Electric Light **Fixtures**

25 groups, complete equipment for a 6-room house, various designs. Regular stock to make room for new lines. Regularly complete with glassware, \$50.00 to \$60.00. Special sale at 24.50

och Jaking AT THE SIMPSON STORE

Special in Dresses at \$5.95

VALUES \$9.50 TO \$12.50.

Many styles in women's and misses' sizes, velvets, silks and cloth fabrics, all marked at one price to clear. Plain or novelty trimmed, in a splendid range of colors, such as navy, grey, brown, Copenhagen, black and tan. Saturday 5.95

SAMPLE COATS AND REGULAR SELL-ING LINES, SOLD REGULARLY AT \$12.50 AND \$17.50, SATUR-DAY SPECIAL SALE PRICE \$6.95.

Winter Coats in Persiana blanket and reversible cloths, in light or dark shades; styles are all the most popular and up-todate for this season. Becoming models in three-quarter and full length. A splendid bargain at 6.95

SERGE DRESSES, \$3.95.

Another lot for early morning selling show novelty collars of velvet or lace and are ornamented with buttons. Saturday. 3.95

GIRLS' COATS, \$1.49.

Broken lines in a number of styles and materials; ages 10, 12 to 14 years. Saturday clearance 1.49

SERGE AND TWEED SKIRTS, \$2.35. Made from ends of excellent quality serges and tweeds in a number of neat tailored styles, perfect fitting and finished with the best of workmanship; all stock sizes. Specially priced 2.35

Duchesse Feathers

201/2 inches long. Regularly \$6.00. Saturday \$3.45. In black and white only; extra wide fibre, with a large, graceful, drooping head; 120 only to be sold at this price, Saturday 3.45

Duchess Plume, 13 inches long. Regularly \$1.75. Saturday 95c. A very pretty feather for bonnet or toque trimming; black or white only.

High Park Hats, in white wool, trimmed with velvet and combination colors in wool; a clever hat for any kind of outdoor sports. Regularly \$2.25, \$2.75 and \$3.00. Saturday 1.00

Half-prices on any colored Trimmed Hats; any shapes, in velour, velvet, plush or felt; any children's hat, cap or bonnet. This takes in our complete stock of any of the above-mentioned lines: the half prices being secured upon their present reduced market prices.

Moirette Petticoats \$1.98

60 only Women's Silk Moire Petticoats, black only; some have satin stripes; flounces are made with knife and box pleating; sizes 38, 40 and 42: Regularly \$4.00, \$5.00 and \$6.00. Saturday 1.98 No phone or mail orders.

Bewitching "Margot"

THE NEW CREPE DE CHINE BLOUSE

Made from rich and lustrous crepe, the front is of the "Evangeline" order, which, with the addition of the "Cowl" collar at back, forms a distractingly pretty blouse; and look at the array of colors, white, pink, champagne, bottle green, navy, amethyst, mahogany, negre, helio, taupe, old gold, saxe and black. All sizes. Saturday at...... 3.95

6 inch Duchess Satin Ribbon 19c Yard

Excellent quality; colors pale blue, pink Copenhagen, blue lave, saxe, navy, bright red, cardinal, white, cream, mauve, cerise, tan, brown and Paddy. Saturday, per yard .19

To-morrow you will have the whole of these clearing stocks to choose from, thousands of needed articles at simply unprecedented prices, of which some are recounted here. Come early and see the special ticket. Incidentally, a treat awaits you in the painting, "Columbus at Salamanca." now on exhibit here by courtesy of John Wanamaker of Philadelphia.

count of what it has to sell, some of its stocks full and ready for the beginning of the Febru-

ary sales; some of them-and this is the important thing to-morrow-some of them made up of

To-morrow January 31st, is the climax of our half year. Every department has taken

The Last Day in the Whitewear Sale Every piece a decided bargain. Every garment pretty and of fine quality. Come early for best choice. Clearing all the counter slightly soiled stock and sample garments from our factory. About 800 pieces in all. Gowns, Drawers, Corset Covers, Combinations, Petticoats and Princess Slips. Many exquisite and dainty styles and qualities to select from; some are very little soiled; others have slight damage to trimming or nainsook. All sizes in the lot. No phone or mail orders. Saturday half-price or less. Corset Covers, fine nainsook, Dorothy style, pretty lace trim, run with ribbon; sizes 32 to 38 bust.

odd goods, lines decimated by the big sales, or lines it will not pay us to hold.

BIG CORSET BARGAIN. A clearance of beautiful Corsets at a fraction of their regular price. Getting ready for the new spring models. Clearing over 400 pairs extra fine Corsets, including models of C. B. a la Spirite, Warner's, Thomson's Glove-fitting, Promenade, La Diva and Modart; finest materials in brocades and coutils; medium bust; long and rtylish; four or six garters. Sizes 18 to 30 inches in the lot. Regularly \$3.00 to \$5.00 a pair. No phone or mail orders. A pair 1.50

CHILDREN'S SLEEPERS. WOMEN'S HEAVY COAT SWEATERS.

WOMEN'S WINTER UNDERWEAR.

Good, heavy quality, little price. 1,200 Women's Vests and Drawers; heavy ribbed white cotton; vests high neck, long sleeves, button front; pearl buttons; drawers ankle length; both Women's Vests and Drawers, "Watson's" unshrinkable heavy ribbed wool and cotton mixture, high neck, long sleeves; drawers ankle length, both styles; colors white or natural.

Women's Hand Bags

A SPECIAL PURCHASE.

600 only, Leather Hand Bags, all new styles, in a variety of leathers, such as pin seal, morocco, suede, velvet, seal grain, also a few real seal; neat German silver frames, leather and silk lining; mirror and card case fittings; every color. Regularly \$3.00 to \$5.00. Saturday 1.69

4 Hudson Seal Coats

50 inches long; a very new model, with straight box back; close-fitting skirts; fronts have full rounded corners; deep long roll shawl collar; sleeves with cuffs; lined throughout with best brown satin. These garments were exceptional good value at our regular price \$139.00. Saturday 97.50

Sable Orenberg Marmot Stoles, very wide on shoulders; square sailor backs, finished with tails and paws; fronts are four tab effect, with long stole centre, trimmed with tails and paws; a very new design: lined with splendid fawn shade satin. Regularly \$16.50. Saturday ... 10.45

Sable Orenberg Marmot Shawl Scarves; 76 in. long, 6 inches wide; a very fine quality of this splendid wearing fur; lined with fine satin. Regularly \$12.00. Saturday 7.95

Sable Orenberg Marmot Muffs; extra large pillow shape; finished with tails and paws; full satin ends and best lining. Regularly \$15.50 and \$16.50. Saturday 9.95

Embroideries

GREATLY REDUCED FOR SATURDAY'S SELLING.

17-inch Skirtings; six patterns to choose from. 8.30 a.m. rush price, Saturday morning, yard .20

EVENING SCARVES. Plain colors, blues, greens, black, white. Regularly \$2.50 scarves for \$1.25; regularly \$3.00 Scarves for \$1.50; regularly \$4.00 Scarves, for \$2.00; regularly \$5.00 Scarves for 2.50

LACE JABOTS. The balance of Christmas Lace Jabots to clear

Saturday at half-price. Regularly 50c, 75c, \$1.00, \$1.25, \$1.50, \$1.75, for 25c, 37c, 50c, 63c, 75c and 25c Blue and White Spot Bows, Saturday .5

Fresh Candy

1,000 lbs. Simpson's Special, an assortment of chocolates, creams, taffeys, caramels and bon bons, a very dainty candy for a week-end treat. Special, per lb. 1,000 lbs. Imported Turkish Delight, per lb.15 1 000 lbs. Satin Cushions, fruit flavors, per 1b.

Clearing of Boots, Rubbers, Leggings

WOMEN'S BOOTS, \$1.25. Button and laced styles, in all popular leathers; made on stylish and perfect fitting lasts;

heavy, medium and light weight soles; all kinds of heels; sizes 24 to 4 only. Regularly \$2.50, \$3.00 and \$3.50. Saturday clearing price 1.25 MEN'S BOOTS, \$2.25.

Button and laced styles, patents, tans and black leathers; Goodyear welted and standard screw soles; all sizes from 5 to 11 Regularly \$3.00, \$3.50 and \$4.00. Saturday ... 2.25

LEATHER TOP RUBBER

BOOTS, \$1.99. 200 pairs Men's Best Quality Snag-proof Rubber Boots, rolled edge soles; solid rubber; nonslip heels; 8-inch leather tops; sizes 6 to 13. Regularly \$3.35 Saturday 1.99 CHILDREN'S WHITE LEG-

Fine White French Leggings. with white kid facings and foot strap; to fit children from 6 months to 4 years of age. Regularly \$1.25. Saturday clearing

price49 WOMEN'S RUBBERS.

Regulation style, corrugated heels; sizes 21/2 to 7. Saturday fronts; sizes 21/2 to 7, Satur

WOMEN'S SLIPPERS. 19c. Warm black felt, with thick German felt soles, and "Arctic" plaid cloth, with flexible cord

soles; sizes 3 to 7. Saturday ankle strap; sizes 11 to 2. Sat-

urday clearing price19 MEN'S RUBBERS, 69c. Bright finished, and guaran-

teed perfect; corrugated soles and heels; sizes 6 to 12. Saturday clearing price 69
High storm front style; sizes to 12. Saturday clearing price76

CHILDREN'S RUBBERS. Both storm and regulation styles; every pair perfect, Misses', sizes 11 to 2, Saturday clearing price47 Children's, sizes 4 to 10½. Saturday clearing price .. .38

Clearing of Warm Winter Sheets Flannelette Blankets or Winter

heavy quality, large size 70 x 90 inches. Regularly \$2.85. Sale price Saturday, pair 1.88 18c AND 20c FLANNELETTE, 15c YARD.

White Saxony Flannelette, closely woven and evenly napped, 35 inches wide. Regularly 18c and 20c yard. Sale price Saturday, yard 15
Fine English Nainsook, with a pure
finish. Your choice in 36, 40 and 42inch, Sale price Saturday, yard .15 75c DRESSER SCARFS, 49c.

Pure Irish Damask Dresser Scarfs, in dainty floral designs and nicely hemstitched: size 18 x 54 inches. Regularly 75c. Sale price Satur-Clearing of all Remnants of Table Damask, in bleached and unbleached, various lengths from 1 to 5 yards. Reduced for quick selling Saturday. SEE THESE BATH TOWELS AT 49c

Large Heavy Turkish Bath Towels. in plain white or brown linen. Sale BED COMFORTERS GREATLY REDUCED.

Large Double Bed Comforters, size 72 x 78, with good durable sateen or silkoline covering, extra well quilted and filled with a pure white sanitary cotton filling. Regularly up to \$3.00. Sale price Saturday 1.98

Toilet Goods

Real Ebony Hair Brushes, with 15 rows of pure stiff bristles, each. 1.25 Dressing Combs, 9 inches long coarse and fine, or all coarse teeth. each .25 Loonen's French Tooth Brushes, with pure hand-drawn bristles, each . .25 Nail Scissors, with bent points. each each
Best Quality Flexible Nail Files.
warranted to give satisfaction, each .25
Men's Military Brushes, ebony finish. Imported Castile Tollet Soap, 3 cake Metal Soap Boxes, each .14
Metal Soap Boxes, each .14
Bradley's Woodland Violet and Nila
Rose Talcum Powder, per bottle .19
Roger, and Gallet's Violette de Parme
Face Powder, per box .45
Toilet Paper, in rolls, guaranteed
2.000-sheets to roll, finest quality tissue. 7 rolls for .1.00
Phone direct to Toilet Department.

Drugs on Sale

Absorbent Cotton, 1-lb. rolls, Saturdav Ferrol, plain or improved, \$1.00 size. for Morden's Emulsion Cod Liver Oil, 50c

Toric Glasses

Handsome Jewelry

14k Cameo Brooch, large size head ne cut. Regularly \$15.00. Saturday fine cut. Regularly \$15.00. Saturday, Half Price.

14k Pearl Brooches, heavy mounts, fine real pearls, some have over 80 pearls, Saturday

14k Pearl Necklet, 83 pearls, bird and spray design, Saturday

14k Sunburst of Pearls, large size, all real pearls, Saturday

5.95

The Robert Simpson Company, Limited

Books at 25c "Rebecca of Sunnybrook Farm," by Wiggin "Pam," by Van Hutten. "Fire in the Stubble," by Pam," by Van Hutten. "Fire in the Stubble," by Orczy. "Ardath," by Corelli. "Essays of Elia," by Lamb. "Last Days of Pompeii," by Lytton. "Little Minister," by Barrie. "Ninety-Three," by Hugo. "Pilgrim's Progress," by Bunyan. "Scottish Chiefs," by Porter. "Great Expectations," by Dickens. "Handy Andy," by Lover. "Thelma, by Corelli. "Joseph Redhorn," by Bell. Cloth bound,

Men's Stiff and Soft Hats

uality English fur and mixed felt hats. Black only in stiff hats. Colors olive, grey, brown, slate and tan, in soft hats. Saturday special89

Men's Winter Wear Caps, golf shape, fur lined ear bands, and medium large peak, good quality tweeds, in assorted patterns. Regularly 50c. Saturday25

\$10.50 Men's Persian Lamb Caps, in wedge shape and good grade, glossy, even curls, satin lined. Saturday 5.00 \$13.50 and \$14.50 Persian Lamb Fur Caps, wedge shape,

choicest grade skins and best finish. Saturday 7.50 \$50.00 Men's Fur-lined Coats, fine black beaver cloth shells, prime dark and heavily furred muskrat linings, with otter and Persian lamb collars. Saturday 29.00

Men's Underwear

The very best qualities, including Wolsey, Body Guard, Stralian, Wolf, and Morley brands. In the lot there is pure silk, medium and heavy weights; pure white cashmeres; cardinal cashmeres, for rheumatism; natural cashmeres; Australian wools; Scotch and English natural wools; These are the last of our best quality winter weight underwear, which sold regularly for \$2.50, \$3.00, \$3.50, \$4.50 and \$6.00. Saturday, a garment 1.89 No phone or mail orders filled.

80 ONLY MEN'S HEAVY AND EXTRA HEAVY

SWEATER COATS. Of all pure wool yarns; several different colors; plain or fancy combinations; the very best makes and styles; only a few of each kind; all sizes 34 to 46. Regularly \$5.00, \$6.00 and \$7.00. Saturday 3.79 150 SUITS ONLY OF MEN'S BEST QUALITY

PYJAMAS. Including English cashmerettes and flannelettes, American eiderdown flannelette, cut in the new Norfolk style, and several different light weight soisettes and Madras cloths; all sizes in the lot. Regularly \$2.50, \$3.00, \$3.50, \$4.00 and \$4.50. Sat-

Men's \$10 and \$12 Ulsters at \$4.95

Men's Winter Ulster Coats, 150 in the lot, all excellent coats, made from English tweeds, in browns and greys in neat patterns. They are made in the ulster style, with two-way collar. The linings are of splendid quality, and the tailoring is of the best. Saturday 4.95

SWEEPING REDUCTIONS IN HEAVY WINTER COATS. \$22.50, \$24.00, \$28.00 and \$30.00, Saturday \$15.00.

High-grade Winter Coats, the famous English coats made from the choicest all-wool blanket coatings, in rich browns, two-way convertible collar; ulsters of English tweeds, single-breasted Chesterfield coats, with velvet collar of choice English coatings, in brown and blue chinchillas; the young man's favorite coat, with belted and pleated back, made of rich brown coatings. The very finest tailoring and trimmings used in these excellent garments. Saturday 15.00

New Spring Silks

SOME OF THE FIRST SHIPMENTS. Ripple Crepe Fasconfes, in lovely Parisian shadings and beautiful brocaded designs; pretty shades of ocean blue are strongly represented, with pearl greys and taupes.

Soft Mousseline Brocades, in exquisite colorings, mostly in the larger flower effects. Tinsel Vestings, in cream and gold, silver and

gold, green and gold, etc. "Silk Plaids," in real clan tartans, will be greatly in demand. New Suiting Silks, in 32 and 36-inch widths,

are shown in many shot effects. Several effective patterns in "Chine Damas," ivory grounds, with rose patterns, have just come

to hand. In blacks, deliveries have been large and varied. Chiffon taffetas, shadow moires, satin and crepe charmeuse. brocaded crepes and crepe

Spring Dress Fabrics and Suitings

FROM THE FASHION CENTRES OF EUROPE. Including wool crepes de chine, from the best French makers, in new tones and half tones. Fashionable silk and wool crepes, in plain and broche designs. Corde de crepe, in silk and wool combinations.

All-wool poplins, San Toys, Bengaline cords, Check Suitings and Dress Fabrics, shepherd .

checks, broken checks, overchecks, cross checks, etc., in a variety of new color combinations. New Diagonal and Whipcord Suitings, in self, two-tone and shot effects, in the latest colorings. Popular Permo Finished Fabrics, in dress weight; guaranteed absolutely uncrushable, in new spring tones.

Black Dress Fabrics, in all-wool and silk and wool mixtures, in plain and staple weaves, broche designs, jacquard weaves, corded fabrics, wool crepes, silk and wool ripple crepes, etc. Dress Goods Department, 2nd Floor.

Natural Linen Cushion Slips

Stamped and finished fringe both ends. Our regular price 39c. Saturday25 Linen Shoe Bags, Work Bags, Mending and Handkerchief Bags; hand embroidered in colors, and finished draw string. Regularly 29c. Satur-

Clearing Boys' Finer **Grade Suits**

REGULARLY \$8.00, \$8.50 AND \$9.00, SATURDAY

We have reduced to less than actual cost a number of broken lines from our regular stock. The styles are the most popular single-breasted Norfolk and double-breasted sack, with full cut bloomer pants; made from beautifully finished tweeds, with neat, small checks and striped patterns of brown, grey and tan; exceptional values; sizes 24 to 32. Saturday .. 5.00

Gloves and Hosiery

White Wash Goods

AT GREAT SAVINGS. 28-inch Embroidered Spot Crossbar and Stripe, with embroidered spot white muslins, clearing Saturday

The Grocery List Loaf Sugar. 4 lbs.
Imported Frunch Peas. Per tin
Finest Canned Corn. 2 tins
Choice Red Salmon, Tiger Brand. Per tin
Finest Cuban Grapefruit. 4 for
One car California Sunkist Oranges, good fre, sweet
and seedless. Per dozen
Canned Fruit-Raspberries, strawberries and cherries.
Garton's H. P. Salmon Fruit-Per in Garton's H. P. Salmon Fruit-Per in Garton's H. P. Salmon Fruit-Per in H Canned Fruit—Raspberries, strawberries and cherries.

Per tin.

Garton's H. P. Sauce. Per bottle

Maconochie's Pickles—Mixed, chow, wainuts and white
onions. Per bottle

Baker's Cocoa. ½-lb. tin
California Canned Asparagus Tips. Per tin.
Crossed Fish Brand Sardines. 2 tins
Finest Mild Cheese. Per lb.
Shirriff's Marmalade. 2-lb. jar
Choice Olives. 16-oz. bottle
Clark's Pork and Beans, in Chili Sauce. Large tin.
Fancy Mixed Biscuits. 2 lbs.
500 lbs. Fresh Peel Cake. Per lb.

CUT FLOWERS.

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