H. H. FUDGER, President. *J. WOOD, Manager.* *Store Opens 8 a.m.* *Store Closes 5.30 p.m.* *PROBABILITIES* Moderate variable winds, fine and warm *Thursday, July 14, 1910.*

Mid-Summer Stock-Taking Clearances Provide a Host of Seasonable Simpson Bargains

EVERY department in the store is anxiously watching the days go by, which, one by one bring stock-taking day—the day of reckoning—nearer and nearer. The effort now is not to make a profit on goods—the whole ambition is to reduce the summer stocks and turn summer merchandise into money for re-investment in goods for fall.

But the very goods we are most willing to sacrifice are the goods you are using at the present time—goods for summer. Read these bargain lists with these facts in mind.

Remember too that Friday is the Big Shopping Day this week, because on Saturday we close at 1 p.m.

Shop Talk

Bargain Day to-morrow.

Saturday is a half day.

The early bird catches the worm.

Word comes from Muskoka that tourists wax enthusiastic about this store.

Our young saleswomen are all looking forward to their turn for departure on holidays — except those disconsolate ones who have just returned. Even they make merry over it, though, and look ever so much brisker for having been away.

Our dining room feels the effect of the demand for waitresses at the summer resorts. We would be glad to engage strong young girls just leaving school to assist at the tables and learn the business.

Store Time Table

Store opens for business daily at 8 a.m.

Store closes to-morrow at 5.30 p.m.

Store closes on Saturday at 1 p.m.

Bargains in the July Sale of Linens

200 BLEACHED DAMASK TABLE CLOTHS, CLEARING AT 33c EACH.

Assorted designs, bordered all around, full bleached, 66 x 84 inches, good strong cloths, and well made.

CAMP COMFORTERS FOR $1.00 EACH.

Need one of these at camp? Reversible, soft white filling, stitched designs, splendid colorings; only 60 to clear. Regular $1.35 each.

DOYLIES, REGULAR 19c EACH, CLEARING 2 FOR 25c.

9 x 9 inches, spoke hemstitched all around, and very handsome drawn work designs, done on fine Irish linen; only 20 dozen on sale upstairs in Linen Department.

50c SPOKE HEMSTITCHED BEDROOM TOWELS 34c PAIR.

Every thread linen, full grass bleached, and ready washed; a beautiful quality huck; 19 x 36 inches; only 200 pairs to clear.

10c AND 12½c BLEACHED CANTON 7½c.

Fine American make, splendid napping, good widths, and strong make; on sale at Flannel Circle; only 1,100 yards to clear.

READY HEMMED BLEACHED SHEETS $1.13 PAIR.

Torn sizes, standard hems, made from strong, plain English sheetings; about 2 x 2½ yards; 150 pairs only.

SAXONY FLANNELETTES 5c YARD.

27 and 28 inches wide, white or pink only, well napped, good, strong flannelettes; only 1,200 yards of this, so we can't promise to fill mail or phone orders.

Furniture Economies

Odd Dressers, of very plain neat design, surface golden oak finish, two large and two small linen drawers, with wood trimmings, fitted with British bevel plate mirror. Our regular price $10.75. Friday special $7.75.

Chiffoniers, of colonial design, in surface golden oak finish, five large drawers, with wood pulls, oval or square shaped mirror. Our regular price $10.75. Friday $7.75.

Large Double Door Wardrobe, made of solid hardwood, in surface golden oak finish, doors fitted with large shaped British plate mirror, long linen drawer at bottom. Our regular price $32.50. Friday selling $24.75.

Large Comfortable Couches, upholstered in good quality of brocaded velours, crimson shade only, spring seat and head, with heavy roll edge, massive frame, made of solid oak. Regular prices $19.50 to $22.00. Friday selling $15.75.

Wall Paper Bargains

A Hint to Real Estate Men.

Kitchen and Bedroom Papers, assorted colorings. Regular to 10c. Friday 3½c.

Bedroom and Sitting Room Papers, neat patterns, mixed colors. Regular to 25c. Friday 11c.

Dining Room and Hall Papers, in apple green, tobacco brown, dark red, pretty colors. Regular to 50c. Friday 23c.

Parlor and Dining Room Papers, in cream, green, blue, red, grey, fawn, brown; silk and soft effects. Regular to 65c. Friday 32c.

Grocery Department

1,000 bags Choice Family Flour, ¼ bag 60c.

Choice Currants, cleaned, 3½ lbs. 25c.

California Seeded Raisins, 3 lbs. 25c.

Finest Featherstrip Cocoanut, per lb. 15c.

Heather Brand Extracts, assorted flavors, 2½ ounce bottle, 3 bottles 25c.

Perfection Baking Powder, 3 tins 25c.

New Orleans Molasses, 2-lb. tin 10c.

Canned Sweet Pumpkin, 2 tins 15c.

1,000 quart gem jars Pure Orange Marmalade, regular 35c per jar, 25c.

Choice Rangoon Rice, 7 lbs. 25c.

Pearl Tapioca, 4½ lbs. 25c.

Choice Pink Salmon, per tin 9c.

Telephone direct to department.

2½ LBS. PURE CELONA TEA 50c.

A blend of Indian and Ceylon Tea, one ton Friday, black or mixed, 2½ lbs. 50c.

$5.00 Corsets for $1.25

Clearing the balance of several of our best selling models of this season, C. B. a la Spirite, Royal Worcester, La Reine, Royale, Rengo Belt, Bon Ton models included; high, medium and low bust, long hips, skirt extension, finest steels; not all sizes in any one line, but sizes 18 to 30 inches in the lot. Regular prices up to $5.00. Friday bargain $1.25.

Women's $9.50 Summer Suits $3.95

Women's Summer Suits, in a variety of wash materials, new striped Ramie cloths, English repps, diagonals and cotton poplins; in the lot are sky, wisteria, rose, amethyst, natural mauve, white, grey and pink; coats are semi or close fitting styles, trimmed with strapping, braidings or buttons; skirts are pleated, semi-pleated or flare gore, trimmed to match coats. 225 suits in the lot; sizes are 32 to 42 bust measurements. The regular selling prices of the suits were $6.50, $7.75, $7.95 and $9.50. Friday $3.95.

WOMEN'S $9.50 DRESSES $4.95.

57 only, striped zephyr, fawn or blue, with white tones, of mercerized natural rajahs, and of English repps, in tan, white, pink, natural or rose shades. Number of one-piece styles, some with low neck effects, others have yoke and collar lace; some are trimmed with braidings; skirts are either semi-pleated or pleated styles. Sold regularly at $7.75 and $9.50. Friday $4.95.

WOMEN'S $12.50 COATS FOR $2.95.

Stylish Coats, suitable for general use, variety of light weight materials, plain and striped covert cloths, in fawn tones; tweeds in check effects, and black, navy and brown broadcloths, in short, three-quarter or long lengths; some with semi-fitting, others close fitting or with full loose back, mannish collars, some strictly tailored, others trimmed with strappings of self. These sold regularly at $6.50, $12.50 and $15.00. Friday $2.95.

WOMEN'S $6.50 SKIRTS FOR $3.95.

Oddments and broken sizes of some of our best selling styles, in a variety of summer weight materials, imported Panamas in black or navy, and fancy cord suitings in black or navy, with grey stripe effect; made in a number of pleated styles; some trimmed with deep fold of self; others with self strappings or buttons. Sold regularly at $5.00 and $6.50. Friday $3.95.

GIRLS' WASH SUITS $1.49.

160 Girls' Wash Suits of splendid quality striped Indian Head Suitings, in white, with blue or black stripes, and of linene, in stripe effect of tan, with white or blue, with white tones; coats are in smart style, trimmed with pipings of contrasting colors; jumper is trimmed to match coats; skirts are pleated with deep side pleats; sizes are 8, 10 and 12 years. Sold regularly at $2.75 and $3.50. Friday $1.49.

Tapestry Rug Bargain

450 ENGLISH TAPESTRY RUGS.

Woven in one piece, a large assortment of colors to select from, Oriental, medallion, floral and lattice designs; a well woven, durable rug.

3 ft. x 3½ ft. Regular $12.25. Friday $10.98.

3 ft. x 4 ft. Regular $14.50. Friday $12.98.

3½ ft. x 4 ft. Regular $16.50. Friday $14.98.

TAPESTRY CARPET.

850 yards English Tapestry Carpet, in greens, fawns, reds, browns, etc., in Oriental, floral, conventional and chintz designs, 5-8 and 2-4 borders to match. Regular 95c per yard. Friday 73c per yard, made, laid and lined.

MOHAIR MATS.

30 only Mohair Mats, in plain colors, crimson, bronze green, sage green, rose, yellow and white. 3 ft. x 6 ft. Regular $6.00. Friday $4.98.

PRINTED LINOLEUMS.

1,200 yards Scotch Printed Linoleum, in block, floral, Oriental, tile and matting designs; a well seasoned and durable cloth, 2 yards wide; lots of colors to select from. Regular price 45c to 60c per yard. Friday 37c per square yard, laid.

JAPANESE MATTING.

850 yards Japanese Matting, in green, red, blue and natural colors, well woven, clean and serviceable. Regular 25c to 30c per yard. Friday 14c per yard.

Paints and Brushes

(Fourth Floor.)

150 tins (half pints) Household Paint, assorted colors. Special Friday, per tin 9c.

50 Kalso Brushes. Regular 75c. Friday 59c.

BABY CARRIAGES.

6 only Go-Carts and Carriages, reed hoods, new stock, tan color. Regular $18.50 and $20.50. Friday $16.95.

15 only Steel Folders, leatherette hoods, one motion, spring seat. Special Friday $5.89.

Whitewear Bargains

Gowns, fine nainsook, empire style, lace beading, insertion and frills, silk draw ribbons, elbow sleeves. Lengths 56, 58, 60 inches. Regular value $1.50. Friday bargain $1.09.

Drawers, fine cotton, lawn ruffle, with three hemstitched tucks and lace frill. Sizes 23, 25, 27 inches in both styles. Regular value 85c. Friday bargain 59c.

Underskirts, fine cotton, deep flounce, embroidery insertion and frill, cluster tucking. Lengths 38 to 44 inches. Regular value $1.25. Friday bargain 87c.

Summer Waists for Friday

1,000 Waists of fine quality white lawn, many pretty styles, fronts of all-over dainty embroidery, clusters of pin tucking and rows of Val. lace insertion, dressy tucked sleeve, lace collar, front or back opening. Sizes 32 to 42. Regular $1.50 and $1.25. Friday bargain 59c.

Women's Dainty Mull Waists, yoke of pure tucking and lace motifs, trimmed with heavy Irish and Swiss embroidery, dainty beading at sleeves and neck, sleeves tucked and finished with lace edging; all sizes in the lot; some of these waists are slightly counter mussed. Regular marked prices $2.50, $3.00 and $3.50. Friday bargain $1.48.

$3 Muslin Kimonos $1.98

60 Kimono Gowns, printed muslin, dainty floral patterns, in pink, sky or mauve, embroidered collar and cuffs, beaded, with silk ribbon and belt of self. Regularly $2.50 and $3.00. Sizes 34 to 44. Friday bargain $1.98.

Bargain Day Millinery

About a score of Trimmed Hats, of the finest leghorn, white chip, black mohair, black chip shapes, have just come from the workrooms, and will be marked at about half their regular value for Friday. Prices will run from $4.50, $5.00 to $6.50.

And 75 New Trimmed Hats, beautifully trimmed with flowers and ribbons, or with ribbons and wings, or handsome scarfs. Worth from $5.00 to $6.50. Friday $2.85.

Ribbons and Beltings

Ribbon remnants, the ends from our best selling lines of plain and fancy ribbons, all widths, ½ to 3 yard lengths. Friday half-price.

350 yards Fancy Dresden Ribbon, pure silk, beautiful colorings for hats, drapes and sashes. Regular $1.00 yard. Friday 50c yard.

Fancy Wash Beltings, Persian patterns, a good range of colors. Regular 20c yard. Belt lengths, Friday 5c.

Women's Gloves

Women's Wrist Length Black, White, Mode, Grey, Lisle Thread Gloves. Regular 25c. Friday 19c.

Women's Long Lace Lisle Gloves, black only, small sizes. Regular 35c. Friday, pair 19c.

45c Curtain Rods at 25c

Window Extension Rods, nickel, brass or oxydized, flat style, suitable for shirring on curtains, two sizes only, 54 and 72 inch extension, three-inch rounded ends. Regular 45c. Special Friday 25c.

WINDOW SHADES 39c.

Oil Opaque Window Shades, medium and dark green and cream, trimmed with lace, fringe or insertion, 37 inches wide, 6 feet long, complete with brackets and pull. Friday on sale at 39c.

CURTAIN POLES AT 19c.

Oak, Mahogany or Walnut Stained Poles, 5 feet long, fitted with heavy brass ends, rings and brackets, nicely finished. On sale Friday 19c.

$3.00 UTILITY BOXES $1.98.

100 only Bedroom Boxes, 36 inches long, 21 inches wide, 15 inches high, covered in English cretonne, many color combinations, on medium and dark grounds, cambric lined, well upholstered, and fitted with casters. Regular price $3.00. Sale price Friday $1.98.

BAMBOO SHADES.

Clearing Bamboo Shades Friday, one size only, 4 feet wide by 8 feet drop, two colors, natural or green, complete with cord and pulleys. Natural 54c; green 67c.

Medicines, Preparations

Beef, Iron and Wine. 40c bottles 25c.

Blaud's Iron Pills, plain or improved, 100 in a box. Regular 20c. Friday 10c.

Peroxide Hydrogen, best quality, 1-pound botles. Regular 40c. Friday 25c.

Rose's Constipation Pills. 25c size. Friday 15c.

Roach Chaser, drives away roaches and water bugs. Friday 10c.

Sulphur Candles, destroys moths and vermin of all kinds. 5c size 3 for 10c; 10c size, 5c.

Teething Necklaces. Regular 25c. Friday 15c.

Rubber Complexion Brushes. Special Friday 12½c.

Friday's Dress Goods

A big clearing purchase from a manufacturer of 500 yards Beautiful Bright Mohair Lustres, three shades of navy, two shades of grey, three shades of brown, two shades of green, tan, bleriot blue, military red, black and cream; firm, crisp quality that will not shrink or pull; thoroughly fast dyes. 42 inches wide. Regular value 50c yard. Friday bargain 38c yard.

500 yards Black and White Checks, full range of the various checks, nice light quality, very popular this summer for ladies' and children's wear, and all other plaid purposes. 42 in. Friday special 44c.

500 yards Black Dress Fabrics and Suitings, silk stripe taffetas, all-wool Panamas, all-wool diagonal, all-wool coating twills, all-wool Venetian, all-wool crepe de chine, all-wool Henriettas, mohair lustres, all-wool voiles; guaranteed fast unfading blacks. 44 to 52 in. Regular 75c and 85c. Friday 50c.

DELAINES AND CHALLIES.

1,000 yards Beautiful French Delaines and Challies, light and dark grounds, spots, stripes, florals, and a few Persian designs, in stripe effects, fast and permanent dyes, pure wool qualities. 30 in. wide. Regular 35c, 40c, 45c. Friday 29c yard.

LINING DEPARTMENT.

50c Farmer's Satin for 38c. Black and full range of colors, nice soft finished lining, splendid for drop and underskirts, as they do not cut. 54 in. 38c yard.

Silks for Friday

300 yards 36-inch Black Dress and Suit Silks, 95c yard. Rich black Duchesse paillettes, always a splendid wearing silk; rich black Swiss taffeta, rich black French chiffon taffeta, rich black satin de chine; fast unfading blacks; all are one yard wide. Friday's bargain price 95c yard.

400 yards 36-inch Ivory and Black Japanese Summer Silks, extra heavy quality, Lyons dyed, pure silk, taffeta finish; one yard wide. Friday's bargain price 47c yard.

500 yards Pure Silk, natural color Shantung Pongee, fine weave, clear color, rich, knoppy, bright finish, 34 inches wide. Friday's bargain price 50c yard.

Muslin Dept. Bargains

35 pieces only of Pretty White Figured Muslins, wreaths, sprays, etc., pure white. Regularly 12½c. Friday 6c.

A small lot of slightly shop soiled Sheer White Muslin, striped and cross-bar, various sizes. Regularly 25c and 30c. Friday 11c.

60 pieces Figured and Spot (foulard effect) Printed Lawns and Muslins. Regularly 12½c, for 7c.

20 odd pieces Pretty Printed Linen Finished Suiting, 36 inches wide, Alice blue ground, with small square design, very strong for boys' suits. Regularly 17c. Friday 6c.

French Cambric, fine print designs for shirts and shirt waists. Regularly 25c. Friday 9c.

Children's Dresses

Clearing several styles in fine Ginghams, small or large checks, also stripes, prevailing colors, blue, pink, green, tan, trimmed with embroidery or plain color goods. Sizes 1 to 5 years. Regular values $1.00 and $1.25. Friday bargain 69c.

Dresses, fine plaid zephyrs or small check gingham, handsomely trimmed with piping or embroidery, perfect fitting garments. Sizes 6 to 14 years. Regular value $2.50. Friday bargain $1.95.

Infants' Wear

Coats, fine all-wool cream cashmere, deep collar, with silk embroidery frill, braid and medallions, pearl buttons. Lengths 22 to 24 inches. Regular value $3.00. Friday bargain $2.19.

Long Skirts, fine soft flannelette, edges all shell sewn, cambric waist. Regular value 45c. Friday bargain 29c.

Short Dresses, fine sheer dotted Swiss muslin, empire style, baby embroidery on neck, sleeves and waist, Val. lace edges. Sizes 6 months to 3 years. Regular value $2.00. Friday bargain $1.00.

Underskirts, fine cotton, nainsook flounce, with four rows fine Val. lace insertion. Lengths 18 to 36 inches. Regular value $1.25. Friday bargain 85c.

Ladies' Underwear

Ladies' Drawers, fine ribbed white cotton, umbrella style, with lace trimming. Sizes 32 to 38 in both styles. Regular value 35c. Friday bargain 25c.

Ladies' Combinations, fine ribbed white cotton, low neck, no sleeves, umbrella style, lace trimmed. Sizes 32 to 38 bust measure. Regular value 50c. Friday bargain 33c.

Ladies' Vests, fine ribbed white cotton, low neck, short or no sleeves, beading and ribbon finished. Sizes 32 to 38 bust measure. Regular value 19c. Friday bargain 14c.

Hosiery Bargains Friday

Women's Black, Tan, Cotton Hose, seamless, spliced heel and toe, all sizes. Regular 20c. Friday 12½c.

Women's Plain Black Maco Cotton Imported Fashioned Hose, medium weight. Regular 25c. Friday 19c.

Boys' and Girls' 2-1 and 1-1 Ribbed Cotton Hose, black, tan. Regular 25c. Broken sizes. Friday, pair 15c.

Children's Socks, fine lisle thread, fancy tops. Regular 25c. Friday 15c.

Children's Headwear

Children's Straw Sailor Hats, fine satin bands and streamers, good quality fancy mixed straw braids. Friday bargain 29c.

Children's Wash Tams, in white duck, pique and tan drill, light and cool. Friday bargain 19c.

Boys' and Girls' Land and Water Hats, plain and mottled colors. Friday bargain 39c.

Bargain Hand Bags

Real Seal Leather Hand Bags, leather lined, inside coin purse, colors black, brown, green and navy. Regular $8.00. Friday, each $5.00.

Seal Grain Leather Hand Bags, with double strap handles, inside coin purse and two outside pockets, colors black, brown, green, navy and tan. Regular $1.25 each. Friday 98c.

Friday's Footwear Bargains

WOMEN'S WHITE PUMPS 99c.

120 pairs Women's White Canvas Oxford Pumps, with ankle strap, covered Cuban heel; all sizes 2½ to 7. Regular value $1.50. Friday bargain 99c.

CHILDREN'S BOOTS 69c.

180 pairs Children's Boots, Dongola kid, Blucher, patent toecaps, medium heavy sole; all sizes from 5 to 10½, except 6, 6½, and 7. Worth $1.00. Friday bargain 69c.

60 pairs only Children's Dongola Kid Boots, button and lace, spring heel, patent and plain toecaps; all sizes 5 to 7½. Worth 65c. Friday bargain 39c.

(Telephone orders filled.)

CHILDREN'S WHITE OXFORDS.

90 pairs Children's White Canvas Ankle Strap Oxford Slippers, dainty bow on vamp; all sizes 8 to 10½, worth $1.00, Friday bargain 49c; all sizes 11 to 13, worth $1.25, Friday bargain 59c.

WOMEN'S BOOTS.

120 pairs Women's Boots, in two good styles, patent colt, dull calf, Blucher tops, Cuban heel, sole for street wear; all sizes 2½ to 7. Friday bargain $2.29.

Silverware Half-Price

Tea Sets. Regularly $9.00, $10.00, $12.00 and $15.00. Friday half-price, $4.50, $5.00, $6.00 and $7.50.

Nut Bowls. Regularly $8.00. Friday $4.00.

Cake Plates. Regularly $4.00. Friday $2.00.

Butter Dish. Regularly $8.00. Friday $4.00.

Dessert Set. Regularly $6.00. Friday $3.00.

Soup Tureen. Regularly $5.00. Friday $2.50.

Coffee Urns. Regularly $35.00. Friday $17.50.

Hot Water Kettle. Regularly $35.00. Friday $17.50.

Salt and Pepper Shakers. Regularly 25c each. Friday 25c pair.

Toilet Goods Friday

Taylor's Pure Castile Soap, large 2-lb. bar. Friday bargain 17c.

Albert Oatmeal Skin Soap. Regular 10c. Friday 4 for 25c.

Dutch Hand Soap. Friday 4 for 25c.

Taylor's Cameo Toilet Soap, 3 in box. Regular 25c. Friday bargain 15c.

Williams' Violet and Oakley's Corylopsis and Wilbert's Natrona Violet Talcum. Regular 20c. Friday bargain 2 for 25c.

Roger & Gallet's Violette de Parme Toilet Water. Regular 75c. Friday bargain 59c.

Campbell's Pond Lily Cream Shampoo Powder. Friday 3 for 25c.

200 only bottles of high grade Perfumes, assorted odors (1-oz. bottles). Regular 65c and 75c. Clearing Friday 25c.

75c, $1.25 and $1.75 Bath Brushes, with long shaped handles. Friday 59c.

100 dozen Tooth Brushes; this is our special 15c leader. Clearing Friday 10c.

Phone orders for the above promptly filled. Phone direct to Toilet Department.

Men's Friday List

50c FRENCH BALBRIGGAN 39c.

1,000 garments, real French balbriggan, shirts and drawers, cream shade; mostly all sizes. Regular price per garment 50c. Each, Friday 39c.

$1.00 COMBINATIONS 75c.

Just 145 suits of splendid Combination Underwear for men; made from fine balbriggan yarns. 34 to 46. They'll go quickly at, per suit, Friday 75c.

75c CANOEING JERSEYS 25c.

500 altogether, in sizes for men; there's white and white trimmed, also plain navy, some odd, navy blue bathing trunks in the lot as well. While they last, each Friday 25c.

BATHING SUITS 47c.

Plain navy or fancy striped, no sleeves or ¼ sleeves; all are the one-piece style, and made from splendid imported yarns. 34 to 42. Special, each, Friday 47c.

75c OXFORD WORK SHIRTS 39c.

176 only, made with a reversible lay-down collar and a pocket, neat stripes; very strong fabric; large bodies and sleeves. 14 to 17. Each, Friday 59c.

$1.00 AND $1.25 NEGLIGES, EACH 75c.

80 Shirts, neglige in style, correct in designs and colorings; they are broken lines from our regular stock for the most part; all have small laundered cuffs attached; be wise, and be here at 8 o'clock if you need summer shirts. 14 to 16½. Each, Friday 75c.

50c SUSPENDERS REDUCED TO 33c.

Friday we are clearing 500 Suspenders, different styles. Regular price 50c, at, each, 33c.

MEN'S $4.00 TO $4.50 BOOTS $2.49.

180 pairs Men's Boots, Goodyear welt, Blucher, lace and button styles; tan Russia calf, fine vici kid calf and patent colt leathers; all sizes in the lot 5 to 11. Regular prices $4.00 and $4.50. Friday bargain $2.49.

Men's Caps and Straws

Men's and Youths' Curl Brim Straw Hats, fine white braid, plain and fancy silk bands. Regular up to $1.50. Friday bargain 75c.

Men's and Boys' Straw Sailor Hats, fine Canton braid, black silk bands. Friday bargain 25c.

Men's Socks and Gloves

Men's Fancy Lisle Thread Socks, neat patterns, also plain colors. Regular 20c. Friday 10c.

Men's White Canvas Gloves, for gardening. Regular 12½c. Friday 3 pairs 25c.

$1.25 Palms for 75c

Kentia Palms. Regular $1.25. Friday, each 75c.

Kentia Palms, six leaves, 20 inches high. Regular 50c. Friday, each 30c.

Boston Ferns for Friday, each 30c, 40c and 75c.

Bouquets of Garden Flowers. Special each 15c.

Jewellery Bargains

Sterling Silver Thimbles, stone set, Collar Supports, Cuff Links, Scarf Pins, Lace Pins, Brooches, Bar Pins, Hat Pins, Enamelled Brooches, sterling silver Brooches, etc. Regular 15c, 25c and 35c. Friday 10c each.

At 25% Off } Picture Frames { At 25% Off

This offer remains open until Saturday at 1 p.m. It applies only to stock frames. Our stock-taking clearance sale has been so successful that we bring it to a close at the end of this week.

We have still a good assortment of gilts and veneers, ovals, squares and circles.

First Bargain Day in the Basement Sale

A TWO-WEEKS' SALE began to-day in the Basement.

Chinaware Woodware Hammocks
Glassware Hardware Garden Tools
Tinware Lighting Fixtures Etc., Etc., Etc.

To-morrow's Bargain lists from the Basement are of extra interest on this account.

FIRST THE DINNERWARE.

Open stock, in genuine Limoges china; the pattern is the well known Moscow, with a heavy gold band and gold stippled edge, on a pure white china body. Complete set of 102 pieces. Regular $47.50. Friday bargain $36.20.

$12.50 TEA SETS FOR $8.98.

English semi-porcelain set of 97 pieces, in a rich Oriental design, beautiful smooth glaze, with bright gold trimmings on handles and edge. Regular $12.50. Friday bargain $8.98.

AUSTRIAN CHINA TEA SETS $4.25.

40-piece Tea Set, in Austrian china; the popular bridal rose pattern, with dainty rosebud decoration on green foliage, with gold edges. Regular $5.85. Friday bargain $4.25.

FANCY CHINA FOR FRIDAY.

10,000 pieces Fancy China and Porcelain Ware, Japanese, French and German wares, comprising Candlesticks, Match Holders, Powder Boxes, Cups and Saucers, Jugs, Bon Bons, Pin Trays, Cigar Trays, Nut Bowls, Fruit Saucers, etc., all in rich variety of decorations and shapes. Values up to 35c. Friday's special bargain 10c.

CLEAR PRESSED GLASSWARE.

Ice Cream Plates. Regular $1.20. Friday 60c dozen.

Water Jugs, quart size. Regular 25c. Friday 15c.

Footed Comports, tall shape. Regular 35c. Friday 15c.

WILLOW BASKETS FRIDAY.

Fancy and Willow Baskets, including plain willow and fancy linen hampers, fancy picnic baskets, covered market baskets, lunch baskets and fancy paper racks. On sale in Basement Friday.

Plain Willow Linen Hampers. Friday $1.50, $1.90 and $2.25.

Fancy Linen Hampers. Friday $3.65, $3.75, $4.00, $4.25, $4.50, $5.25, $6.00 up to $12.00.

Fancy Picnic Baskets, well made, with covers. Friday 65c, 95c, $1.00, $1.50 and $2.00.

Covered Market Baskets, handy sizes. Friday 75c, $1.25, $1.50 and $2.00.

Covered Lunch Baskets. Friday 15c, 25c and 29c.

Fancy Paper Racks, neatly made. Friday 50c and 75c.

Willow Clothes Baskets, four sizes. Friday 65c, 75c, 85c and 95c.

HAMMOCKS ON SALE FRIDAY.

Friday we will sell 100 only at greatly reduced prices.

45 only good, closely woven Hammocks, nice colors, loose throw back pillow, with valance. Regular $2.25. Friday $1.89.

23 only Verandah Hammocks, pleasing design and colors, extra large size, loose pillow, with valance. Regular $3.50. Friday $2.89.

32 only Garden or Verandah Hammocks, loose pillow, full sized hammock, pleasing colors, concealed head spreader. Regular $2.50. Friday $1.98.

SALE OF LIGHTING FIXTURES.

500 Electric Wall Brackets, in brushed brass, oxydized copper or nickel, plated finish, wired all ready for use. One price 57c.

100 Verandah or Porch Electric Lamps, with 6-inch white ball shade, fixed in your home, 98c.

12 only 3-light Electric Fixtures, with long chain drop, in brushed brass, complete with shades. Worth $8.00, for $4.99.

24 each 2 and 3-light Electric Pendants, in brushed brass, complete with colored shades. Two-light, $2.75; three-light, $3.75.