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THE TORONTO WORLD


JANUARY 171905

## -SIMPSON $=$ 2n waw <br> Like Christmas Time in the

 Store These DaysStore Thronged With Purchasers Who Come to Help Us "Take Stock.
$\qquad$ Basement and the White Goods Departments Which Are Conducting Sales of Their Own.
$\qquad$ like Christmas time again to see the throngs of eagerly buying people. To-morrow will be a splendid oppor-
tunity to witness the enthusiasm if you haven't yet done so. For here is a programme prepared for Wednesday
which should crowd the store from 8 o'clock in the
. morning until 5.30 at night. Half-price is the magnet
and half the price is your reward for coming.


White Shirts and Winter Mufflers $3_{3}^{20}$ Men's White Laun are full dress, also sho
andmediumlength bos


