

H. H. FUDGER, President. Store Closes Daily at 5.30 P. M. J. WOOD, Manager.

SIMPSON COMPANY LIMITED THE ROBERT SIMPSON COMPANY LIMITED

PROBABILITIES. Lower Lakes and Georgian Bay—Moderate to fresh wind, mostly easterly, cloudy and mild, with a few local showers.

FRIDAY, JANUARY 22, 1909

Stock-Taking Day is Like Our Examination Day at School

IF YOU ever had to take "examinations" you know how the day of the "Exams." loomed up in your mind weeks before. You gave yourself over to preparation more and more as that day of days grew nearer. Just so with Stock-taking Day. We are preparing. Prices on odd lines get lower as the month passes. Saturday will bear us out. Shopping will prove highly profitable to-morrow.

The Saturday Programme for January Whitewear

WHETHER you actually need fresh Lingerie at present, or whether your wardrobe is liberally stocked, makes little moment. You simply cannot afford to pass these January prices. It will pay you to buy for far into the future. Considering the wear and tear of laundries, the Whitewear future is not a lengthy period at best. So buy a supply for Summer if you need no more just now. Here it is already for you. You might as well make a saving now by forestalling your requirements a trifle.



Isabelle 2-piece Suits, corset cover and drawers combined, fine nainsook, two dainty styles, trimmed with fine Valenciennes or Maltese lace insertions and frills, headings and silk ribbons, sizes 34 to 44 bust. Regular value \$22.50 and \$25.00 each. Saturday sale price \$12.50.

A Pre-Stocktaking Sale of Girls' Dresses and Coats

SOME of these dresses will come in nicely for parties and the other gaieties of a little girl's winter. Some are school dresses. The coats are the sort that tobogganing calls for, and which look Canadian through and through.

Girls' Dress, of white lawn, has tucked yoke, edged with insertion and lace trim, full length sleeves, finished with insertion and lace, sizes 6 to 14 years. Saturday, \$1.75.

January Sale of Lawn, Silk and Net Waists

Fine White Lawn Waists, with pretty embroidered fronts, in several dainty designs, new long sleeves and high collars, trimmed with insertions and finished with tucks, hemstitched seams on shoulders—\$2.95.

Ladies' and Children's Underwear About Half-Price

Ladies' Vests and Drawers, extra quality fine natural wool, English cut, shrinkable make, Vests high neck, long sleeves, buttoned front. Drawers ankle length to match, in both styles. Regular price \$1.10, Saturday, each, 69c.

\$1.25 Corsets Saturday 75c

300 pairs Ladies' Extra Fine Corsets, Royale model, for medium figures, made of fine quality coutil; colors white or grey, medium high bust, long hips and back, filled with finest steels, 4 wide side steels, 4 garters, finished with lace and ribbon. Sizes 18 to 26 inches. Regular value, \$1.25. Saturday, 75c a pair.

Satins in the Fashionable Shades

We are showing in the Silk Department splendid values in Rich Dress Satins in the scarce and more exclusive colors.

More Trimmed Hats at \$2.85

Our last sale of Trimmed Hats at this price cleared our stock of many of the short lengths and odd lines of our expensive trimmings. We wish to clear out the balance in the same way on Saturday by making them up into some of the hottest styles of the season. The window will give an idea of the great sale. Saturday, \$2.85.

Saturday's Grocery List

- 2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb., 31c. Canned Fruit, in quart gem jar, raspberries, cherries, peaches, plums, pears and pineapples. Per jar, 25c. Malta Vita Breakfast Cereal, 3 packages, 25c. One car Fancy Naval Oranges, large size, sweet and seedless. Regular 35c per dozen, for 25c. 4000 tins Canned-Corn, best quality, 4 tins to customer, 4 tins 25c. Redpath's Loaf Sugar, 4 lbs., 25c. Walter Baker's Cocoa, 1-2 lb. tin, 22c. Fancy Seeded Raisins, 1-lb. package, 10c. Choice Red Salmon, Silver Moon Brand, per tin, 15c. Preserved Ginger, in fancy Dutch jar, per jar, 25c. Fancy Mixed Biscuit, 2 lbs., 25c. 500 lbs. Fresh Assorted Nut Taffy, per lb., 10c.

\$2 Gilt Clocks 98c

160 Ormolu Finish Clocks, American movements, several designs, guaranteed accurate timekeepers. Regular value \$2.00, Saturday 98c. Nickel Alarm Clocks, American movements, guaranteed timekeepers, loud alarm, lever to stop bell. Regular \$1.00, Saturday 75c.

40c Carnations 25c Per Dozen

Carnations, regular 40c per dozen, for 25c. Daffodils and Narcissus, per dozen, 25c. Daffodils, regular 60c per dozen, for 40c. Tulip and Fern Pens, each, 35c. Phone direct to department. All orders carefully attended to.



Wash Goods Dept. Reductions

Chances like this grow interesting now that thoughtful people are planning ahead to save tedious work in the hot weather. 200 pieces Special India Linen, 42 inches wide, fine, even weave. Regular 25c, for 12 1-2c. 36-inch White Victoria Lawn. Worth 12 1-2c, for 8c. Fine Nainsook, soft and pure, nice for ladies' and children's wear. Worth 15c, 10 yards for \$1.00. A big lot of Fine French Printed Organdies, Lawns, Swiss Mullins, Silk Mulls, etc., nearly all waist lengths. Regular 25c to 60c yard, for 15c.

Reductions of Special Interest to Men

STOCK-TAKING comes like examination day. It is a crisis, and we must prepare. These reductions on Overcoats and Suits for men and boys reflect in no way on the goods.

SPECIAL SALE OF MEN'S HIGH-GRADE OVERCOATS, REGULAR \$22.50, \$25.00, \$27.00 AND \$28.00, TO CLEAR SATURDAY AT \$15.00. 25 only in the lot. These are odd sizes and broken lines of our very best winter overcoats. Black Thibets, chevrets, also some brown and olive kerseys in novelty styles, also the staple single-breasted Chesterfield and some pad jackets; a number of them are American models, and are the acme of fine tailoring. Sizes 36 to 42 in the lot, ranging from \$22.50 to \$28.00. To clear Saturday at \$15.00.

50 MEN'S FINE READY-TO-WEAR SUITS, REGULAR \$15.00, \$18.50, \$19.00, \$20.00 and \$22.00, TO CLEAR SATURDAY AT \$10.00. The lot consists of broken lots and odd sizes from our best and higher-priced lines, including fancy worsteds and tweeds, in grey and brown tones, stripes and broken checks. Among the lot are a number of suits from leading American makers, beautifully tailored, and of the latest design. Sizes 36 to 44 in the lot, to clear before stock-taking at \$10.00.

SPECIAL SALE IN BOYS' OVERCOATS, REGULAR \$6.50, \$7.50 AND \$8.50, CLEARING SATURDAY, \$4.00. 48 only Boys' Winter Overcoats, consisting of imported grey chevrets and fancy tweed coatings, also some black friezes, made in the newest Chesterfield style, finished with black velvet collar, fine heavyweight Italian linings. Sizes 29 to 35. Regular \$6.50 to \$8.50, on sale Saturday, \$4.00.

Boys' Storm Reefers or Pea Jackets, made up of beaver cloth, heavyweight English curl cloth and friezes, mostly dark colors, black and dark mixtures, cut rummy, double-breasted, with deep collar that can be buttoned close to the neck or turned level, well lined. Sizes 25 to 30. Regular price \$7.75 and \$10.00, clearing Saturday, \$2.40.

Men's \$1.50 Shirts 69c. Big sale of 2000 Men's Neglige Shirts, practically all our better lines, with an overstock clearance from one of the best Canadian manufacturers. In the lot are—Plain, fancy and pleated fronts, cuffs attached or detached, ordinary or coat style, plain white, blue, fancy checks, stripes and figures, made from the best cambrics, sephires, crepes and Oxford shirtings. Sizes 14 to 17 1/2. Regular \$1.00, \$1.25 and \$1.50, Saturday, 69c.

Men's Fur Coats and Caps. 11 Men's Fur-lined Coats, our best custom make, shells of extra fine beaver cloth, finest tailoring. Collars are No. 1 Canadian otter, and linings are extra dark and choice muskrat and American beaver. Regular \$75.00 and \$100.00. Special for Saturday, \$52.00.

Men's Winter Wear Caps, in leather, corduroy, seersucker or extra fine navy melton or beaver cloth, all with fur earbands. Regular \$1.00, Saturday, 50c.

Footwear for Saturday

DON'T go with thin soles in your boots this weather. Boots are cheap. Stock-taking time.

Men's Boots, Goodyear welted, leather lined, duck lined, Blucher, medium and heavy soles, box calf, fine, strong Dongola goatskin and patent colt with dull tops, all sizes. Special purchase price, Saturday, \$2.49.

QUEEN QUALITY SAMPLE BOOTS. 150 pairs Women's "Queen Quality" Travelers' Sample Boots, size 4 only, all popular leathers, styles and lasts. Reg. prices \$1.00, \$1.50 and \$2.00, on sale Saturday, \$2.49.

MEN'S BOOTS, FELT SOLE, "VICTOR" STYLE FOR CURLIERS, REGULAR \$4.00, SATURDAY, \$2.95. 150 pairs only of Men's Box Calf Boots, felt lined, felt insole, Goodyear leather welt, sewn to a heavy, solid felt heel, solid felt heel, a good, warm, comfortable boot for curliers, motormen, conductors, teamsters and drivers, all sizes, 5 to 11. Regular price \$4.00, on sale Saturday, \$2.95.

Slipper Soles, best quality lamb's wool, leather sole, sewn on your wool uppers, all sizes. Special prices Saturday: Men's 69c, boys' 59c, women's 49c, misses' 39c, children's 29c. (Telephone orders filled).

Overgarters, fine quality broadcloth; they will keep the ankles warm and comfortable; black and all colors.

Wall Papers Half Price

Come down Saturday afternoon and select your own Papers. A special Saturday bargain. 1950 rolls Dining Room and Hall Papers, good warm colorings, scenic, floral and conventional designs. Regular to 35c, Saturday 17c. 1750 rolls Parlor and Dining Room Imported Papers, glossy or dull face effects, in greens, greys, blues, old rose and light colorings. Regular to 60c, Saturday 31c.

"Directoire" Satin Cloth

The Choix of London, Paris and New York, for Early Spring Wear. We are now showing a beautiful selection of new and exclusive colorings in these fashionable cloths, rich shades of Amethyst, Taupe, Mahogany, Canard, Myrtle, Rose, New Blue, Raspberry, Tan, Peach, Corn, Helio, Mauve, Pink, Cream, Pale Blue, etc.

"Directoire" Satin Cloths have a rich, brilliant lustre, and are positively uncrushable. Soft draping qualities that are specially adapted for the new styles of gowns and dresses. We call special attention to our Oriental "Directoire" Satin Cloth, 40 inches wide. Per yard, \$1.25.

The Housefurnishing Club Asks Only ONE Condition

THE SIMPSON HOUSEFURNISHING CLUB for January stands at your service. Its plan of operation is simple. Its offer is liberality itself. Every one who needs housefurnishings will read with interest the following plain straightforward statement of its aims and objects.

The Robert Simpson Company have a very large department devoted to carpets and curtains and housefurnishings generally. On the floor above a whole flat is given up to furniture.

Now January, the middle month of the winter, is generally a "slack" month in the stores, although we never notice it in this store. We provide attractions and inducements to keep business lively.

One of these attractions is, as you know, The White Goods Sale, which takes in so many departments of the store.

Another one is the Housefurnishing Club, which keeps up enthusiasm in the Furniture and the Carpet and Curtain Departments. We have found this Club to be of real service to its members and a great boon to the business of the store, and we unhesitatingly declare it to be the most liberal offer we ever made on so large a scale.

The Club service is this:—We extend to members the free run of the Carpet and Curtain Department and the Furniture Department. They may choose anything they like AT THE CASH prices and CHARGE it to their Club account. Payments may then be arranged at mutual convenience spread over the next six months. No interest will be charged or any extra expense entailed in any way whatsoever.

The Club is limited to 500 members, and goods must be chosen during this month. There is only one condition.

You Must Own Your House

The Housefurnishing Club Office is on the First Floor, James Street, in the new store. If you will talk it over with the Secretary in person you will be able to apply this liberal offer to your own case and see just what it enables you to do.

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