NEWS OF TODAY'S SELLING

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## Reap the Benefits of This

 White Sale
## $x=2$




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## Rush Centres Among Linens and Staples

400. Bleached Shooting, Cloaring at 220 Yard-Made in Canada, close, even weave, tree trom

 Nainsook, sheer finish, wlath 40 inches. Sale price Thursday, yard
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Late Season's Prices on Women's Winter Coats




 WOMENS SERYICABLE WITTER COOTS, semb

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## suno The Robert Simpson Company, Limited

## These Fur Prices

 Have Struck Bottom!Make sure of getting them before the rebound! Our fur prices this season have appealed to for Thursday are unusual enough to cause a sensation in the fur trade. Don't miss this opportunity.

Electric or Near Seal Coats, from best imported French Eleotric or Near Seal Coats, from best imported Freneh
yed skins, very newest models, 52 inches logg, regulaly
30.00 Thursday $\$ 59.00$. 46 inches long, regularly $\$ 75.00$, Thursday $\$ 56.00$.
Hudson Seal Coats, travelers' samples, 50 inches long
Regularily $\$ 140.00$. Thursday ................. 95.00 Regulaíly $\$ 140.00$. Thursday ................... 95.00
Natural Black Jersee Muskrat Coat, 50 inches long, a Block Fox Furs at greatly reduced prices one of the Black Fox Furs at greatly reduced prices, one of the
most popular furs worn, suitable alike for young or elderly most po
people. Large Two.Skin Sttoles and Scarfs, with head and brush.
Regularly $\$ 60.00$, for $\$ \$ 5.00$, and $\$ 47.50$ for $\$ 35.00$. Large Single-Slin Scarfs, with head and brush. Regularly $\$ 25.00$ and $\$ 21.00$, for Russian Fitoh Turs, fur resembling gennine Russian Russian Fitoh Furs, a fur resembling genuine Russian
that is ultra stylish and gives excellent wear. Stoles that were $\$ 25.00$, for $\$ 15.00$. Muffs that were $\$ 22.50$, for
$\$ 15.00$. that wer
$\$ 16.00$.


## Just 53 Black Cheviot Overcoats Thursday, $\$ 5.95$

N.B.-An order for such coats as these, even if i were a very large one, could not be placed witl any manufacturer today for within a dollar of our Thursday price.
 If Ever You Thought of Buying , Fur-Lined Coat, Don't Let This Chance Slip! murn班 Home Furnishings Make Attrac tive Quotations














Stock Clearings in the Basement January Sale


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## Jewelry at Half

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75c Dressing Sacques for 49c


TheRobert Simpson Company,Limited


AILbater FOR SEMI-INDIRECT LICHTINQ,



Club Bags at $\$ 4.95$


> The Grocery List


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