

Store Opens 8.30 a.m. The Robert Simpson Company, Limited Closes at 5.30 p.m.

49 Cent Bargain Day

Clearing balances; several pretty styles in fine prints or gingham, high or Dutch neck, long or short sleeves, all the best colors; sizes for 6 to 14 years. Regular prices \$1.00, \$1.25, \$1.50 each. Friday bargain, 49 cents.

WHAT BARGAIN HOLDS TO-MORROW

A clean cut list that contains a surprising number of startling values. In many cases the prices are below actual cost of the goods to us, and profit is an entirely secondary consideration. COME EARLY, AT 8.30, for the buying will be fast and furious from the opening of the doors. Many "unadvertised" tickets will give notice of other 49 cent snaps that we are unable to classify for this list.

49 Cent Bargain Day

Hundreds of pieces of fancy linens, some slightly soiled from showing. To include shams, scarves and centrepieces, and sell in the regular way to 1.00, clearing Friday, each. No phone or mail orders for these.

360 Girls' Wash Dresses 49c

Clearing balances; several pretty styles in fine prints or gingham, high or Dutch neck, long or short sleeves, all the best colors; sizes for 6 to 14 years. Regular prices \$1.00, \$1.25, \$1.50 each. Friday bargain, 49 cents.

Women's Leather Hand Bags 49c

Nine-inch metal frame, in a variety of styles, all are lined, containing change purse. Black only. Regularly 75c. Friday 49c.

DRESS GOODS

SAN TOY, POPLIN AND BENGALINE CORDS, 49c
2000 Yards, in all wool French corded fabric, in all the newest French tones, splendid wearing fabric and very exceptional value at 42 inches wide. 49c

WASH GOODS 49c

25-inch Satin-finished Cotton Dress Goods, a beautiful soft fabric with a raised back, giving the cloth the warm feel so comforting for the cool weather. There are a big range of colorings and designs, all from the regular price 1.25 per yard, but for Friday bargain these goods will be on sale on the Main Floor at five yards for 49c.

China and Glassware

4-Piece Semi-Porcelain Tea-Set decorated with a dark blue pattern, with gold tracing; 2 cups and saucers, 2 tea plates, 1 small platter and 1 open vegetable dish. Special Friday bargain, slight loss for 49c.

Men's Furnishings 49c

Men's Underwear, including several different weights of perino shirts and drawers, guaranteed sanitary pure wool fleece, heavy cotton shell; sizes 34 to 44. Friday bargain, 49c.

69c to \$1.00 Fancy Linens 49c

49c HUCKABACK TOWELS FOR SHEET

GIRLS' MIDDY BLOUSES AT 49c

Balance of stock of girls' middy blouses to go; beautiful quality and natty styles; white with red, blue or striped collar; some are Norfolk style. Sizes 6 to 14 years. Regularly \$1.00 to \$1.25 each. Friday bargain 49c.

Drug Specials 49c

Absorbent Cotton, finest quality, Bauer & Black, in handy packages, long graceful styles, garters attached, fine lace trim, rustproof steels, wide side steels; sizes 13 to 20 inches in the regular price \$1.00 and \$1.25 a pair. Friday bargain 49c.

ENGLISH TWEED SUITINGS, PER YARD, 49c

1400 yards of these imported English TWEED SUITINGS, in all the newest color combinations. New grey, brown, blue, green, etc. 42 inches wide. Per yard 49c.

ENGLISH SERGES PRICED PER YARD, 49c

All-wool Serges are very exceptional value and can be had in a good range of new fall shades. Priced for Friday's selling, below cost of production; 42 inches wide. Per yard 49c.

Gas Supplies 49c

Inverted Gasometer, Burner, brush brass; 1 Heazogon Globe, set in corner; 1 Inverted Mantle. Regularly selling 60c. Friday 49c.

Men's Soft Hats

Colors olive, slate, brown, navy and black; fedoras and crests, shapes sizes 6 1/2 to 7 1/4. Regularly \$1.00. Friday 49c.

49c Specials on Bargain Tables

(Main Floor, Queen St. Entrance)
Large range of Duchesse Pajamas, Messaline and Satin de Chine in the newest shades and colors; sizes 42 x 35 or 45 x 33. Regularly 75c. Bargain Friday, pair 49c.

BIG CORSET BARGAIN

Nearly 400 Pairs Fine Corsets, D. & A. or E. T. models, fine white bustle and percale, medium bust, long graceful styles, garters attached, fine lace trim, rustproof steels, wide side steels; sizes 13 to 20 inches in the regular price \$1.00 and \$1.25 a pair. Friday bargain 49c.

WOMEN'S LEATHER HAND BAGS 49c

Nine-inch metal frame, in a variety of styles, all are lined, containing change purse. Black only. Regularly 75c. Friday 49c.

DRESS GOODS

SAN TOY, POPLIN AND BENGALINE CORDS, 49c
2000 Yards, in all wool French corded fabric, in all the newest French tones, splendid wearing fabric and very exceptional value at 42 inches wide. 49c

WASH GOODS 49c

25-inch Satin-finished Cotton Dress Goods, a beautiful soft fabric with a raised back, giving the cloth the warm feel so comforting for the cool weather. There are a big range of colorings and designs, all from the regular price 1.25 per yard, but for Friday bargain these goods will be on sale on the Main Floor at five yards for 49c.

China and Glassware

4-Piece Semi-Porcelain Tea-Set decorated with a dark blue pattern, with gold tracing; 2 cups and saucers, 2 tea plates, 1 small platter and 1 open vegetable dish. Special Friday bargain, slight loss for 49c.

Men's Furnishings 49c

Men's Underwear, including several different weights of perino shirts and drawers, guaranteed sanitary pure wool fleece, heavy cotton shell; sizes 34 to 44. Friday bargain, 49c.

69c to \$1.00 Fancy Linens 49c

49c HUCKABACK TOWELS FOR SHEET

WOMEN'S HEALTH VESTS, 49c

Just 240 at such a low price. Women's Health brand vests for fall wear, medium weight, white wool and cotton mixed. Suits ribbed, double-lined, with short sleeves; sizes 32 to 42 bust measure. Regular price 75c each. Friday bargain, each 49c.

HOSIERY

Women's black or tan silk hose, fine thread, heavy weave, double quarter welt spliced heel, toe and heel patch. Regularly 75c. Friday 49c.

SCOTCH TARTANS, PER YARD, 49c

42 inches wide, guaranteed and guaranteed pure wool. These Tartans are a big bargain. Always much below cost of production; 42 inches wide. Per yard 49c.

Fancy Needlework 49c

100 Cushions, ready for use, covers in various styles, French, English, and American designs, filled with Russian down. Regularly 75c. Friday 49c.

Umbrellas 49c

Men's Women's and Children's Umbrellas, made of good wearing material, also sun hats, etc. Regularly 1.00. Friday 49c.

Men's Wash Vests 49c

Assorted lot of Men's Wash Vests in every neat pattern of wash materials. Made single-breasted style and neatly tailored. Regularly \$1.00 and \$1.25. Friday 49c.

49c Specials on Bargain Tables

(Main Floor, Queen St. Entrance)
Large range of Duchesse Pajamas, Messaline and Satin de Chine in the newest shades and colors; sizes 42 x 35 or 45 x 33. Regularly 75c. Bargain Friday, pair 49c.

MILLINERY AT 49c

2000 Children's Hat Shapes, daisy and beanie styles for children 6 to 12 years of age; colors brown, black, red, white, etc. Regularly 75c. Friday 49c.

Ribbon 49c Yard

Ribbons for millinery, sashes, dress trimming and fancy work, all greatly reduced for Friday.

TRIMMINGS

42-inch beaded net for flouncing, black and colors. Regularly \$1.00, \$1.25 and \$1.50. Friday bargain, 49c.

HANDKERCHIEFS

Guipure Lace Handkerchiefs, handsome design in Irish guipure lace, with sheer linen centres. Regularly 75c. Friday 49c.

1,200 Only Pieces of the Original Stranaky Graniteware

Comprising saucepans with front handles, preserving kettles of large size, tea pots, oval dish pans, at prices ranging up to (in the regular way), 85c. Price for Friday Bargain Sale, each 49c.

Special Bargain

Women's imported black cotton hose, with heavy fleece lining, fine cotton thread, fast dye, fall weight, seamless, toe and heel patch. Regularly 1.00. Friday 49c.

Books and Stationery

THE WHITE HOUSE COOK BOOK, a comprehensive cyclopedia of reference for the home; 550 pages; cloth bound. Regularly 65c. White the last.

JEWELRY 49c

9k Gold Oval Beauty Pins, Roman finished, set with single pearl in centre. Extra well made; joint and protected pin catch. Regularly 1.00 each. Friday 49c.

Long Kimono Gowns and Petticoats 49c

Of figured flannel and cotton chafie, loose backs, shirring at shoulder, border of self-colored mercerized. Regularly 75c. Friday 49c.

Silks and Velvets

VELVET CORDRONS, 49c
The best of all pile fabrics for durability and long service in suits, dresses and children's wear. Colors, brown, new tans, green, etc. Regularly 75c. Friday 49c.

Lace Curtains

2 1/2 and 3 yards long, colbert edge, plain centre, with border effect. Various pretty all-over and spray designs; white only. Regularly 75c and 95c per pair. Friday Bargain, pair 49c.

Pictures at 49c

All kinds of pictures; landscapes, figures, fruit and game studies, dark mouldings. Sizes up to 20 by 24 inches. Regularly \$1.00 to \$1.50. Friday's clearance 49c.

Photo Frames 49c

Dainty Photo Frames, will take cabinet size photographs; standing backs. Regularly 75c. Friday 49c.

Silverware 49c

Butter Dishes, English silver plated, in a dainty shell design, complete with butter knife. Regularly \$1.00. Friday 49c.

Toilet Goods 49c

Royal Ebony Hair Brush, with 9 rows of pure, bristles and good quality, dressing comb. Regularly 75c. Friday 49c.

Wall Papers at 49c

200 Room lots of wall paper for small halls or rooms, assorted colors; 10 rolls wall, 5 rolls ceiling. Room lots, regularly 90c. Friday 49c.

Groceries 49c

10 lbs. Granulated Sugar, 49c
Choice Pink Salmon, Regularly 1.00. Friday 49c.
Heather Brand Baking Powder, Regularly 15c, 4 tins for 49c.
Kettles Teasted Corn Flakes, 6 packages for 49c.

Unframed Photographs at 49c

A select line of Photographs, excellent subjects; fit frames up to 16 x 20 inches. Friday bargain 49c.

Silverware 49c

Silver plated Fruit Spoon and Cold Meat Fork to match. Reg. 90c. Friday 49c.

Silverware 49c

Silver plated Hatpin Holders, Regularly \$1.50 each. Friday 49c.

Books and Stationery

Picture Books and Stories, attractive covers, colored plates. Boys' Realm of Stories, Children's Realm of Stories, Grimm's Fairy Tales, etc.

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EACH ARTICLE OR GROUP OF ARTICLES LISTED ON THIS PAGE 49 CENTS

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