Regular 50c. Hosiery Sale price Thursday 35c, 3 pairs..... 1.00

Women's Silk Finished Hose, in black, tan and colors; black lisle, with silk embroidered fronts, and black cotton, with natural wool or maco soles. Regular 29c. Hosiery Sale price Thursday, 19c, 3 pairs..... .55

Women's Plain Black Cashmere Hose, fashioned, spliced heel, toe and sole, English made. Regular 40c. Hosiery Sale price Thursday..... .29

Women's Fine Imported Fine Ribbed Silk and Wool Hose, black with contrasting colors in silk. Regular 75c. Hosiery Sale price Thursday, pair..... .49

Girls' Plain Black or Tan Cashmere Hose, seamless, double spliced heel, toe and sole, sizes 5 to 8½. Regular 30c. Hosiery Sale price Thursday..... .23

New Models Appear in the Waist Section

The first authentic showing of blouse models that will be worn by the women whose aim is "always to be right."

Lace, as you know, is popular, but the most popular, the "dernier cri" is "Carrickmacross." Thursday we show 5 models, all made of this lovely lace, some showing the basque effect, others following the usual shapes, but the designs are exquisite, each having a special appeal of its own.

These, and some New York models of paillette and messaline on show Thursday at prices varying from \$7.50 to \$12.50.

Large Values and Unbroken Lines In the February Hosiery Sale



Men's Plain Black All-wool "Llama" Cashmere Socks, double spliced heel, toe and sole, fine elastic ribbed top. Special Hosiery Sale price Thursday, for..... .25

Men's Plain Black Cashmere Socks, seamless, medium weight, soft cashmere, fast dye. Regular price 29c. Hosiery Sale price Thursday 19c, 3 pairs..... .55

Men's Lisle Thread Socks, in a large variety of kinds, plain black and colors, silk embroidered and fancy patterns. Regular 29c. Hosiery Sale price Thursday 19c, 3 pairs..... .55

Men's Black Cotton Socks, with maco sole, soft, fine and splendid wearing. Regular 20c. Hosiery Sale price Thursday..... .12½

75c Kid Gloves 39c

Women's Fine Glace Finished Kid Gloves, wrist length, two-dome fasteners, oversewn seams. A clearing from a large maker. Black, tan, brown, grey, green, navy, wine. Sizes 5½ to 7. Regularly 75c. Thursday..... .39

The Silverware Sale Has Values to Offer You

6 ROGERS PLATED SPOONS IN CASE 98c.
6 Rogers Silver-plated Teaspoons, in the well-known flower pattern, in case. Regularly \$1.50. Thursday..... .98
SETH THOMAS MANTEL CLOCK \$5.75.
35 only Enamelled Wood Mantel Clocks, with 3 pillars on each side of clock, fancy gilt feet and trimmings, fitted with a genuine Seth Thomas movement. Every clock guaranteed. Regularly \$7.00. Special..... 5.75
1 pair Genuine Cut Glass Salt Cellars, with sterling silver spoons, in fancy lined case. Regularly \$1.25 set. Thursday..... .83

Correct Hangings in a Multitude of Fabrics

TAPESTRY PORTIERES \$2.89 A PAIR.
600 Pairs of Heavy Tapestry Portieres, 50 inches wide, red, green, brown and combinations of these colorings, 2½ and 3 yards long, worth up to \$12.50 pair, a great purchase of a manufacturer's stock at less than half value. Special price pair..... 2.89
ANTIQUE FRENCH VELVETS.
50 inches wide, red, green, blue and brown, for portieres, hangings, over curtains, etc., a rich and beautiful fabric. Usual value \$1.50 yard. Special price..... .89
SCOTCH MADRAS, CREAM AND WHITE, 10c YARD.
5,100 yards of imported Scotch Madras, 27 inches wide, cream or white for sash curtains and bedroom window shades. Worth 20c yard. Special price yard..... 10

Toilet Goods

FOUR SPECIALS.
Transparent Glycerine Toilet Soap. Regularly 50c per dozen. Special, per dozen..... .29
Hennebec Toilet Rolls, full 1,000 sheets. Regular 10c per roll. Special, 5 for 25c..... 17
Cream of Violets with Cucumber and Witch Hazel. Specially prepared for rough skin and chapped hands. Regularly 25c. Special..... 17
Peroxide Face Cream, non-greasy. Regularly 25c. Special..... 19
(Phone direct to Toilet Dept.)

The Groceries

2,000 lbs. Dairy Butter, in prints, per lb., 34c. Finest Sugar-cured Ham, half or whole, per lb., 17c. Edwardsburg or Beehive Table Syrup, 5lb. pail, 25c. Split Peas, 5 lbs., 25c. Pure Orange Marmalade, quart jar, 25c. Maggi Soups, assorted, 6 packages 25c. Choice Pink Salmon, ¼ lb. flats, 3 tins, 25c. Fresh Flaked Wheat, per stone, 45c. Scott-Taylor's Worcester Sauce, 3 bottles, 25c. 300 quart gem jars Canned Raspberries and Pineapple, while they last, per jar, 28c. Blue Bell Jelly Powder, assorted, 4 packages, 25c. Canned Beets, Rosebud brand, per tin, 15c. Finest Olives, quart jar, 35c. 35c ASSAM TEA, 28c.
500 lbs. fine, rich, full-bodied Assam Tea, a 35c tea anywhere, Thursday, per lb..... 28

New Laces and Embroideries

NEW LACES FROM PLAUEN.
New Laces, Baby Irish and Flax. Laces, from Plauen, in ivory, white and "Paris" ecru, in all-overs, insertions, laces and bandings.
Guipure All-overs in Guipure and Baby Irish Laces, in white, ivory or Paris ecru, per yard, \$1.00 to \$4.50.
Guipure, Fillet, Baby Irish, Lace insertions, from 1 to 3 inches wide (to match all-overs), in white, ivory and Paris ecru. Prices per yard from 10c to 60c.
SWISS FLOUNCINGS FOR THURSDAY SELLING.
3 cases of New Swiss Flouncings, 27 inches wide, a large assortment of patterns scalloped and hemstitch borders. The designs are floral, conventional, padded and guipure effects. The regular values are 35c, 50c, 55c, \$1.25 yard. Thursday sale prices, per yard 19c, 40c, 50c, 60c.

Big Additions to the Sale of Silks

BLACK SILKS, REGULARLY \$1.25, THURSDAY AT \$1.10 PER YARD.
An exceptional purchase of rich Black Silks: The values are exactly as we represent them, and the silks can be depended on for wear, dye and finish. 2,500 yards, 36 and 40 inches wide, Black Soft Duchesse Satin and Dress Satin of good weight and finish.
Black Satin Paillette, very heavy yarn-dyed silk, gives splendid wear, deep rich black.
Black Peau de Soie, for coats, suits and dresses, strong even weave, good black, 36 inches wide.
Black Satin de Chine. A dressy, well-finished silk with a bright satin appearance.
Black India Silk, dyed in Lyons, very heavy quality and always in demand. Regular \$1.35, Thursday..... 1.10
Mail and phone orders filled.



Men's Clothing at Clearing Prices

Suits at Less than Half SUITS OF HIGH GRADES.
The balance of our better worsted and tweed suits are to be cleared at a price less than half the regular value. Among these fine English worsted and tweeds, in the new shades of greys, browns and fancy mixed tweeds are a number of suits made from cloths from our custom tailoring department. The style is the new single-breasted, 3-button sack. The linings and tailoring are of the best. To clear..... 12.95

MEN'S DRESSING GOWNS.

Imported Dressing Gowns, in greys, reds and browns, in mottled stripe design, with silk girdle, corded edges, pockets and sleeves; cut long, loose and roomy. These are very choice gowns, and only a few left. To clear..... 7.50
SMART SUITS FOR SMALL BOYS.

Russian Sailor Suit, made with a large collar, trimmed with four rows of braid, patent leather belt at waist, bloomer pants with elastic bottoms, of dark grey hairline tweed, 2½ to 7 years. Thursday..... 3.00
Boys' Three-piece Double-breasted Suit, thin bottom style, well tailored, fine Italian twill lining, made from a brown fancy stripe tweed. A serviceable suit. Sizes 28 to 34. Thursday..... 5.50
Single-breasted Three-piece Suit, made from a fawn and grey mixture, with stripe effect. Coat is cut on the new

Spring Weight Body Guard Underwear for Men

Just arrived! The first shipment of our spring weight natural wool underwear, the best value for one dollar we have ever offered. Made in England, from selected Australian yarns, guaranteed free from dirt or germs, and are absolutely unshrinkable. All sizes, 34 to 44. Special value, per garment..... 1.00

1,000 New Neglige Shirts

For spring wear, in a good assortment of stylish designs and colorings, for the fashionable man, all sizes, each 1.00

The **SIMPSON** Company Limited

This in the Lunch Room
THURSDAY AFTER-NOON.
3.00 to 5.30 p.m.
Home-made Corn Muffins.
Maple Syrup. Pot of Tea.
TEN CENTS.