

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

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 SELLING LINES, SOLD REGULARLY AT \$12.50 AND \$17.50, SATURDAY 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-to-date 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

2 1/2 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 touque trimming; black or white only. Saturday .95

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 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

50 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

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 Duchesse Satin Ribbon 19c Yard

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

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 2 1/2 to 4 only. Regularly \$2.50, \$3.00 and \$3.50, Saturday clearing price 1.25

LEATHER TOP RUBBER BOOTS, \$1.99. 200 pairs Men's Best Quality Snag-proof Rubber Boots, rolled edge soles; solid rubber; non-slip heels; 8-inch leather tops; sizes 6 to 12. Regularly \$3.25, Saturday 1.99

Stock Taking

AT THE SIMPSON STORE

To-morrow January 31st, is the climax of our half year. Every department has taken count of what it has to sell, some of its stocks full and ready for the beginning of the February sales; some of them—and this is the important thing to-morrow—some of them made up of odd goods, lines decimated by the big sales, or lines it will not pay us to hold.

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.

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.

WOMEN'S WINTER UNDERWEAR. Corset Covers, fine nainsook, Dorothy style, pretty lace trim, run with ribbon; sizes 32 to 38 bust. Regularly 25c each. Saturday, 60c to go for, each .15

WOMEN'S HEAVY COAT SWEATERS. Come early or phone your order before noon. Clearing 300 Women's Coat Sweaters, extra heavy knitted worsted, high turn-down collar, turn-back cuffs, 2 pockets, pearl buttons, colors red, navy or grey; sizes 32 to 42 bust. Regularly \$2.00 each. Saturday, each .95

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. Sizes 32 to 42 bust. Saturday, all sizes, each .50

Women's Hand Bags

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 75.00

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, 8 inches wide; a very fine quality of this splendid wearing fur; lined with fine satin. Regularly \$12.00, Saturday 7.95

Embroideries

17-inch Skirtings; six patterns to choose from. \$3.00 a.m. rush price, Saturday morning, yard .20

Fresh Candy

1,000 lbs. Simpson's Special, an assortment of chocolates, creams, taffies, caramels and bonbons, a very dainty candy for a week-end treat. Special, per lb. .30

Drugs on Sale

Absorbent Cotton, 1-lb. rolls, Saturday .25

Toric Glasses

Eye-glasses or Spectacles, fitted with Toric lenses, the best that optical science can produce; give easy, clear vision and equally good at all angles. Any eyes fitted Saturday. Regularly \$1.00, Special 50c

Handsome Jewelry

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

Men's Stiff and Soft Hats

New shapes and fine quality English fur and mixed felt hats. Black only in stiff hats. Colors olive, grey, brown, slate and tan, in soft hats. Saturday special .89

Men's Winter Wear

Ear bands, and medium large peak, good quality tweeds, in assorted patterns. Regularly 50c. Saturday .25

Men's Underwear

The very best qualities, including Wolsey, Body Guard, Stralain, 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

Books at 25c

"Rebecca of Sunnybrook Farm," by Wiggin. "Pam," by Van Hutten. "Fire in the Stubble," by Orcey. "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. .25

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

Clearing of Warm Winter Sheets

Flannelette Blankets or Winter Sheets, in white, without border, extra heavy quality, large size 70 x 90 inches. Regularly \$2.25. Sale price Saturday, pair 1.85

New Spring Silks

Ripple Crepe Fascinates, in lovely Parisian shadings and beautiful brocaded designs; pretty shades of ocean blue are strongly represented, with pearl greys and taupes.

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.

White Wash Goods

36-inch Pure White Organdy of Swiss manufacture, suitable for waists and dresses, a lovely sheer quality that was not made for the price we are asking .29

The Grocery List

2,000 lbs. Fresh Creamery Butter, White Clover Brand, Per lb. .24

Vertical text on the right edge of the page, including 'The Fire M...', 'CURRE...', 'HAV...', 'ST...', 'Mysterious Lake Hu...', 'From T...', 'quiry In...', 'Novemb...', 'Was In...', 'Soundin...', 'That a m...', 'in southwest...', 'the direction...', 'with the sto...', 'on Thunder...', 'terrible storm...', 'evidence of a...', 'light-house ke...', 'light-saving c...', 'wreck enqui...', 'Capt. St. Geo...', 'hall. Capt. I...', 'sighted the...', 'in the after...', 'current, whic...', 'that it could...', 'varied with...', 'known yesse...', 'bad weather...', 'three or fou...', 'when their c...', 'inside.', 'Capt. Stev...', 'the only Cu...', 'the great st...', 'of the curvy...', 'casion wind...', 'heavy that i...', 'at his cours...', 'tion as to w...', 'taken in or...', 'don, he sat...', 'to do so be...', 'it would b...', 'like.', 'Capt. Har...', 'M. Hanna, b...', 'became a to...', 'sold of his s...', 'storm. Att...', 'steam, he a...', 'against it.', 'into the tr...', 'ground. I g...', 'make her s...', 'Capt. Mc h...', 'how he ha...', 'Thunder B...', 'ing his shi...', 'It was of b...', 'begin to.', 'were stati...', 'could not.', 'vessel was'.

The Robert Simpson Company, Limited