

In Memory
Of Our Late Beloved Queen

Our Store Will be Closed
ALL DAY, Saturday,
February 2nd, 1901.

—Northway, Anderson & Falls.

A Carefully Prepared-For Event. Our
Annual February Sale

The Assortments are Ample.

The Qualities Dependable.

Everybody about the place is at your service.

Sale Opens Friday, Feb. 1st,
at 9 o'clock a.m.

The Sales-people Courteous.
The Store large, light and inviting.
Everything in the store is for your inspection.

Unbleached Sheeting, Twill or Plain, 2 yards wide, 13c. yd.



Recent sharp advances by all mills for cottons and linens leave us undisturbed. Our stock and prices will show we haven't been doing. Our orders were placed for the sale months ago. This is your annual opportunity to lay in a supply of

Plain and Twill Bleached Sheeting, Plain and Twill Unbleached Sheeting, Circular and Plain Pillow Cases, Ready-made Pillow Cases, plain and hemstitched, Prints and Towellings, Table Linens and Napkins, Damask Table Cloths, Ready-made Sheets, plain and hemstitched.

Boys' Serge Knicker Pants, 19c. each.

It sounds almost too good to be true. "BOYS' ODD FANTS, 19c."—that's right. They are made from navy serge, lined throughout with cotton, sizes 25, 26, 27 and 28. What's the use of telling you the regular price—17c.—if we will sell them for during the February Sale you're interested in—NINETEEN CENTS—and that's the lowest price serge knickers were ever offered for. Also a lot of boys' heavy tweed knickers, sizes 23 to 32, worth 60c. to 75c.—your choice 44c.

Men's Flannelette Night Shirts, 39c. each.

Ready for selling when the sale opens Friday, a lot of men's good quality flannelette night shirts, easily the greatest shirt bargain you ever saw, all made with pockets, collar attached, medium and dark colors, sizes 15 to 17. The day is not far distant when it will be a thing of the past to buy flannelette night shirts like these at 39c.

Red, White and Blue and Pink Flannelette, 5c. yd.

We have made wonderfully cheap purchases for this sale and can promise the best values you ever saw here, elsewhere or anywhere. This is one of them. Fine, fluffy flannelette in plain red, white and blue, and pink, at 5c. yd.

Men's Four-Ply Collars, 6c. each.

A fortunate purchase of men's fine 4-ply collars, sizes 14 1/2 to 17 1/2, styles correct. If we could pin a sample collar to this paper, our men's furnishing department would not hold the customers it would bring,—shapes, all the wanted kinds.

Large White Quilts, 88c. each.

We have others as low as 68c., and all the go-between prices to 95c. If you consider it worth while TO SAVE from TWENTY-FIVE CENTS TO SEVENTY-FIVE CENTS on a quilt, according to quality, come to our February sale.

\$2.00 Pants for \$1.10 pair.

You have no doubt heard of our previous sales of ODD PANTS? People who have taken advantage of those sales have not been deceived. When we say Bargain we mean Bargain as you will see in examining this lot. We are not selling them LESS THAN COST but have a way of making them cost less than the average buyer.

These pants are in extra good patterns and colors and the quality is beyond a doubt a \$2.00 one, but to make it an extra good one we are going to make our February price \$1.10. All sizes.

3 Dress Goods Bargains.

We are justly proud of every bargain we collected for this great February Sale. Particularly so of these 3 DRESS GOODS BARGAINS:

At 12 1/2c. yd.—10 pieces of plain and figured, double width, dress goods, in navy, cardinal, greys and browns, and fancy tweed effects, regular 20, 25 and 30c. goods, all at 12 1/2c. yd.

At 25c. yd.—50 pieces of desirable dress goods, double fold, in shepherd's checks, broken plaids, black and white figured and plain serges, in every color that fashion demands, for odd waists, skirts and dresses, regular selling price was 40 and 50c., all at 25c. yd.

At 50c. yd.—25 pieces of tweeds, stripes, plaids, fancy suitings, checks, broadcloths and serges, in brown, black, navy, grey and green, also black figured creponnes, regular 75c., \$1.00 and \$1.25, all at 50c. yd.

Dress Goods for Spring, 1901.

Ready Friday some special importations of Spring Dress Goods. You should view them. Never so early in the season have we shown an equal collection. The assortment comprises—

New French Challies, New Venetians, New Corded Silks, New Serges, New Black Goods, New Suitings.

Carpets and House Furnishings.



There is perhaps nothing in which the backbone of quality is so essential as in Carpets. Our successful bid for your patronage is QUALITY AND CHEAPNESS COMBINED. We shall furnish during our February Sale splendid illustration of this desirable combination in— Brussels Carpets, Velvet Carpets, Tapestry Carpets, Wilton Carpets, Wool Carpets, Axminster Carpets, Union Carpets, Japanese Matting, Art Squares, Rugs and Mats, Curtains and Portieres, Window Shades and Curtain Poles.

Black Dress Silks and Blouse Silks.

We have imported largely in Black Dress Silks for this sale. Comparisons will show the price advantages that prevail here, and when you choose from our stock there is a solid assurance of best qualities.

Comparison is your only safeguard—Compare our Black Beau de Soie Colored Bengaline Black Gro Grains Colored Satins Black Taffetas Colored Taffetas Black Marvellieux Colored Jap Silks

New Wash Fabrics.

February opening of new wash fabrics new and exclusive designs, that include Fancy Swisses, French Organdies, Silk Gingham, Poulardines, Mercerised Chambray Novelty Chambray Belfast Dimities, Lace Stripe Gingham Canadian and American Prints, English Prints etc., etc.

75c. Pillow Tops Reduced to 25c.

A lot of canvas and cake walk cushion tops, various designs, most of them all complete with back, regular 75c. tops for 25c.

February Clearance in

Berlin Wool, Tea Cosies, Canadian Fingering, Pillow Forms, Bee Hive Fingering, Fancy Pillows,

White Wear Sale.

Better garments at less price is the chief news briefly told—the basis of this sale—the largest stock we have ever gathered. There's a satisfaction to choose muslin and cambric garments from new fabrics, for cotton textiles age in the bolt almost as badly as in the wear. The market is full of held-over goods. Garments here are first shown. The making is to our own order and even the lesser-priced pieces undergo a rigid inspection.



There's a home made air about them that contrasts with the made-anyhow sort of worthless materials so abundant. Yet our prices are even lower in comparison with the every-day sale underwear, for the simple reasons stated above and our cash buying in 10 six store lots. Details which follow tell only of a few garments, but choosing is not restricted to these for its the largest gathering of best underwear Simcoe has ever seen.

The Great White Wear Sale Starts Friday, Feb. 1st, and here.

Women's Night Dresses.

At 44c.—White cotton night dresses, made with tucked yoke, and trimmed with cambric frills. At 75c.—Fine white cotton night dresses, made with yoke, hemstitched and tucked, and trimmed with cambric frills, hemstitched. At \$1.25—Fine white cotton night dresses, made with sailor collar and trimmed with frills of embroidery and deep insertion.

Women's Skirts.

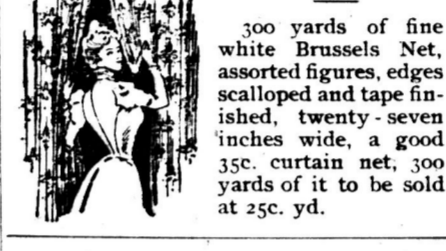
At 50c.—White cotton skirts, made with deep frill of cambric, nicely tucked. At 75c.—Fine white cotton skirts, tucked and deep frill of embroidery. At 88c.—Fine white cotton skirts, full, and made with lawn flounce edged with embroidery. At \$1.25—Fine white cotton skirts, deep embroidery flounce and dust frill. Other beautiful skirts, all prices, as high as \$5.00.

Women's Rain Umbrellas, Regular \$1.25 quality for 75c.



A big lot of women's umbrellas, natural wood handles, sterling silver mounting, stainless sateen covering, twenty-four inch cover, to go during February at 75c.

35c. Figured Brussels Curtain Net, Feb. Price 25c.



300 yards of fine white Brussels Net, assorted figures, edges scalloped and tape finished, twenty-seven inches wide, a good 35c. curtain net, 300 yards of it to be sold at 25c. yd.

Children's Drawers.

Sizes 1, 2, 3, 4 and 5, from 25 to 35c. made from fine tucked cotton and edged with fine cambric frill. Other styles at 40, 45, 65 and 75c.

Tinsel Blouse Velvet, 25c. yd.

Possibly seventy-five blouse lengths of tinsel velvet in the following color combinations—brown and gold, olive and silver, navy and silver, and tan and gold. These are regular 50 and 75c. goods. The lot on sale at the 25c.

Great Sale of Embroideries.

The materials are principally swiss, cambric and nainsook, made fine, smooth and strong, by the choicest and best shuttles. There are all-overs, edgings and insertions. Baby widths, medium widths and flounce widths. The designs are beautiful. This is your embroidery opportunity. A SAMPLE VALUE—600 yards fine lawn embroidery, assorted patterns 2 1/2 inches wide, the yard 4c, 4c, 4c.

February Sale of Wrappers.

Ours are unlike the wrappers made especially for sales, and which consist mainly of skimped, carelessly cut, a poorly sewed garments. We offer you nothing but perfect goods, properly made from this season's patterns of wrappers—sizes 31 to 44.

Regular \$1.25 wrappers, in red and black, and blue and black wrapperette, waist lined, and nicely made with yoke, full skirt for 98c. Regular \$1.50 and \$1.75 wrapperette wrappers, in black and white, red and black, and black with fancy stripes, made with yoke and nicely trimmed with braid for \$1.35. Regular \$2.00 wrappers of navy and white, made with deep flounced skirt, and different styles of pretty fancy wrappers for \$1.65.

Cold Weather Comforts.

All to be sold at sale prices. Down Comforters, White Wool Blankets, Grey Wool Blankets, Robes and Men's Fur Coats, Flannelette Blankets, Horse Blankets,

The Cloak Department.

Considering that there are two months of winter yet before us, the following prices for handsome, stylish, comfortable garments for women and children are, to say the least, remarkable.

Regular \$3.50 coats, black boucle cloth, lined through with figured sateen, for \$2.60. Regular \$5.00 coats, black boucle cloth, lined through with black mercerised sateen, velvet collar, and trimmed with black covered buttons, for \$3.75. Regular \$8.00 coats, in black and fawn, lined all through with mercerised sateen, trimmed with braid and fancy buttons, for \$6.00. Regular \$10.00 coats, in black and fawn, made from very fine beaver, lined through with black or colored satins, trimmed with stitched straps and seams stitched, for \$7.50. All of our \$12.00, \$13.00, \$14.00, and 15.00 coats, fine heavy beavers, heavy curl cloths, and fine kersey's, your choice for \$10.00. Children's heavy tweed ulsters, in red, blue, grey and brown, made with capes, \$3.00 ulsters for \$2.25. \$3.50 ulsters for \$2.60. \$4.00 ulsters for \$3.00. \$5.00 ulsters for \$3.75. \$5.50 ulsters for \$4.10. \$6.00 ulsters for \$4.50.

Fine Fur Jackets Reduced.

We're bound to have some fur-wearing weather between now and spring, but even should we not get many cold days, these furs are well worth buying for next season. The extraordinary price reduction making them attractive investments.

Our \$25.00 Astrachan Coats, large glossy curl, lined with heavy black satin, medium length, for \$20.00. Our \$28.00 Astrachan Coats, large glossy curl, heavy black satin lining, 36 inches long, nice fitting backs, for \$23.00. Our \$40.00 Astrachan Jackets, fine glossy curl, lined with heavy black quilted satin, stylish length, \$32.00. Our \$45.00 Astrachan Coats, long fine glossy curl, lined through with heavy quilted black satin, in large sizes only for \$39.00. 2 only, Handsome Electric Seal Coats, lined through with heavy brown satin, sold every where else for \$40.00, sale price \$32.00.

February Sale of Men's White Shirts and Night Shirts.

A first-rate custom shirt maker can make a shirt that will wear as well and fit as well as our shirts, but not at these prices. Read carefully the items that follow:

Unbleached shirts, made from fine quality cotton, deep reinforcing, facing, cushion neck band, sizes 12 1/2 to 17 1/2. February sale price, 44c. At 75c. a lot of W. G. & R. special \$1.00 unbleached shirts to be sold at 75c. At 65c. men's specially fine twill cotton night shirts, liberal size, well made, pearl buttons, and pockets. It's a February chance to buy 85c. shirts for 65c.

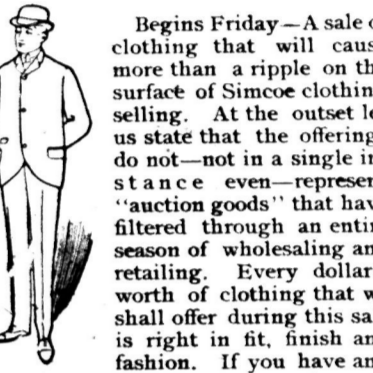
Children's Night Dresses.

From 44c. to 72c.—All sizes, fine cotton with tucked yoke, collar and front edged with cambric frill. From 65c. to 90c.—All sizes, fine cotton, with yoke of tucks and insertion, collar and sleeves edged with frill of embroidery.

Women's Drawers.

At 19c.—Made of white cotton, tucked and edged with narrow cotton lace. At 29c.—Fine white cotton drawers, tucked in clusters and deep hem. At 39c.—White cotton drawers, tucked and trimmed with frills of embroidery. At 44c.—Drawers made from fine white cotton, tucked and trimmed with frills of deep torchon lace. All the between prices as high as \$1.50.

The February Sale of Clothing.



Begins Friday—A sale of clothing that will cause more than a ripple on the surface of Simcoe clothing selling. At the outset let us state that the offerings do not—not in a single instance even—represent "auction goods" that have filtered through an entire season of wholesaling and retailing. Every dollar's worth of clothing that we shall offer during this sale is right in fit, finish and fashion. If you have any idea whatever of buying a new suit, overcoat, or pair of odd pants attend this sale. We promise you bargains that will put a new meaning to the word, values such as you never saw before, and for all we can tell now, may never see again. Here are some of them:

At \$3.90, herringbone, grey, small brown checks, blue serges, and different colored tweeds, nicely made and trimmed, suits that always sold for \$5.00 and \$6.00, February sale price \$3.90.

At \$4.90, this lot of suits beats anything ever offered at the price. Single or double breasted, good, solid, all wool suits, in colors and sizes to suit the buyer, good values at \$5.50, \$6.00, \$7.00 and \$7.50, February sale price \$4.90.

At \$6.00, the suits going at this price comprise all of our best tweeds and also that famous "migger head" or black curl suit, fine, stylish, double-breasted, but in new shades of grey, black and blue serges, and clay worsteds, prices were \$8.00, \$8.50 and \$9.00, February sale price \$6.00.

MEN'S PEAK JACKETS.—Good snug jackets of heavy frieze, 3 pockets, big collars, lined, also a "Khaki" reversible pea jacket, corduroy and tweed collars, the kind you have often paid \$5.00 for, February sale price \$3.50.

WATERPROOFS.—A good, long coat, double-breasted, velvet collar, two pockets, and rain proof, February price \$1.90.

Dark grey mixed cloth, velvet collar, double-breasted, etc., an up-to-date coat, any size, \$2.90.

Nice fawn colored coat, something dressy as well as useful, regular \$5.00 coat, February sale price \$3.75.

BOYS' 3 PRICE SWEATS.—We have not forgotten the boys in our many "snaps" as we have picked out a lot of suits in tweeds, chevots, serges, etc. Suits from \$4.00 to \$6.00, February price \$3.50 the suit.

A very special bargain in boys' 2-piece suits, ages from 4 to 11 years, in serges, Halifax tweeds, etc, nice, fancy little suits, worth from \$2.00 to \$3.00, for \$1.75.

Corset Covers.

All sizes and prices in Corset Covers, from the plain ones at 15c. to lovely fine cambric waists at \$1.65, hemstitched and trimmed with valenciennes lace and insertion.

We pay Freight Or Express On All Parcels Of \$5 or Over.

NORTHWAY, ANDERSON & FALLS, SIMCOE.