

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. R. Fudger, President.

J. Wood, Manager.

PROBS Much the same temperature; a

**SIMPSON**

### Dresses Greatly Reduced

**\$11.75 DRESSES FOR \$8.79.**  
65 Women's One-piece Dresses, of all-wool French Venetian, in blue, tan and rose shades; waist has short square yoke, cream lace collar to match, outlined with strapping of self and silk pipings; skirt has front panel, with deep fold around knee part, headed with silk piping to match waist. Sold regularly at \$11.75. Friday... **\$ 8.79**

**WOMEN'S \$10.95 COATS FOR \$1.69.**  
Clearance sale of 75 Women's Coats, of tweeds, in grey and black mixtures, and of beaver cloths in brown and also of diagonal serges and friezes; made in a variety of styles, and trimmed with self strappings or buttons. Sold regularly at prices ranging from \$6.50 to \$10.95. Friday's price... **1.69**  
(Cannot accept phone or mail orders.)

**MISSSES' \$15.00 COATS FOR \$7.49.**  
42 only Coats, suitable for misses and small women who wear misses' sizes; these are of a good quality all-wool serge, in a light cardinal shade; made in a double breasted style, with military collar, and turn-back cuffs; collar, cuffs and front of coat are trimmed with black ponyette; sizes are 14, 16, 18 and 20 years. Sold regularly at \$15.00. Friday... **7.49**

**WOMEN'S \$5.00 SKIRTS FOR \$2.49.**  
130 Women's Separate Skirts, in several fashionable styles, mostly pleated; some have self strappings; the materials are striped worsteds, in navy, black, green and cardinal; imported Panama, in black only, and of tweeds in dark mixtures of stripe effects, also in light grey checks; a large range of sizes to select from. Regular \$5.00 values. Friday... **2.49**

### Items of Interest to Women

**INFANTS' WEARABLES.**  
Infants' White Flannelette Head Shawls, shell edges; sizes 27 inches square. Regular price 25c. Friday bargain, each... **.15**  
Infants' Long Flannelette Skirts, color white, embroidered shell edges, length 30 inches. Regular price 50c each. Friday bargain... **.25**

Infants' Quilted Absorbent Diapers, for covering other diapers. Regular price 25c. Friday bargain, each... **.10**  
Infants' Coats, fine cream cashmere or cream Venetian cloth, beautifully trimmed with silk embroidery and applique silk medallions; lengths 22, 24 inches. Regular prices \$3.75 and \$4.50 each. Friday bargain... **1.95**

**LITTLE GIRLS' COATS.**  
Infants' Department.  
Clearing two styles New York Coats for little girls, fine all-wool cheviot serge, lined and interlined throughout, plain style, with fancy buttons; the other trimmed with braid and fancy buttons; colors navy blue and Alice blue; sizes 2 to 3 years only. Regular price \$3.00 and \$3.50 each. Friday bargain... **.98**

**GIRLS' DRESSES.**  
Girls' White Lawn Dresses, clearing several pretty styles, one-piece style, waist trimmed with fine embroidery frills and insertion; skirts tucked, and deep hem; sizes 6 to 16 years in the lot. Regular prices \$1.75 to \$2.50 each. Friday bargain... **.95**  
Girls' School Dresses, sailor style, fine all-wool Panama, colors brown and navy, silk tie; collar and cuffs trimmed with silk braid; sizes 6 to 16 years. Regular price \$4.50 each. Friday bargain... **2.50**

**WHITEWEAR BARGAINS.**  
Princess Slips, fine nainsook, waist and skirt trimmed with fine embroidery, beading and silk ribbons, deep flounce; sizes 32 to 42 bust. Regular price \$2.25. Friday bargain... **1.39**  
Corset Covers, fine nainsook, tight fitting, neck and arms trimmed with fine lace frills and insertion, pearl buttons; sizes 32 to 42 bust. Regular price 50c each. Friday bargain... **.25**

Night Dresses, nainsook, slip-over style, three-quarter sleeves, neck and cuffs trimmed with deep lace, silk ribbon draw; lengths 56, 58, 60 inches. Regular price \$1.25 each. Friday bargain... **.75**

**WOMEN'S AND CHILDREN'S UNDERWEAR.**  
Women's Vests and Drawers, winter weight, fine heavy ribbed white cotton. Vests high neck, long sleeves, button front. Drawers ankle length, both styles. Sizes 32 to 38. Regular price 45c each. Friday bargain, each... **.29**  
Women's Combinations, spring weight, fine white ribbed cotton, low neck, short or no sleeves, umbrella knee length, lace trimmed; sizes 32 to 38 bust. Regular price 50c each. Friday bargain... **.35**

**WONDERFUL CORSET BARGAIN.**  
Nearly 400 pairs Beautiful Model D. and A. Corsets, fine, strong white coutil, medium bust, extra long skirt, with four strong garters, finest rustproof boning, with four wide side steels; top finished with silk embroidery, bust draw cords, and satin ribbon bow; sizes 18 to 26 in. Regular value \$2.00 a pair. Friday bargain, pair... **1.00**

**Millinery**  
160 Smart Street Hats; every one is of a style and color that can be worn right away; new braids, in the hand-made effects, and some of the best blocked shapes, in chip, nacre, mohair, etc., will be used along with fancy or velvet ribbons, new striped trimming and fancy feathers or quills; many of these are sample hats, that have been trimmed up, and worth much more than our special price. Friday... **3.69**  
280 dozen New Flowers, of this season, in crush roses, small rose wreaths, with foliage, fancy silk flowers, small rosebuds, hyacinths, etc.; goods that were handed over to us by a large commission house at half-price. On sale Friday at... **.25 and .50**

**Wash Goods**  
Great clearance of odds and ends of silk spot and figured foulard Silk Muslins, etc., a big range of good colors and designs; some just enough for a waist, others full dress lengths. Regularly 35c to 50c... **.15**  
200 pieces Fine White French Organdy, special for summer dresses, a fine opportunity. Regularly 15c to 25c... **.9**  
A quantity of odd pieces Fine French Voile, 38 inches wide, striped and creped effect, colors pink, sky, cream, black, navy, tan, brown, etc. Regularly 35c... **.15**  
A small lot of 36-in. Prints. Reg. 12 1/2c... **.7**

**Silks for Friday**  
Shantung Silk, natural color, guaranteed bright, lustrous finish, 34 inches wide, Friday bargain... **.48**  
Colored Dress Silk, satin de chine paillettes, in full range of new spring shades, for dress waists, etc., including ivory and black, 20 inches wide. Friday... **.48**  
Wide width Satin Messalines, a special purchase of 36-inch wide satin messalines, in all the newest and latest shades and colorings, bought direct from manufacturer at an exceptional low price. 36 inches wide, Friday... **.97**  
Black Silk Paillettes, satin de chine, and mousselines, 20 inches wide... **.68**

### Carpet Department Specials

**SAMPLE RUGS GREATLY REDUCED.**  
A number of high grade Wilton Rugs, which have been used as samples; sizes 9 x 9, 9 x 10.6, 9 x 12. Regular \$30.00. Friday... **19.00**  
Brussels Carpet, in new conventional, floral and Oriental designs; colorings, fawns, greens and blue; 27 in. wide, 22 1/2-inch border to match. Regular per yard up to \$1.45. Friday, per yard... **.98**  
Tapestry Carpet, in a wide range of colorings, floral, Oriental and conventional effects; shades, reds and fawns. Regular up to 85c. Friday, per yard... **.49**  
Wilton Carpet, deep pile, 27 in. wide, 22 1/2-inch border to match; green, fawns and reds; also two-tone effects. Regular \$2.00. Friday, per yard... **1.49**  
1,000 yards of Heavy Axminster Carpet, in newest colorings and designs, fine quality. Regular \$1.35. Friday... **.98**  
Japanese Matting, in carpet designs, various colorings, good quality. Regular price 25c. Friday, per yard... **.13**  
Scotch Linoleum, in floral, parquet and tile effects. Regular to 50c. Friday... **.33**

**House Furnishings Made Easy**  
**WINDOW SHADES 39c.**  
Special quality Oil Opaque Window Shades, 37 in. wide, 6 feet long, trimmed with lace or insertion, complete with brackets and pull, cream and green only. Worth 75c. Friday bargain... **.39**

**CURTAIN STRETCHERS 79c.**  
Well made Curtain Stretchers, unbreakable fixtures, adjustable from 2 to 4 yards long, 1 to 2 yards wide, fitted with non-rusting pins, folding so that when not in use can be easily stored. Worth \$1.50. Friday bargain... **.79**

**TAPESTRY CURTAINS \$1.98.**  
Neat Tapestry Curtains, in a wide variety of colors, in plain and two-toned effects, reversible patterns, fringe top and bottom, 40 inches wide, 3 yards long. Worth \$2.50 per pair. Friday bargain... **1.98**

**LACE CURTAINS 83c.**  
We are selling Friday a special quality Nottingham Lace Curtains, good designs, in a wide range of floral and conventional effects, 52 and 54 inches wide, 3 and 3 1/2 yards long, excellent wearing net. Worth \$1.25. Friday bargain, per pair... **.83**

**Furniture**  
**At Magnetic Prices**  
Iron Bedsteads, in pure white enamel finish, in all standard sizes. Regular \$4.75. Friday bargain **3.95**  
Chiffoniers, in mahogany, highly polished. Regular \$21.00. Friday bargain **13.90**  
Dining Chairs in mahogany, with solid leather seats, sets of five small chairs and one arm chair. Regular \$31.50. Friday bargain... **23.90**  
Tables, in solid oak, mission finish. Regular \$6.50. Friday bargain... **2.95**  
Iron Bedsteads, in Vernis Martin finish, 4 ft. and 4 ft. 6 in. widths only. Regular \$16.50. Friday bargain **12.60**

**Wall Papers**  
**and Mouldings**  
Borders and Friezes, florals and set designs, good colorings, clearing out ends by the roll. Regular 5c, 8c and 10c roll. Friday... **.2**  
Mica and Colored Wall Paper, for small rooms. Regular to 8c. Friday... **.4 1/2**  
Bedroom and Sitting Room Papers, neat designs. Regular to 25c. Friday... **.11**  
Dining Room Papers, in assorted colorings, neat designs:  
Regular to 35c. Friday... **.17**  
Regular to 50c. Friday... **.24**  
Regular to 75c. Friday... **.39**  
500 feet Odd Room Mouldings, 1 in., 1 1/2 in., 2 in. wide, some chair rails, odd lengths and odd colors. Regular to 2c to 3 1/2c per foot. Friday... **.1**  
300 feet odd lengths Plate Rail, 2 1/2, 3 in. wide. Regular to 10c foot. Friday, foot... **.4**

**Electric Shocks**  
5-light Fixtures, with crystal drop shades, or any other pattern of equal value. Reduced from \$50.00 to... **32.00**  
8 Art Glass Domes, of various sizes, all marked down to clear:  
3 22-inch, \$35.00, reduced to... **22.00**  
3 22-inch, \$40.00, reduced to... **27.00**  
1 24-inch, \$50.00, reduced to... **35.00**  
1 26-inch, \$100.00, reduced to... **75.00**  
500 Electric Shades, of various patterns, to clear at **.5, .10, .15, .20** each.

**Hose**  
Women's Black Cashmere Hose, plain and ribbed, 35c and 40c, Friday... **.29**  
Boys' and Girls' Black Cashmere Hose, fine English 2-1 ribbed, close elastic finish, sizes 4 1/2 to 10. Friday... **.19**  
Misses' Cashmere Hose, plain and ribbed black and tan, medium weight, sizes 5 1/2 to 8 1/2, 35c value, Friday... **.25**  
Women's Sueded Gloves, 8, 12, 16 button length, broken sizes, odd shades, regular \$2. Friday... **.69**  
Women's Silk Lined Cashmere Gloves, 2 dome, perfect finish, black only; sizes 5 1/2 to 7 1/2, 35c value. Friday bargain... **.19**  
Men's Plain-Black Cashmere 1/2 Hose, seamless foot, medium weight, close fitting elastic top, good wearing, extra value, Friday... **.12 1/2**  
Men's Black Cashmere 1/2 Hose, all wool plain "Larja" soft even finish, double heel and toe, extra value, Friday... **.25**

### Linens and Staples

1,600 yards Bleached Longcloth, 66 yard, yard wide, a real strong cotton. Clearing Friday, yard... **.6**  
Table Napkins, 88c dozen, full bleached, some are hemmed, assorted sizes, splendid satin damask. Regular \$1.15, \$1.25 and \$1.30 dozen. Friday... **.68**  
600 yards White Dress Linen, 25c yard, 36 inches wide, superior Irish make. Friday, yard... **.25**  
Largest Size Flannelette Sheets, \$1.29 pair, 70 x 84 inches, white or grey, best quality, used as light blankets. 200 pairs only, Friday, pair... **1.29**  
\$1.25 Huckaback Bedroom Towels 78c pair, large, all linen, grass bleached, spoke hemstitched huck bedroom towels, good heavy towels. Regular \$1.25 pair. Friday... **.78**  
300 pairs Hemmed Sheets 98c pair, about 2 x 2 1/2 yards, hemmed ready to use; made from strong bleached English sheetings. Friday, pair... **.98**  
Lettered Glass Towels 3 for 25c, 21 x 29 inches, red or blue borders, Irish make, 20 dozen only. Friday 3 for... **.25**  
35c Lace Trimmed Centrepieces, 24c each, 20 x 20 inches, round, all linen, lace trimmed all around, with drawn work in centre, in Linen Department, upstairs. Only 25 dozen to clear. Regular 35c each. Friday... **.24**

**Women's Boots**  
**WOMEN'S \$4.00 BOOTS AT \$1.95.**  
400 pairs Women's Boots, Walker Parker Empress brand, traveller sample boots, Oxfords and pumps, size 4C width; they are made from patent colt, tan Russia calf, chocolate kid, black kid and gunmetal calf leathers; all popular styles. Regular prices to \$4.00. Friday bargain... **1.95**  
250 pairs Women's Boots, the well known Model brand; made by the W. B. Hamilton Shoe Co. We bought all the stock they had on hand of the following lines: I.—Patent colt leather boot, plain toe, grey suede Blucher top, Cuban heel. II.—Chocolate kid, Blucher or button boot, with high Cuban heel, short vamp, and medium heavy sole. III.—Fine vici kid, Blucher and button style boots, patent toe caps, Cuban or low heels, medium heavy sole, pointed or college toes. IV.—Selected patent colt boots, with dull calf Blucher tops, creased vamps, Cuban heel, medium heavy sole; all sizes 2 1/2 to 7 1/2, E width. Regular prices \$2.50, \$3.00, \$3.50 and \$4.00. Friday bargain... **1.95**

180 pairs Women's Boots, strong Dongola kid leather, patent toe caps, dull Blucher top, Cuban heel, heavy sole, all sizes 2 1/2 to 7. Friday bargain... **1.39**  
(Phone orders filled.)  
240 pairs Boots, black calf leather, Blucher, heavy sole, easy fitting:  
Men's, 6 to 11. Friday, bargain... **1.99**  
Boys', 1 to 5. Friday, bargain... **1.69**  
Youths', 11 to 13. Friday, bargain... **1.33**  
300 pairs Children's Strong Dongola School Boots, 8 to 10 1/2. Friday, bargain... **.79**  
300 boxes Black or Tan Liquid Shoe Polish. Regular 25c. Friday, bargain... **.15**  
(Phone orders filled.)

**Chinaware**  
15 only Dinner Sets, in English semi-porcelain ware, under glaze decoration, complete set for 12 persons. Regular \$15.00. Friday... **8.99**  
1,000 Odd Dinnerware Pieces, in a discontinued stock line, at less than half-price.  
Bread and Butter, Tea, Dinner Plates... **.5**  
Meat Platters, Vegetable Dishes, Bakers, Salads, etc., to match, all at less than half-price.  
40-piece Tea Set, in Bavarian china, broad blue band and rose foliage decoration, and finished in gold. Big Friday special... **2.68**  
Tumblers, table size, melted edge. Friday 6 for... **.28**  
Sugar and Cream Sets, in rich Canadian cut glass. Big Friday bargain special, pair... **4.25**  
150 Pint Jugs, in American pressed glassware. Regular 20c, for Friday bargain... **.9**

**Friday Bargains in Wash Laces**  
Wash Laces, for underwear and cotton dresses, in Valenciennes machine torchon and cluny, from 1 inch to 2 inches wide, regular selling value 3c, 4c and 5c yard. Friday, 12 yards for... **.20**  
Wash Laces, in machine torchon, machine cluny, and Platt Valenciennes, 2 to 4 inches wide, regular selling value 15c, 18c and 20c yard. Friday, per yard... **.5**

**HANDKERCHIEFS.**  
Women's Embroidered Swiss Handkerchiefs, hemstitch and scalloped borders, also Swiss handkerchiefs, Valenciennes lace trimmed, regular 12 1/2c, 15c and 20c each. Friday, 3 for... **.25**  
Men's White Lawn, hemstitched borders, full size, regular 3 for 25c; Friday, 6 for... **.25**

**LACE NECKWEAR.**  
1,800 pieces of new lace Neckwear, from Plauen, in all the new styles in "Dutch" collars, lace yokes and stock-collars. On sale Friday, half-price. Prices 12 1/2c, 19c, 29c, 59c.

**Special Dress Goods Items**  
English Navy Coating Serge, all wool quality, best indigo dye, regular value 65c, 42-44 inches wide. Friday... **.47**  
Black Dress Fabrics, Panamas, in chiffon and medium weaves, San Toys, poplins, cords de chine, henriettes, voiles, silk striped taffetas. Regular up to \$1 per yard, 44 to 54 inches, Friday... **.63**  
Panamas, in fine chiffa make and medium weaves, pure wool, in the newest shades. Regular up to \$1 per yard, 46 to 52 inches wide. Friday... **.68**

### Chances in Men's Department

Men's Tweed Working Pants. Regular \$1.25 and \$1.50. Friday Bargain 98c.  
Dark stripe patterns, splendid wearing; sizes 31 to 42 waists.  
Boys' Fancy Overcoats. Regular \$3.00 and \$3.50. Friday Bargain \$1.98.  
Heavy weight tweeds, in stripe patterns, double breasted Russian style, self and black velvet collars, lined with serge and Italian cloth linings. Sizes 20 to 23. Friday... **1.98**  
Boys' Tweed Suits. Regular \$4.00, \$4.25 and \$4.50. Friday Bargain \$2.98.

Boys' Tweed Suits, in brown and grey grounds, with colored stripes, single breasted Norfolk and double breasted styles; sizes 25 to 29. Friday... **2.98**

### Fur Coats and Caps for Men

Canadian Raccoon Skin Coats, medium heavy furred and natural dark color skins, deep shawl collars, full 50 inches long, and well lined; sizes 42 to 48. Regular price and a good value at \$50.00. Friday... **25.00**  
Mountain Bear Fur Robes for the auto, one of the best robes available at a medium price, rich appearance, and durable; a robe that will last for years; black and brown. 12 only, regular price \$15.00. Friday... **9.95**  
9 only, regular price \$13.50. Friday... **7.95**

Fur Collars, in electric seal, nutria beaver, raccoon and wallaby, good linings, and made adjustable, will fit any style coat. Regular prices up to \$6.00. Friday **1.95**  
Men's Fur Caps, wedge shape, in electric seal, nutria beaver and Australian beaver. Regular up to \$3.50. Friday... **1.00**

### Men's Furnishings

Men's Suspenders, Police and odd lines, elastic web, and leather cast-off ends. Reg. 35c and 50c. Friday... **.19**  
Men's Neckwear, in several different odd lines, shapes and colorings. Regular 35c and 50c. Friday 3 for... **.50**  
Men's English Flannelette Night Robes, extra long and wide. Regular \$1.00. Friday... **.69**  
Men's Negliges, left over from recent bargains, some slightly soiled. Regular up to \$1.00. Friday... **.49**

### A Sateen Petticoat for 39c

Women's black mercerized Sateen Petticoats, made with pleated flounce and finished with narrow gathered frill. Lengths 36, 38, 40, 42. Friday... **.39**  
**MUSLIN DRESSING SACQUES, 35c.**  
Women's Dressing Sacques, of printed muslin, in a variety of neat patterns, pleated front, trimming of plain white muslin, also in plain white muslin, with a border of sky or pink, in small check. Sizes 34 to 44... **.35**  
(No phone or mail orders.)

### Waist Department

Clearing 50 stock Waists, of chiffon taffeta, front trimmed with silk embroidery, knife pleated ruche and fine tucking, open back tucked and tucked sleeve, colors black, navy and myrtle, sizes 32 to 42; regular price \$5.50. Friday bargain... **2.95**  
75 only, lovely Chiffon Taffeta Silk Waists, open back, front of side frill, caught with crochet button and tucking, French sleeve, with deep tucked cuff and collar, colors black, navy and myrtle. Sizes 32 to 42 inches, regular \$5.00. Friday bargain... **2.95**

**Trimming Department—Main Floor**  
A big clear-up of Trimming All-overs, remnants and odd pieces up to 3 1/2 yards, comprising heavy embroidered nets, sequin effects and dewdrop nets, every wanted color, and some white and gold, regular \$1.50, \$1.75, \$2.00 and \$2.50 yard. Friday to clear, yard... **.50**  
**PANCY NEEDLEWORK—MAIN FLOOR.**  
A collection of pure natural linen Scarfs and Table Covers, all with broad hemstitched borders and stamped various designs for working. Regular prices 59c and 69c. Friday bargain, each... **.29**

### Umbrellas

Men's Umbrellas, close rolling, silk mixed, choice boxwood and cherry wood handles, with neat mounting of rolled gold. Best of frames, fitted with twilled silk canopies. \$2.50 and \$3.00 values. Friday... **1.69**

### Big Ribbon Bargains

5, 6 1/2 and 6-inch Taffeta Ribbons, regularly 30c and 35c per yard. This display includes all colors, especially a liberal stocking of white, pink, red and pale blue, Friday bargain... **.15**

### Bags

Seal Grain Leather Bags, moire lined, fitted with small coin purse, smelling salts' bottle and powder box, black only; regular \$8c, Friday... **.59**  
Black Seal Grain Purse Bag, with straps on back, regular 50c, Friday... **.25**  
Grained Leather Jewel Box, velvet lined, place for watch, regular \$1.25, Friday... **.50**

**Toilet Goods Priced to Create Excitement**  
800 only, Ebony Finished Hair Brushes, with thirteen rows of white bristle and neat mount; regular 30c value, Friday... **.25**  
Williams' Carnation and Violet Talcum, regular 20c, Friday... **.15**  
De Miracle Face Cream, 25c size, Friday... **.10**  
Two odd lines of Toilet Soap, three colors in box, regular 15c, Friday, 8c box or 3 for... **.25**  
Dr. Charles' Flesh Food, regular 50c, Friday... **.39**  
Maple Leaf Castile Soap, Friday, 7 cakes for... **.25**  
(Phone direct to Toilet Department.)

### Jewelry Clearing at Half-Price

2,000 pieces, enamelled Pansy brooches, stone-set brooches, enamelled belt buckles, stone-set lace pins, sterling silver brooches and baby pins, sterling silver cuff links, beauty pins, veil pins, amethyst stone-set brooches, hair barrettes, etc., etc. Regular selling 25c to \$1.50. Friday, half price... **.12 1/2 to .75**  
**ROGERS' SILVER-PLATED TABLEWARE, "EAGLE" BRAND, CLEARING AT 19c EACH.**  
300 pieces, including sanding forks, pickle forks, sugar shells, mustard spoons, ice cream spoons, tea spoons, butter knives, tea spoons, bread and butter spreaders. Regular selling, 25c, 35c, 50c, and 60c each. Friday, one price... **.19**

### Book Department

500 Recent Reprint Fiction, originally published at \$1.25 and \$1.50. Special on Friday, each 30c value, Friday... **.35**  
300 Paperettes, values from \$1.50 to \$2.75; boxes slightly damaged. All at each... **.69**  
Diaries for the pocket, regular values from 35c to \$1.00. All at each... **.15**

### \$1.50 Rubber Plants for 98c

Rubber Plants, reg. \$1.50, for 98c. Kentia Palma, reg. \$1.50, for 98c. Primula Obconica, each 25c. Asparagus Ferns, each 25c. Fresh cut Carnations or Daffodils, special, per dozen... **.35**

### Groceries

2,000 Bags Choice Family Flour, 5 lb. bag, 40c. Choice Currants, cleaned, 3 pounds, 25c. California Seeded Raisins, 3 packages, 25c. Perfection Baking Powder, 3 tins, 25c. Yellow Cooking Sugar, 11 pounds, 50c. New Orleans Molasses, Cherry Grove Brand, 2-pound tin, 10c. Canned Sweet Pumpkin, 2 tins, 25c. Canada Cornstarch, package, 7c. Finest Canned Corn, 2 tins, 25c. Choice Pink Salmon, per tin, 11c. Choice Rangoon Rice, 7 pounds, 25c. Finest Pearl Tapioca, 4 pounds, 25c. (Telephone Direct to Department.)  
2 1/2 POUNDS PURE CELONA TEA, 55c.  
A blend of Indian and Ceylon Tea, one ton. Friday, black or mixed, 2 1/2 pounds, 55c.

**Friday Bargains**

What is a bargain? A bargain is a purchase which gives exceptional value to the buyer for the money paid.

Friday is the day for special bargains at The Simpson Stores. Here is a list which embraces nearly every floor. All departments have, more or less, a clearing up once a week, and Friday is the day chosen. On that day customers are often able to obtain first-class goods at less than factory prices. Toronto shoppers have shown themselves to be alive to that fact. You are nearly certain to find what you want in this list, which is a representative one, and do not forget that every item here is a genuine bargain in accord with the above definition.

The **SIMPSON** Company  
Robert Limited