

SIMPSON Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Mgr. Probabilities

Moderate winds, mostly northerly; a little lower temperature.

SIMPSON

Women's Coats, Skirts and Dresses

125 Women's One-piece Cloth Dresses, in imported French Panama cloth and English stripe worsted; yoke and collar made of fine tucked silk; others semi-fitted back; net; skirts have side panel and narrow pleats; others trimmed with self strappings; colors in the lot are navy, green, grey, black and rose; not every color in every size, but every color in the lot. Sizes are 32 to 42. Regular prices \$9.75 and \$10.75. Friday \$6.95.

Women's Skirts; a clearance of oddments left over from our summer stock, consisting of invisible striped worsteds, Panamas and two-tone Bedford cords; made in a variety of embellished styles; in colors of black, navy, grey and green. Regular \$6.50, \$5.00 and \$4.50. Friday \$2.99.

Girls' Fawn Reeler Coats, in covert cloths, double breasted style, trimmed with fancy buttons, fancy patch pockets. Sizes 4 to 10 years. Regular price \$4.75. Friday \$2.98.

Women's Fall Coats, an extremely smart coat for early fall, 54 in. long, in tawn and grey tones of Donegal tweed, self lined across the shoulders, semi-fitted back, with open seams and large buttons, turned down collar, in-laid in black moire; sleeves smartly tailored, and finished, with a moire trimmed cuff. Regular price \$10.00. Friday \$6.49.

Fancy Needlework Dept. (Main Floor.) 10 only Drawn Work and Hand Embroidered Bed Spreads, 72 x 90 inches, in white only. Regular \$5.95. Friday bargain \$3.98.

10 very handsome White Bed Spreads, of Austrian linen, trimmed Toronto lace and insertion, with two shams and one scarf to match. Regular price \$12.50. Friday the set complete \$8.75.

About 300 pieces of real lace Battenberg Shams, Runners and Centre-pieces, various designs and styles, a clean-up of several lines. Selling regularly at 75c and \$1 each. To clear Friday 50c each.

The biggest and best pure Irish Linen Laundry Bags, embroidered white or colors. Regular 35c. Friday 25c.

A clean-up of our whole stock of Import Flower or Table Baskets, suitable for holding flowers and flower pots. Regular 50c, 65c, 75c and \$1.00. To clear Friday 25c.

100 dozen of 4-inch Real China Lace Doilies, linen centers. Worth 20c each. Friday bargain 10c each.

All our Real Indian Canoes, right up to \$1.95 each. To clear Friday at 25c each.

Fourth Floor Bargains FLOOR COVERINGS AND CURTAINS. 2,600 yards of Extra Fine Japanese Matting, perfect goods, fine cotton warp, reversible weaves, carpet designs. Regular 25c and 30c. Friday, per yard 14c.

Extra quality Scotch Printed Linoleum, in newest designs, an extremely durable cloth. Regular 45c and 50c. Friday, per square yard 37c.

English Tapestry Room Rugs, in Oriental, floral and conventional designs; this quality will give very satisfactory wear. Friday bargain, 3 x 8, \$6.98; 3 x 4, \$4.98; 3 x 3, \$3.98.

Sash Curtain Muslin, 36 in. wide, finished with a very pretty edging, will launder nicely. Bargain price, per yard, Friday 12c.

New English Satens, 32 in. wide, very pretty patterns and a good quality. Friday bargain price, per yard 18c.

Nottingham Lace Curtains, 50 to 54 inches wide, 3 1/2 yards long, durable qualities, and effective designs. Friday bargain price, per pair 75c.

Oil Opaque Window Shades, mounted on spring rollers and finished with lace or insertion. Size 36 x 70 in. Friday bargain price, each 37c.

Curtain Poles, 4 ft. long, in mahogany or oak finish, complete with brackets and ends. Friday bargain price, each 9c.

Friday's Groceries 1,000 bags Choice Family Flour, 1/2 bag 70c. Choice Currants, cleaned, 3/4 lb. 25c. California Seeded Raisins, 3 packages 25c. Yellow Cooking Sugar Crystals, 3/4 lb. 50c. Finest Featherstrip Coconut, per lb. 15c. Perfection Baking Powder, 3 tins 25c. New Orleans Molasses, Cherry Grove Brand, 2 1/2 lb. tin 10c. Heather Brand Extract, assorted, 2 1/2-oz. bottle, 3 bottles 25c. Canada Corn Starch, per package 7c. Choice Rangoon Rice, 7 lbs. 25c. Pearl Tapioca, 4 1/2 lbs. 25c. 2,000 tins Choice Pink Salmon, per tin 10c. Telephone direct to department. 2 1/2 LBS. PURE CELONA TEA 50c. A blend of Indian and Ceylon Tea. One tin, Friday, black or mixed, 2 1/2 lbs. 50c.

Furniture Reductions Couches, solid hardwood frames, golden finish, flat tufted and covered in a good quality of red or green velour. Regular selling price \$8.00. Friday bargain \$6.45. Extra large size Arm Rocking Chair, upholstered all over in dark red leather, strongly made and comfortable. Regular selling price \$12.75. Friday bargain \$7.95. Woven Wire Bed Spring, sides made of steel tubing and ends of angle iron reinforced, closely woven steel wire mesh. All standard sizes. Regular selling price \$2.50. Friday bargain \$1.95. Pillows, well filled and covered with an extra good quality of art ticking, size 21x27. Regular selling price, per pair, \$2.00. Friday bargain \$1.45.

Manufacturers' Sample Line of Brushes at Friday Bargain Prices. \$1.50, \$1.25 AND \$1.00 VALUES, 75c. We had the good fortune to secure a manufacturer's complete line of Sample Brushes at half their value. Part of these we sold two weeks ago; the balance we are going to sell on Friday at very unusual prices. 700 only Ladies' Hair Brushes, Cloth Brushes, Hat Brushes, Gents' Military Brushes, in all the different shapes, sizes and finishes; many of these have genuine ebony back; others rosewood and olive backs, and others imitation ebony; they all have solid backs, and are filled with pure white bristles. Regular \$1.50, \$1.25 and \$1.00. Friday 75c. 2,000 only Tooth Brushes, in a large variety of shapes and finishes; this lot includes brushes for ladies, gents and children. Regular 25c, 20c and 15c. Friday bargain 10c. 900 only Nail Scrubs, in a large range of shapes, sizes and finishes, including genuine ebony, rosewood and olive wood. Regular 65c, 50c and 35c. Friday bargain 25c. 144 only Elite Manicure Sets, consisting of cuticle knife, flexible nail file, orange wood stick and emery boards. Regular 60c. Friday bargain 35c. On sale at special circle inside the new Queen street door. No mail or telephone orders for this above accepted.

Women's Umbrellas A clearing, odd lines in Ladies' Umbrellas, including a sample lot from a manufacturer; a select range of beautiful haddies; best close rolling parasols; the tops are of fine grade silk and wool taffeta. \$3.00, \$4.00, \$4.50 values. Friday \$2.48. A good Umbrella for ladies; only 150 in the lot; fine silk and wool tops; strong steel rod and paragon frame; a nice selection of handles, fancy horns and woodwork, nicely mounted in rolled gold and sterling silver. \$1.75 and \$2.00 values. Friday \$1.30. Lace Wastings 25c yd. 50 pieces of New Colored Dress Neils, suitable for waist yokes and hand sleeves, in fancy stripes, spots, 44 inches wide; colors navy, sky, tan, green, moss, cream, eury and pink. The regular selling price would be from 75c to \$1.25 yard. Friday, per yard 25c.

Women's Flannelette Night Dresses 600 Women's Night Dresses, fancy stripe flannelette, good quality, double yoke, long neck, four garters, trimmed with frill of goods on neck, front and cuffs; large, full size bodies, for bust measure 32 to 40 inches; Lengths 56, 58, 60 inches. Regular value 75c each. Friday bargain 65c. CORSET BARGAINS. Clearing D. and A. and E. T. Corsets, white batiste or coutil, medium bust, long below waist, four garters, fine steel filled, four wide side steels, lace trimmed. Sizes 18 to 26 inches. Regular, a pair 50c. 180 pairs Royale Corsets, a fashionable model, in fine white coutil, medium bust, extra long below waist, rust-proof steels, wide side steels, silk embroidery trimming, four fine garters. Sizes 18 to 26 inches. Regularly \$2.25 a pair. Friday bargain \$1.25. 50c OVERALL APRONS Friday 35c. 600 to sell. Phone orders filled. Large Overall Aprons, of fine blue check gingham, wide skirt, gathered on square yoke, shoulder straps and ties. Length from shoulder to bottom of skirt 52 inches. Regular price 50c each. Friday bargain 35c. WOMEN'S WHITEWEAR BARGAINS. Beautiful Corset Covers of fine nainsook, full front, dainty embroidery, every yoke and Valenciennes lace insertions, neck finished with ribbon draws, lace on arms. Sizes 32 to 44 bust measure. Regular price 55c each. Friday bargain 45c each. Princess Skirts, fine nainsook, waist trimmed with lace frills, heading and silk ribbon draws; skirt finished with tucked flounce, with hemstitched hem. Sizes 32 to 42 bust measure. Regular value \$1.25 each. Friday bargain 85c. Pretty Empire Night Dresses, fine nainsook, beautifully trimmed with lace insertions and frills, embroidery heading run with ribbon at waist, lace heading and ribbon around neck, low square neck and elbow sleeves. Lengths 56, 58, 60 inches. Regular value \$1.65. Friday bargain \$1.00. CLEARING WOMEN'S SUMMER WEIGHT UNDERWEAR. Union Suits for misses and small women, fine white ribbed cotton, umbrella drawers, trimmed with lace, low neck, no sleeves, trimmed with lace heading, run with draw tapes. Sizes for 30, 32, 34, 36 bust measure. Regular value 50c each. Friday bargain 25c. Women's Vests or Drawers, fine white ribbed cotton, correct weight for early fall wear. Vests high neck, long sleeves, buttoned front. Drawers are light fitting, knee length; both styles. Sizes 32 to 40 bust measure. Regular value 85c each. Friday bargain 25c each.

Continuation of the Blanket Sale 33.85 WHITE UNSHRINKABLE WOOL BLANKETS \$2.65. For full double beds, 68 x 86 in., perfectly made and napped, and thoroughly scoured, assorted borders. 100 pairs. Sale price Friday, pair \$2.68. \$6.00 WHITE ALL-WOOL BLANKETS \$4.68. Extra weight, 10 lbs., great big size, 72 x 92 inches; made from Sale price, long Canadian wool. 80 pairs. Sale price Friday, pair \$4.68. 25c NAVY BLUE FLANNEL 20c. 27 inches wide, free from any oil or roughness, plain or twill, soft finish. 560 yards only. Sale price Friday, yard 20c. 9c AND 10c STRIPED FLANNELS 7 1/2c. 32-inch, splendid colors, strong cloth, perfectly pure, beautiful nap. 1,100 yards. Sale price Friday, yard 7 1/2c. 200 DOZEN TABLE NAPKINS 65c DOZEN. Hemmed ready to use, about 19 x 19 inches, heavy bleached Irish damask, assorted bordered designs. Friday, dozen 65c. 600 PAIRS HEMMED PILLOW CASES 24c PAIR. From dressing, 42 x 33 or 44 x 33 inches; heavy, strong pillow cases, ready to put on your pillows. Friday, pair 24c. HEMMED IRISH TEA TOWELS 10c EACH. Made from heavy red or blue check toweling, 23 x 32 inches; will dry well, and leave no lint. 25 dozen only. Friday, each 10c. 300 PIECES FANCY LINENS 50c EACH. Pillow Shams, Dresser Scarfs, 5 O'Clock Tea Covers, Tray Cloths, Centrepieces, etc., etc.; a lot of beautiful pieces; some lace trimmed, some embroidered, some hand drawn; all one price. On sale upstairs in Linen Department, Friday, each 50c.

Embroideries, 30% Under-priced. We bought from a manufacturer's agent 261 pieces of dainty Swiss Embroideries, delivered in our store for considerably less than we could buy the same goods from the manufacturer in Switzerland, not saying anything about duty and freight. There are 95 patterns to choose from. Insertions, Edgings, Beddings and Corsets Coverings. Yard, 3c, 4c, 5c, 6c, 7c, 8c, 9c, 10c, 12 1/2c up to 25c. LACES. 1,200 yards of 18-inch All-over Nets, ivory and ecru. Regular 50c, 65c and 75c yard. On the bargain counter Friday, yard 15c. Infants' Wear Bargains Infants' Dresses, fine white dotted Swiss Muslin, dainty embroidery yoke, band and cuffs, narrow lace edgings, Dutch neck; a very pretty and fine dress. Sizes 6 months, 1 and 2 years. Regular price \$2.25 each. Friday bargain \$1.40 each. Infants' Coats, fall weight, two natty styles, in fine cream serge, box pleats, silk braid and cord, large white pearl buttons, lined throughout. Lengths 22 and 24 inches; for ages 4 months to 2 years. Regular prices \$3.00, \$3.50, \$3.75 each. Friday bargain \$1.50. GIRLS' WASH DRESSES. 200 more Girls' Dresses to go at less than half-price; in fine chambrays and gingham, high neck or Dutch neck, prettily trimmed, and best colors to choose from; nearly all are our own perfect fitting make, and are fast colors. Regular prices were \$1.75 to \$2.25 each. Friday bargain 75c each.

Fall Suitings and Dress Fabrics San Toy Suitings, French and English Cheviots, French Poplins, Striped Worsteds, English Twill Coatings, Shepherd Checks, Venetian Cloths, etc.; all the popular colors for fall, in new blues, new reds, new greens, new tans, new amethysts, new browns, new greys, new marine navys. 42 to 46 inches. Regular selling prices 65c and 75c. Friday bargain 45c. 2,000 yards High Class Suitings, in French chevots, new wide wale suitings, diagonal serges, Venetian cloths, West of England serges, broadcloths, homespun suitings, Sedan cloths, shepherd checks, worsted suitings; beautiful range of colors and the new two-tone combinations; new fall shades in marine and military blues; new shades in tans, new greens, new greys, new browns; also a beautiful range of black suitings and chevots. 46 to 54 inches. Regular \$1.25 and \$1.50. Friday \$1.00. CHALLIES. 500 yards Persian and Paisley Challies, new color combinations, very effective fabrics for sacques, dresses, waists and trimmings. Regular price 50c. Friday bargain 38c.

Lining Department. 600 yards Black Satine, fast dye and bright, lustrous finish, 40 inches, in two qualities. 40-inch, regular 25c, Friday 19c; 40-inch, regular 35c, Friday 25c yard. 700 yards Beautiful New Brocade Linings; every color can be matched in this special lot; new designs. 40 inches. Regular 50c quality. Friday 33c. New Silks Reduced 65c DRESS SILKS 47c. 2,000 yards New Dress Silks, in splendid qualities of English peacock blue, Swiss satin paillette, satin de chine, etc., in almost every shade, including the new fall novelty shades and ivory and black; these silks are quality; we recommend for dresses, skirts, linings, separate waists and evening wear. Friday bargain 47c yard. 85c DRESS SILKS 65c. 2,000 yards rich qualities of Pure Silk Satin de Chine, French Messaline, Duchesse, paillette, etc.; finest qualities, in complete range of colors, including the staple novelty shades and ivory and black; splendid qualities for smart afternoon frocks, evening dresses, and theatre gowns. Special Friday bargain, per yard 65c. \$1.00 BLACK DRESS SILKS 85c. 1,000 yards C. J. Bonnet's Rich Black Peau de Sole and Radinere. "Wear guaranteed" woven on every yard; correct for dresses, coats and suits. Special Friday bargain, per yard \$1.50 YARD WIDE BLACK TAFETA \$1.00. We have only 500 yards of this guaranteed quality of C. J. Bonnet's Rich Black Taffeta Silk, 36 in. wide. Regularly sold at \$1.50 per yard. Correct for wear and theatre gowns. Special Friday bargain, per yard \$1.00.

Book Bargains 1,600 Sunday School Juveniles, cloth bound, profusely illustrated, attractive covers, good safe reading for boys and girls to 15 years of age. Published at 35c per volume. Bargain price 15c per volume. BARGAIN IN SETS. 10 sets only Dickens' Works, Chapman & Hall edition, 20 volumes to set, handsomely bound in olive green silk cloth, gold stampings, clear type and good paper. Bargain price \$5.50 per set. (On sale Book Department.) FOUNTAIN PEN BARGAIN. 100 only our celebrated Giant Fountain Pen, equal in size and quality to any \$5.00 pen made, guaranteed by us. If not satisfactory money returned. This sale is limited to 100 pens, and will not be repeated. \$1.25 each. No mail or phone orders filled. (On sale Stationery Department.)

Good Suits for Men \$5.95 Men's English Tweed Suits, in dark grey or brown grounds, with neat self and fancy colored stripes; also a few two-piece suits, in light and medium grey, and greenish tones; cut in the latest three-button single breasted sack style; splendidly tailored. Sizes 36 to 44. Regular \$7.50 to \$12.00. To clear Friday at \$5.95. Regular Prices \$2.50 and \$10.00. To Clear Friday at \$6.95. Men's English Covert Cloth Raincoats, a smooth, closely woven material, in rich dark grey or olive tawn shades; cut single breasted style, full length, can be worn in cool weather or as a protection from rain. Sizes 35 to 42. Friday to clear \$6.95. MEN'S WORKING PANTS. Regular Prices \$1.50 and \$1.75. To Clear Friday at \$1.25. Men's Durable Tweed Working Pants, in a large assortment of neat dark stripe patterns, strongly made. Sizes 31 to 42 in. waist. To clear Friday at \$1.25. BOYS' THREE-PIECE SUITS. Regular Prices \$4.75, \$5.50 and \$6.00. To Clear Friday at \$3.95. Boys' Strong Wearing Tweed 3-piece Suits, suitable for dressy or school wear, in rich dark grey or brown grounds, with neat self and fancy colored stripes; cut single or double breasted style. Sizes 28 to 38. To clear Friday at \$3.95. BOYS' WASH SUITS. Reg. Prices \$1.25, \$1.50 and \$1.75. To Clear Friday at 90c. Boys' English Gaiters and Madras cloth Russian and sailor blouse suits, in neat stripe patterns, also in plain white drill and flannel; sizes 8 to 12 years. Regular prices \$1.25, \$1.50 and \$1.75. To clear Friday at 65c.

SIMPSON The Robert Simpson Company's Store Will Be Open All Day Saturday, But Closed All Day Monday (Labour Day)

THE only success worth attaining, whether in professional or business life, is that gained by helping the public to obtain something better than it has ever known before. That is what The Simpson Bargain Day has come to mean to thousands of people—better goods than usual at bargain prices. Two classes of merchandise are of special interest just now; new goods—actually newly arrived, and season-end goods re-priced to clear them out. You'll find both kinds on this page, at most interesting prices for to-morrow's selling.

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Good Suits for Men \$5.95 Men's English Tweed Suits, in dark grey or brown grounds, with neat self and fancy colored stripes; also a few two-piece suits, in light and medium grey, and greenish tones; cut in the latest three-button single breasted sack style; splendidly tailored. Sizes 36 to 44. Regular \$7.50 to \$12.00. To clear Friday at \$5.95. Regular Prices \$2.50 and \$10.00. To Clear Friday at \$6.95. Men's English Covert Cloth Raincoats, a smooth, closely woven material, in rich dark grey or olive tawn shades; cut single breasted style, full length, can be worn in cool weather or as a protection from rain. Sizes 35 to 42. Friday to clear \$6.95. MEN'S WORKING PANTS. Regular Prices \$1.50 and \$1.75. To Clear Friday at \$1.25. Men's Durable Tweed Working Pants, in a large assortment of neat dark stripe patterns, strongly made. Sizes 31 to 42 in. waist. To clear Friday at \$1.25. BOYS' THREE-PIECE SUITS. Regular Prices \$4.75, \$5.50 and \$6.00. To Clear Friday at \$3.95. Boys' Strong Wearing Tweed 3-piece Suits, suitable for dressy or school wear, in rich dark grey or brown grounds, with neat self and fancy colored stripes; cut single or double breasted style. Sizes 28 to 38. To clear Friday at \$3.95. BOYS' WASH SUITS. Reg. Prices \$1.25, \$1.50 and \$1.75. To Clear Friday at 90c. Boys' English Gaiters and Madras cloth Russian and sailor blouse suits, in neat stripe patterns, also in plain white drill and flannel; sizes 8 to 12 years. Regular prices \$1.25, \$1.50 and \$1.75. To clear Friday at 65c.

Boots for Men, Women and Children MEN'S BOOTS. 500 pairs Men's Boots (a special purchase from one of the largest factories in Montreal), box calf, victrola and patent sole, with dull calf top; Blucher and lace styles; medium and heavy Goodyear welted soles. All sizes 5 to 11. Regular prices \$8.50 to \$5.00. Friday bargain \$2.49. 120 pairs Men's Tan Calf Blucher Boots, heavy Goodyear welt sole, all sizes 5 to 10. Worth \$4.50. Friday bargain \$3.50. 120 pairs Men's Boots, box kip leather, Blucher cut, heavy standard screw soles, easy fitting, long wearing; a special purchase; all sizes 5 to 11. Friday bargain \$1.99. 90 pairs Boys' Boots, box kip, Blucher cut, heavy standard screw sole; all sizes 1 to 5. Friday bargain \$1.89. WOMEN'S BOOTS. 480 pairs Women's Boots, patent sole and kid leathers, with full calf Blucher tops, stylish, easy fitting, long wearing, Cuban and low heels; all sizes 2 1/2 to 7 1/2. Friday bargain \$1.99. MISSES' AND CHILDREN'S BOOTS. 360 pairs Misses' and Children's Dongola Blucher Boots, patent toe caps, heavy sole; 11 to 2, worth \$2.00, Friday bargain \$1.49; 5 to 10, worth \$1.50, Friday bargain 75c. 120 pairs Misses' and Children's Boots, box calf, Blucher, heavy soles; 11 to 2, worth \$2.00, Friday bargain \$1.49; 5 to 10 1/2, worth \$1.75, Friday bargain \$1.49.

In the Drug Store Trimming Dept., Main Floor (Main Floor.) 1,000 ends of very high class Paris Trimmings; these are what are termed sample ends, and are worth anything from 50c up to \$2.00 per pair. Friday bargain 25c each. 10 superb Paris Dress Garnitures, in black and Persian colorings. Regular prices \$10.50, \$12.50, \$15.00 and \$18.00. To clear Friday \$5.00 each. About a dozen sample Lace Robes, in white and ecru, all high class goods and no two alike. Regular \$13.50, \$14.50 and \$16.50. To clear Friday \$7.50. Syrup White Pine with Eucalyptol and Honey. 20c bottles. Friday 12 1/2c. Cloth Balls, for cleaning all light colored fabrics. Regular 15c. Friday 10c. Hot Water Bottles, some cloth inserted, others all rubber. Regular \$1.50 and \$1.75. Friday \$98c. Thermos Bottles, nickel plated. Very special Friday \$2.50. Chamois Sleeping Gloves and Mitts. Friday 45c. Peroxide of Hydrogen, 4-oz. bottles. Friday 10c. Wood Alcohol, pint bottles. Friday 15c. Porous Plasters, belladonna or strengthening. Regular 15c. Friday 10c. Syrup White Pine with Eucalyptol and Honey. 20c bottles. Friday 12 1/2c. Cloth Balls, for cleaning all light colored fabrics. Regular 15c. Friday 10c. Picture Framing at Half Regular Prices 700 feet of High Class Mouldings, in walnut, glits, etc.; selling every day at from 50c per foot upwards; a rare opportunity to frame paintings and water colors. Friday half usual prices. (Picture Galleries, Top Floor.) Suit Cases and Trunks at \$3.95 75 Trunks and Suit Cases go on Friday at a saving to you of \$1.00 each. All "Simpson" quality. Come early and get big sizes. (Top Floor.) Wall Papers and Paint, (Fifth Floor.) Kitchen and Bedroom Papers, assorted colorings. Regular to 8c. Friday 3 1/2c. Bedroom Papers, in stripe and floral effects, good colorings. Regular to 20c. Friday 9c. Parlor and Dining Room Papers, in greens, reds, browns and light shades. Regular to 35c. Friday 17c. Imported Papers for best rooms, in two-tone and two-color greens, blues, greys, reds, browns, exclusive designs. Regular to 65c. Friday 31c. Household Paints, in half-pint tins, assorted colors. Special Friday, per tin 7c. Book Bargains 1,600 Sunday School Juveniles, cloth bound, profusely illustrated, attractive covers, good safe reading for boys and girls to 15 years of age. Published at 35c per volume. Bargain price 15c per volume. BARGAIN IN SETS. 10 sets only Dickens' Works, Chapman & Hall edition, 20 volumes to set, handsomely bound in olive green silk cloth, gold stampings, clear type and good paper. Bargain price \$5.50 per set. (On sale Book Department.) FOUNTAIN PEN BARGAIN. 100 only our celebrated Giant Fountain Pen, equal in size and quality to any \$5.00 pen made, guaranteed by us. If not satisfactory money returned. This sale is limited to 100 pens, and will not be repeated. \$1.25 each. No mail or phone orders filled. (On sale Stationery Department.)

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Sights of the City This store and its equipment is admitted to be the best in Canada and in the first rank of the great retailing establishments of this continent. Nowhere can you see more elegant appointments for the care of stock and for the comfort and convenience of customers. This is what constitutes our Exhibition. All its beauty and attractiveness heartily and here you combine sightseeing with comfort, a rare combination. Then the great stocks of New Autumn Goods are here for your inspection. Throughout the store you are welcome to look and compare without being urged to buy. The Dress Goods and Silks comprise the finest assortment and best value on this continent. The Boot and Shoe garments occupy the entire third floor, every foot of it being crowded with interesting goods, ranging from Infants' Lingerie to Paris Model Gowns. Are you interested in Home Furnishing? The Carpets and Rugs, Curtains and Furniture, on 4th and 5th floors, will fully repay your careful inspection. Refresh yourself in the Restaurant and Palm Room (top floor), enjoy the music, visit the Art Gallery, and you will surely say the store is one Canadian may be proud of.

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