BARGAINS CROWDING FOR ATTENTION

Stylish Winter Coats at \$5.75 REGULARLY \$12.50 TO \$16.50. Made from splendid materials, such as

curl cloths, fancy tweeds and Persiana cloths, in three-quarter or full length; fashionable models for misses or women. Friday 5.75 DRESSES WORTH \$4.50 TO \$6.50. Some desirable dresses for college girls;

they are of serges, cords and checks, in a widely assorted range of designs. Friday bargain 2.95 MISSES' AND WOMEN'S COATS \$2.95. 35 only, good, serviceable Winter Coats, made from warm tweeds and blanket cloths;

light or dark colors; excellent styles. Friday bargain 2.95 30 ONLY COATS FOR SCHOOL WEAR. \$2.95. Ages 13 to 17 years; many styles, in tweeds of grey and bronze; heretofore sold

SEPARATE SKIRTS, \$2.95. Manufacturers' samples; hardly two alike; black and white checks, plaids, diagonal serges, Panamas, check tweeds, covert cloth and fancy worsteds. Regularly \$5.00 to \$8.00. Friday bargain 2.95

regularly for \$6.95. Friday clearance, 2.95

Trimmed Hats

Black or colored :-Regularly \$5.00. Friday 1.00 Regularly \$6.50. Friday 1.65

Velvet Shapes, black and colored. Regularly \$2.75 and \$3.50. Friday 1.00

Velvet Shapes, two big tables to clear. beautiful English quality, very stylishly trimmed. Friday 25c and 50c. CHILDREN'S DEPARTMENT. Nearly all our 75c, \$1.00 and \$1.50 lines to go at a Friday bargain price.25

Diagonal Suitings, Per Yd. 55c Spring shipments of popular fabrics just put into stock; a good range of the newest tones, in all-wool qualities; 42 in. wide. Per

A SPECIAL PURCHASE OF WEST OF ENGLAND SERGES. 52 in. wide, in navy, cream and black;

Black Satin Duchesse, 39 inches wide. color; 34 inches wide. This is a cut price on the most serviceable of all silks. On

Furs and Fur-Lined Coats 5 only Mink Marmot Coats, 50 in. long. semi-sacque back, straight fronts, deep storm

collar, and large revers, lined throughout with good, heavy brown satin. Regularly long, made from the best Canadian muskrat skins, semi-sacque back, good full skirts,

straight fronts, deep storm collars and large revers; a splendid motor or street coat. Regularly \$69.00. Friday 49.00 Black Belgian Hare Scarfs, throw-over style, 72 in. long, black satin lining, chain fastener at neck. Regularly \$3.00, for 1.49

Black Belgian Hare Stoles, wide shoulders, plain round back, fronts finished with 6 tails, black satin lining. Regularly \$3.75 Friday 1.89

\$2.50 Petticoats 98c

Halcyon messaline, in light weight, cotton fabric, in black, Copenhagen, tan, brown and white, several styles in the lot, pleated and embroidered flounces; lengths 36 to 42 Regularly \$2.50. Friday bargain98

Net Waists

Various styles of high or low necks, and all lined pure silk, in ivory, ecru and black. Regularly \$2.48 and \$2.95. Friday.. 1.29 WHITE JAP SILK WAISTS. Embroidered. Regularly \$1.95. Friday

MESSALINE SILK WAISTS.

In black, navy and several other colors; also some pretty colored chiffons and ecru net styles. Regularly \$2.95 and \$3.95. Friday

9c Day in Our Notion Dept.

FOR ONE DAY ONLY. Fancy Frilled Elastic Pin-on Supports. Regularly 25c pair. Friday, per pair. . .9 400 Best Plated Pin Sheet, good sizes. Regularly 3 for 10c. Friday, 4 sheets. . . 9 Dome Fasteners, in silver or black, all sizes. Regularly 2 doz. 5c. Friday 5 doz. .9 Mending Wool, on cards, in black, white or tan. Regularly 3 for 5c. Friday 9 cards .9 Lisle Elastic, 3/4-in. wide, black or white. Regularly 10c yard. Friday 2 yards.... .9 Safety Pins, assorted, on card. Regularly

Coat and Skirt Hangers, in nickel. Reg-

Tunics .30 of our very daintiest Dress Tunics. Regularly \$12.50 to \$20.00. Friday .. 7.95 Clearing Odd Lines of Fancy Leather Goods

at greatly reduced prices. Regularly up to \$2.50, for 98c. Includes Dressing Cases, Work Bags, Seal Bill Books and Purses, Writing Folios, Letter Cases and Jewel Cases. Regularly up to \$10.00, for \$1.98. Includes Canadian Seal Folios, Jewel

Cases, Sewing Baskets on stand, Sewing Bags, Dressing Cases, etc. SEAL GRAIN LEA-THER HAND BAGS. 9 and 10-inch metal

frames; every bag leather lined, with change purse; black only. Regularly

BEADED BAGS. 6-inch frame, of neat design; colors white, with

Umbrellas Less Than Half Price

Strong, serviceable Umbrellas, Austrian cloth covers, natural wood, horn and metal handles. Friday bargain45

Silk and Wool Umbrellas, plain and silvermounted handles. Friday

Friday Bargains in Jewelry

500 pairs Plain Roman Cuff Links, initialled, script letters; each pair in a velvet case. Friday bar-in. long, cream lustre pearls; long chains, in bright or dull finish, strong clasps. Friday bar-woven wire and black silk; 9k. Gold Brooches, pearl settings; Gold-filled Lockets, with chain complete; 9k. Gold Beauty Pin Sets; 9k. Gold Pearl Tie Pins; 10k. Gold Rings, fine filled Pearl Necklets on chain. Clearing price Friday, each98

Handkerchiefs Women's 12½c Pure Linen Initial Handker-

chiefs. Friday 6 for .25 Only odd initials. No phone orders. \$1.50 LACE FOR 50c. 18 in. All-over Guipure

Lace; small, neat pattern; suitable for yokes and blouses; clean, new goods. Regularly \$1.50 yard, Swiss Corset Cover Em-

broideries. Yard. . . 22 Ends of Ribbons All sorts, colors and

lengths. Friday bargain, bunch10 7-INCH HEAVY TAF-FETA RIBBON 15c YARD.

Pale blue, pink, old rose, mauve, white, black, cardinal and navy. Friday bargain, yard .. .15

In the Basement

Aluminum Saucepans, with aluminum cover and front handle; two useful sizes. Ordinarily 65c and 75c. Friday, each .. . 39 Cannot promise to fill

phone or mail orders. Regular \$4.50 Clothes Wringers, "rolls" guaranteed for 12 months, fitted with ball-bearings, covered cogs, and a superior quality of rubber rolls. Friday, each 3.99 Reliable Thermometers.

Regularly 25c. Special Friday, each19 Ice Skates, 300 pairs, regular 85c Ice Skates, a reliable hockey skate, with welded sole and heel plate, straight runners, in sizes 7, 7½, 8, 9, 9½, 11, 11½, heavily nickel-plated. Fri-

day, pair66

STOVE BARGAINS. Regular \$10.50 Oak Heater, for coal and wood, with cast firepot, heavily constructed, cast top and base, and with nickel trimmings; an extra quality heater. Special Friday bargain price 9.22

SIMPSON'S

Rush Prices on Boots and Rubbers WOMEN'S PRUNELLA BOOTS AND SLIPPERS, 50c. 100 pairs Prunella Boots, with elastic sides, also Buskin Slippers with elastic fronts, hand-turned soles and comfortable low heels; sizes 3, 4, 5, 6 and 7. Regularly \$1.25 and \$1.50. Friday

CHILDREN'S \$1.25 WHITE LEGGINGS, 49c. Finest quality white French felt, white kid facings, and foot strap, to fit from 6 months to 4 years of age. Regularly \$1.25.

CHILDREN'S RUBBERS. Storm and regulation styles, bright finished; sizes 4 to 101/2. CLEARING LINES IN WOMEN'S BOOTS, \$1.25. High-grade samples, floor stock, and lines from regular stock

in all popular leathers, button and laced styles, Goodyear welted, flexible McKay, and hand-turned soles; high, medium and low heels; sizes 21/2 to 4 only. Friday rush price...... 1.25 MEN'S PLAIN RUBBERS, 69c. City weight, reinforced soles and heels; sizes 6 to 12. Friday

MEN'S STORM RUBBERS, 76c. Bright finished and perfect in every way, high storm fronts; WARM HOUSE SLIPPERS FOR WOMEN, 65c. Cosy "Arctic" plaid cloth, with turn-down collar and silk pompoms, flexible leather soles, comfortable and durable; sizes 3 to 7,

Children's, same style; sizes 11 to 2. Friday rush price. . . 35 MEN'S HOUSE SLIPPERS, 74c. Imported Camel's Hair House Slippers, with flexible leather soles; the warmest slipper made; sizes 6 to 11. Friday .74

BOYS' HOCKEY BOOTS, 99c. Strong black muleskin, with ankle straps, medium weight soles, spring heels, fleece lined sock and tongue; sizes 11, 12 and 13.

WOMEN'S RUBBERS. Best quality, bright finished, reinforced soles, high, medium and Same quality with high storm fronts; sizes 21/2 to 7. Fri-HEAVY GUM RUBBER BOOTS.

Men's heavy snag-proof Rubber Boots, in two-buckle and threeeyelet styles, rolled edge soles, solid rubber non-slip heels; sizes 6 to 13. Regularly \$2.85. Friday rush price...... 1.85 LEATHER-TOP RUBBER BOOTS. Men's 8-inch Leather-top Rubber Boots, with rolled edge soles and solid rubber heels, leather laces with each pair; sizes 6 to 13.

Regularly \$3.35. Friday rush price 1.99 The Last Friday in the Whitewear Sale Princess Slips, fine nainsook, yoke has val. lace insertions, bead-

ings and edges; silk draw ribbon; skirt has wide embroidery insertions and val. lace insertions and edge; sizes 34 to 42 bust. Regularly \$2.50. Friday 1.75 Chemises, nainsook, daintily hand embroidered yoke; hand butconholed and scalloped, silk ribbon; sizes 34 to 42 bust. Regularly

\$1.00. Friday bargain

Underskirts, fine cotton, flounces of handsome embroidery, or with wide insertions and edge of fine lace; lengths 38 to 42 bust. lace beadings and edges, silk draw ribbon; sizes 34 to 42 bust. Reg-stitched hem, open or closed; lengths 23 to 27 inches. Regularly

neck and sleeves edged with lace; lengths 56, 58, 60 inches. Regu-Nightgowns, fancy striped flannelette, pink or blue effects, tucked yoke, frills of goods on neck, front and cuffs; lengths 54, 56, 58

models; heavy, fine white coutil; medium bust; very long skirt and back; finest all rustproof steels, wide side steels, six wide fine garters, bust draw cord, silk embroidery or lace trim; size 18 to 26 in

ribbons; a dainty dress of fine all-wool cashmere, with silk smock-double box pleat down front; buttons on shoulder and down side; patent belt, separate bloomers; sizes 2 to 5 years. Regularly \$2.75.

Friday bargain 1.95 Den and Living-room Chairs and Rockers

(EXHIBITION SAMPLES.) Greatly reduced prices. These are in various designs, and most of them have loose cushions, covered in genuine art leather.

IN QUARTER-CUT OAK, FUMED FINISH. IN QUARTER-CUT OAK, FUMED FINISH.

ROCKER—Reg. \$18.00, for. 15.00 CHAIR—Reg. \$16.00, for. 13.50 ROCKER—Reg. \$11.00, for. 9.25 ROCKER—Reg. \$17.50, for. 14.75 ROCKER—Reg. \$10.50, for. 9.00 ROCKER—Reg. \$10.50, for. 8.50 ROCKER—Reg. \$11.50, for. 10.00 ROCKER—Reg. \$10.50, for. 7.80 CHAIR—Reg. \$11.40, for. 9.90 ROCKER—Reg. \$10.50, for. 7.80 SETTEE—Reg. \$20.00, for. 16.50 CHAIR—Reg. \$12.50, for. 10.50 SETTEE—Reg. \$21.00, for. 17.00 ROCKER—Reg. \$16.00, for. 10.50 ROCKER—Reg. \$11.40, for. 9.90 ROCKER—Reg. \$16.00, for. 13.50 ROCKER—Reg. \$11.00, for. 9.25 CHAIR—Reg. \$7.00, for. 5.95 ROCKER—Reg. \$16.00, for. 13.50 ROCKER—Reg. \$8.50, for. 7.25 IN QUARTER-CUT OAK, GOLDEN FINISH. ROCKER-Reg. \$8.40, for... 7.00 ROCKER-Reg. \$5.75, for... 4.95 CHAIR-Reg. \$8.00, for.... 6.75

The Friday Grocery List

One car Sunkist Oranges, good size,

21/2 LBS. PURE CELONA TEA, 58c.

sweet and seedless, per doz. .25

1,000 lbs. Pure Celona Tea, of uni-

One car Standard Granulated Sugar, 500 Pickled Shoulders of Pork, 6 to 20-lb. bags, in cotton, per bag .95 Choice Cooking Figs, 4 lbs..... 25 Pure Kettle Rendered Lard, lb. 18 New Orleans Molasses, 2-lb. tin .10 Canada Cornstarch, package?
Heather Brand Flavoring Extracts,
assorted, 2½-oz. bottle, 3 bottles

White Wool Blankets \$4.19 PAIR. White Wool Blankets,

with a small percentage of cotton woven in, thoroughly unshrinkable; weight 7 lbs.; large size 68 x 86. Regularly \$4.75. Friday, pair 4.19 Cream Flannelette, good heavy quality, 35 inches wide. Friday, 10 yards for 1.00 Heavy All-Linen Crash Roller Towelling, 18 inches wide. Regularly 17c and 18c yard. Friday,

Galatea and Heavy Oxford Shirtings, dark and medium colorings, suitable for men's working shirts, boys' blouses, etc. Regularly 15c, 18c and 20c yard. Rush price Fri-

Toilet Goods Chesebrough's Blue Seal Pomade Vaseline. in tubes. Regularly 35c. bottles. Regularly 35c. Regularly \$1.50. Fri-Down Powder Puffs. Regularly 20c. Friday .12 French Tooth Brushes, with pure bristles. Regularly 20c. Friday12 Imported Tooth Powder, in tins. Regularly 10c. Friday 4 for... 25 Nail Brushes, with pure

hand-drawn bristles. Regularly 25c. Friday. .18
Hair Brushes, solid backs, with pure bristles. Combs, 9 inches long. Toilet Soap. Friday 3 (Phone direct to Toilet Dept.)

Books

250 travellers' samples, including volumes biography, travel, essays and fiction, cloth bound. Regularly 50c to \$7.50. SpecialHalf Price 1,000 volumes up-todate fiction, by the best writers—J. J. Bell, B. M. Croker, S. R. Crockett, J. Storer Clouston and W. Pett Ridge. Regularly 25c...... Half Price King's Court Stationery, 1 lb. pure linen note-

paper, fashionable size. Regularly 25c. Spe-Envelopes, regularly 5c

per package of 25. Spe-

Candy Section

(Main Floor and Basement.) 1,000 lbs. Assorted Chocolate Creams, fruit flavors. Special, lb... .25 500 bottles Austrian Bon-Bons, assorted flavors. Regularly 20c. Per Maple Cream, lb10

Cushion Tops with materials to work.

Regularly 50c. Friday Centres and Cluny Lace Borders, a limited quantity only. Regularly 65c. Friday bargain29
All our Stamped Art-

icles from counters; some are slightly mussed, turned out for quick sale Friday Half Price

28-Inch Wrapperettes, 6½c

Heavy qualities of English manufacture, in navy and black grounds, also black and red, reversible checks. Clearing Friday

a strong quality, useful for house dresses, rompers, etc., in shades of mauve, navy, natural grey, black, brown and green. Clearing Friday at halfClearing Sale of Men's Ulsters Regularly \$10.00, \$12.00 and \$13.50, Fri-

'day \$7.95. Ulsters, made from choice English tweeds, in browns and greys, in neat stripe patterns; they are made double-breasted ulster style, with two-way convertible collar; have good twill mohair linings; odds and ends from different sales and regular stock lines. Friday bargain 7.95 MEN'S SPLENDID QUALITY SUITS.

English tweeds and worsted, in all the new shades of brown and grey; neatly striped; they are nicely tailored, in good-fitting single-breasted three-button style; the linings are of a good quality, and these suit would sell in the usual way at \$10.00 and \$12.00. Friday 6.95

MEN'S GOOD QUALITY TWEED PANTS, 98c. Made from splendid quality English

BOYS' BLUE SERGE SUITS, \$4.95.

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honor of Taff ro termed cordiale distinguish quet ha ment of common races in Signit sion by donald, position ing. "I down in can existent of those amine to the speed for reciped to the destries la; pendent for gree comment."

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English Paramatta raincloth, in fawn; single-breasted style, with college sizes 25 to 32. Friday 5.00 Braces, Underwear, Sweaters 200 only Men's All-wool Sweater Coats, cach with high double collar: No phone or mail orders filled. An 8.30 rush. Regularly

be cleared at great reductions; all sizes in the lot. Regularly 65c to \$1.00. Friday Men's Ties, of pure silk; some knitted

effects; good designs. Regularly 35c, 50c and 75c. Rush price 19c, 3 for 50c. Men's Suspenders, odd lots and some

Men's Gloves, Mitts and Socks

Cashmere Socks, seamless, good weight and wearing, spliced heel, toe and sole; sizes 91/2 to 11. Regularly 35c pair. Friday 25

25 Fur Robes

Made from No. 1 grade China goatskins, in medium dark grey and black; best trimmings, linings and finish; in small, medium and large sizes; this is a splendid opportunity to purchase a robe at very small outlay;

Men's Fur Caps, in electric seal and Corean beaver, wedge shape; dressy, well-fin give warmth and excellent wear; in No. 1 grade Corean beaver, electric seal and astra

chan lamb. Regularly \$3.50. Friday .. 1.50 Men's Fur Coats, in black Siberian dog-skin and mountain bear; heavy, full-furred skins, and extra well lined, Regularly \$21. and \$25.00. Friday 14.95

Friday Bargains in Dinnerware

Green printed decoration, English porce lain. Soup Plates, each 8c; Tea Plates, each 7c; Bread and Butter Plates, each 6c; Sauc Dishes, each 5c; large Platters, each 49c; medium Platters. each 39c; Covered Vege table Dishes, each 49c; Gravy Boats, each 19c; Sugar Bowls, each 12c; Slop Bowls each 10c; Cups and Saucers, each 8c. TABLE TUMBLERS.

In bell, optic and straight side: 6, 7 and 8 oz. sizes. Regularly 65c to \$1.00 dozen. Fri-

JET TEAPOTS, FRIDAY 17c. 75 doz. Decorated Jet and Rockingham Teapots; 3, 4, 5 and 6-cup size. Regularly 25c to 75c. Friday, each17 SERVICEABLE DINNER SET OF 97 PIECES FOR \$5.75.

Good quality English porcelain Dinner Service of 97 pieces, made up of the following: One dozen each of Dinner Plates, Soup Plates, Tea Plates, Bread and Butter Plates, Fruit Saucers, Cups and Saucers, two Platters, two Covered Vegetable Dishes, on Sugar Bowl, Cream Jug, Slop Bowl, and a Salad Bowl; pretty green decoration on pure white ware, with a brilliant overglaze. On wheat pattern Fruit Saucers, 4c; Oatmeal Dishes, 5c; Tea Plates, 5c.

Friday in the Drugs

Beef, Iron and Wine, 40c bottles, Friday 25c. Witch Hazel, Mentholated Extracts, 25c size, Friday 15c. Wahoo, non-alcoholic blood purifier, 50c size, Friday 25c. Phosphate Sodium, Howard's, 25c size, Friday 15c. Saniflush, regularly 30c, Friday 25c. Hot Water Bottles, white rubber, 2-quart size, 79c. Rubber Gloves, regularly \$1.00. Friday 69c. Rubber Dolls and Toys, up to 50c each, to clear 25c. Tobacco Pouches leather, rubber lined, 2 dome fasteners, to clear Friday 25c.

The Robert Simpson Company, Limited