

The **SIMPSON** Store

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PHONE NUMBER MAIN 7841.
We have fifty lines to Central.The **SIMPSON** Store

Women's Cool Summer Underwear

Vests of fine porous knit white cotton, low neck, short sleeves, beading and draw tapes; sizes 32 to 40 bust. Regular price 25c each. Thursday at **.17**

Drawers, umbrella style, of ribbed white cotton, deep lace trim, open or closed styles; sizes 32 to 42. Thursday, each... **.25**

\$6.50 ROYALE CORSETS \$2.95 PAIR.

These magnificent corsets have been reduced below the half-price mark to insure their quick departure. Thursday morning. Every pair reaches the extreme of corset elegance. Come early or phone your order.

Clearing about 200 pairs "Royale" Corsets, a very fashionable model in finest white batiste, medium bust, very long unbound skirt, with 6 heavy garters, finest rustproof filling, satin and lace trimming; bust draw cords; sizes 19 to 27 inches. Regularly \$6.50 a pair. Thursday, a pair... **2.95**

WOMEN'S WHITEWEAR.

There are scores of exceptional values being offered in the whitewear section these days. Dainty garments that have been priced ridiculously low for one reason or another. These two offerings will illustrate the kinds of values offered.

Petticoats of nainsook; deep flounce of lawn, trimmed with cluster of tucks and three rows of pin lace insertion, and edge of lace to match. Sizes 36 to 42 inches. Regular price \$1.50 each. Thursday, each... **1.00**

Combinations, corset cover and drawers in one, fine nainsook, trimmed with embroidery frills, beading at waist, neck and waist, run with silk ribbons, sizes 32 to 42. Regular price \$2.00 each. Thursday, each... **1.50**

Huge Silk Clearance

FANCY SILKS 38c.

Beautiful Shower-proof Foulards, effective designs, striped and checked Swiss, Peau de Soie, and a wide color range, in plain English Peau de Soie, plain and fancy silks, were 50c per yard; the foulards were 75c to \$1.00 per yard. All to clear Thursday at... **.38**

SHANTUNG SILKS 29c PER YARD.

We have been fortunate in again purchasing a bale of 100 pieces, average length 14 yards, of this fine quality natural color Shantung, 26 inches wide, worth 50c per yard. This is the last bale procurable of this quality and value. Thursday, per yd... **.29**

Black Satin Paillette, in two weights, medium and heavy, in pure black-dyed silks, good and serviceable, 36 inches wide. On sale Thursday at, per yard... **.98**

Satin Petticoats \$2.79

100 Beautifully Fine Satin Petticoats, in black, brown, emerald and navy; straight hanging model, with knife pleated flounce. Lengths 36 to 42 inch. Thursday... **2.79**

LONG MUSLIN KIMONOS AND MISSES' DRESSES, 89c.

Long Kimono Gowns, of fancy printed muslin, striped floral effect, in sky, pink or helio; deep sailor collar and cuffs of fancy bordered self. Sizes 34 to 44. Thursday... **.89**

Misess' or Small Women's House Dresses, of plain Chambray, navy or sky; V-shaped neck, and set-in kimono sleeve, trimmed with linen in harmonizing shades. Sizes 16 and 18 years. Thursday... **.89**

Sale of Millinery

130 Trimmed Hats at \$3.85

Taking advantage of the great stock of untrimmed hats at clearing prices, we have trimmed some splendid shapes with materials, also bought at reduced prices, and have produced these handsome hats, easily worth as much again as the figure named for our special selling. Thursday, each **3.85**

Values at the Simpson Store

The Simpson method of merchandising is, in effect, a huge profit-sharing scheme. In many cases where it would be easily possible for us to secure a larger margin of profit for ourselves, we prefer to cut prices very close and depend upon volume of business to compensate us for the loss.

The result, a distinct lowering of the cost of living for our patrons. It's the best kind of co-operative buying—a help to you and to us.

THURSDAY IS A BANNER VALUE DAY.

Half Price Offering—Crisp Wash Dresses

In this remarkable group are dresses for women and young girls, made of pretty muslins, gingham, mulls and linens, in shades of pink, blue, tan, grey, natural linen, and in striped and check effects. You can select either high or low collar, outlined with self pipings, lace insertions or embroidery; while some are button trimmed. Skirts gored, pleated or over-draped effect. Regularly \$6; 8 o'clock special. **2.65**

SPECIAL RAIN-

COATS PRICED AT \$9.75.

A thoroughly rainproof coat, of double texture material, cut in a mannish style, with Raglan sleeves and college collar. Sleeves have adjustable tabs at the wrists. A good coat for motoring or street wear. Regularly \$12.50; 8 o'clock Thursday special... **9.75**

WOMEN'S AND MISSES' SUITS.

A splendid saving on these handsome suits. They are smart tailored suits, made of imported tweed and striped mixtures, English serges, and other fabrics, all lined throughout with silk. Skirts include gored, panel and other effects. A very big value at... **11.75**

SKIRTS FOR WOMEN.

A striking model, of good quality imported serge, in the new shade of tan, is made in a four-gore style, one-sided effect, formed on front and back gores with

a row of tucks; has an inverted pleat set in at the foot of side gores; fastens at left side of front panel. Price... **6.00**

BLACK LACE COATS, \$25 TO \$45.

Imported Black Lace Coats, suitable for young or elderly women; cut with loose back on semi-fitting lines; some nicely braided or handsomely trimmed with satin. Splendid value at... **25.00 to 45.00**

GIRLS' SUITS, \$3.50.

Made of good white serge and black and white shepherd check; have dresses either semi-princess style or skirts with shoulder straps. All finely tailored garments. Sizes 6 to 12 years. Price... **3.50**

Half-Price Sale of Boots, Pumps and Oxfords for Women, Misses and Children

Three thousand seven hundred pairs "Queen Quality," "Empress," "McPherson," "Classic," and Mrs. A. R. King Footwear, in the new popular spring and summer lasts, all heels, toes, widths and sizes, at half price. Come early. WOMEN'S Dainty AMERICAN PUMPS AND OXFORDS.

Exclusive and original styles, in one, two and three eyelet ties, button and Blucher Oxfords, ankle strap and plain pumps, etc., etc., in all leathers and combinations of leathers and fabrics, velvets, cravenette, satin, etc., etc., A, B, C, D and E widths. Sizes 2 to 7. Regular selling prices to \$5.00. Thursday half price sale... **1.99**

WOMEN'S HIGH-GRADE BOOTS. 2,000 pairs Women's High-grade Boots, in new and popular lasts. They are trial pairs, samples, overstock and floor stock of "Queen Quality," "Empress," "McPherson" and "Re-lindo," in tan, Russia calf, patent pony, gun-metal, vici kid leathers and velvet, satin and cravenette fabrics, button and Blucher styles, high New York, military and Cuban heels. Goodyear welt, hand-turned and flexible McKay sewn soles. Sizes 2 1/2 to 7, B, C, D and E widths. Regular prices to \$4.00. Thursday half price sale... **1.99**

MISSES AND CHILDREN'S BOOTS, PUMPS AND OXFORDS, 99c.

700 pairs High-grade Pumps, Boots and Oxfords, in chocolate kid, patent calf, vici kid, gunmetal and velvet, ankle strap, instep strap, ties, button and Blucher styles. The brands are "Classic," "Gale," "Macfarlane" and "Cam's Slip." Sizes 2 to 7 1/2, 8 to 10 1/2 and 11 to 12. Regular price to \$2.50. Thursday half price sale... **.99**

TWO GREAT LOTS OF SUITINGS

54-INCH PENCIL STRIPE SUITINGS PER YARD 46c.

This special purchase of popular, high-grade Pencil Striped Suitings presents a great saving opportunity for summer or holiday suit. We were so fortunate as to get hold of these suitings at about half-price. We offer them Thursday to you at a price that should clear the entire purchase. Three choice designs in fine and solid stripes and broken stripes; 54 inches wide, and splendid value at 75c per yard. Thursday's price, per yard... **.46**

BLACK CHIFFON PANAMA

PER YARD 89c.

A tried and tested cloth, sold usually at \$1.25 per yard. It has always been a great favorite with our customers. Made from the best selected pure Botany yarns, dyed a full, rich, raven black by experts, and has a rich, permanent, lustrous finish. An ideal fabric for your smart tailored suit or separate skirt; 54 inches wide. Thursday, per yard... **.88**

WASH GOODS

121 Pieces Printed Duck, the well-proven No. "A" quality; white grounds with pretty figures and stripes; absolutely fast colors; splendid for boys' summer suits and girls' dresses; 28-inch. Regularly 12 1/2c. Thursday... **.74**

Irish "Linette"—A popular printed fabric with a slight linen finish; dainty borders of various colorings, figures, spots, stripes and floral designs, in pink, sky, mauve, navy, black and other colors; 28 inches wide. Regularly 25c. Thursday... **.13**

High-class English and French Voiles, floral designs, white and colored grounds; a quantity of ends and dress lengths; 28 to 40 inches wide. Regularly 35c to 50c. Thursday... **.23**

(No phone or mail orders.)

Clearing All Soiled Blankets \$2.28 pair

Always a few pairs bound to get mused in handling, but if you're going away to the summer home just take these blankets down to the beach and give them a little tubbing and you will have delightful blankets, all perfectly finished and splendid goods. Nothing the matter with them, only a little soiled; various sizes. Regularly \$2.85 to \$4.75 per pair. Thursday... **2.25**

(No mail or phone orders.)

500 ODD BEDROOM TOWELS AT 37 1/2c EACH.

Every Towel all pure grass bleached huckaback, good generous sizes, spoke-hemstitched ends, extra drying qualities, odd towels and seconds, from a famous towel factory in Ireland. If these were perfect and in pairs you would pay \$1.00 to \$1.50 per pair for them, but we will sell them singly Thursday, each... **.37 1/2**

A very opportune time for June brides or their friends to lay in a supply of beautiful sturdy satin Damask Table Cloths, warranted all pure linen, fully bleached, elegant and new designs for round, 12 or square cornered tables, 2 x 2 1/2 yards. Regularly \$2.38 to \$3.00 each. Thursday... **1.75**

(Phone Linen Department.)

SMALLWARES

Coates' 200-yd. Spool Thread, black or white. Dozen 48c. Spool 4c.

Clapperton's 200-yd. Spool Thread, black or white. Dozen 35c. Spool 3c.

Belding's 50-yd. Spool Silk. Spool 4c, dozen 45c.

Simpson's Special Dress Shields, size 4. Thursday, 2 pairs for... **.25**

Black and White Tape, 12-yard roll. Per roll... **.5**

36-inch Mohair Boot Laces. Thursday, dozen... **.12**

Black and White Tan Silk Shoe Ties. Pair 10c, 15c, 20c and 25c.

Pearl Buttons, 2 and 4-hole. Per dozen... **.12**

Hooks and Eyes, in black only, six cards... **.12**

Simpson's Special Hair Pin Box, contains 100 assorted pins. Box... **.5**

Simpson's Special Mending Wool on cards, with needle, 3 cards... **.5**

Ironing Wax, 4 sticks... **.5**

Book Bargains

English Copyright Fiction, cloth bindings, regular 25c and 35c. Thursday, 2 for... **.25**

Books suitable for Sunday school libraries, regularly 55c, 70c and \$1.50. Special Thursday less than half prices.

1,000 Good Novels, regularly 25c. Thursday, each... **.10**

Postcard Albums, regular price \$1.25. Thursday, each... **.75**

Papeteries, fine linen paper and envelopes, regularly 19c. Special Thursday... **.13**

(Book Dept., Main Floor.)

Parisian Ivory Toilet Goods

Parisian Ivory is to be the feature this season. We engrave the ivory in different colors.

Hair Brushes, with long stiff bristles... **1.25 to 5.00**

Mirrors... **1.00 to 5.00**

Cloth and Hat Brushes, Combs, and Manicure Pieces.

(Brush Dept., Main Floor.)

No Repetition of Address When Shopping With Our New Transfer Card.

Saving Items in Carpets, Rugs, Mattings and Linoleums

SEAMLESS FINE QUALITY ENGLISH TAP.

designs that will not be repeated:

8.0 x 10.6, \$12.25, Thursday... **9.15**

9.0 x 12.0, 14.25, Thursday... **10.95**

10.6 x 12.0, 16.75, Thursday... **12.00**

SEAMED ENGLISH TAPESTRY SQUARES.

8.0 x 10.6, regularly \$ 8.75, Thursday... **\$6.25**

9.0 x 12.0, regularly \$ 9.75, Thursday... **7.95**

10.6 x 12.0, regularly 12.25, Thursday... **8.95**

MODERATE-PRICED ENGLISH TAPESTRY SQUARES.

These are very special prices in each case:

6.0 x 9.0, Thursday... **3.45**

7.0 x 9.0, Thursday... **3.50**

8.0 x 9.0, Thursday... **6.65**

9.0 x 10.6, Thursday... **8.45**

10.6 x 12.0, Thursday... **9.65**

10.6 x 12.0, Thursday... **11.45**

FINE QUALITY SEAMLESS ENGLISH VELVET SQUARES.

dropped designs, all good, desirable, nice rugs:

9.0 x 10.6, regularly \$18.50, Thursday... **\$13.95**

27 x 34, regularly \$31.00, Thursday... **18.75**

10.6 x 12.0, regularly \$25.00, Thursday... **18.75**

A few odd rolls of 18-inch

CARPETS BY THE YARD.

Remnants of heavy, serviceable wool carpets, up to 10 yards long, for small rooms. Regularly 48c 88c and 85c, Thursday... **.39**

A few odd rolls of 18-inch

ENGLISH JUTE BRUSSELS STAIR CARPET.

To clear Thursday, yard... **.35**

Discontinued designs in

GOOD SERVICEABLE BRUSSELS.

some ends of rolls enough for small rooms. Regularly 95c, \$1.15, \$1.25 and \$1.40. Thursday... **.79**

ENGLISH AXMINSTER CARPETS.

Oriental designs and chintz borders and stairs to match. Regularly \$1.65, Thursday... **1.25**

HEARTH RUGS AND DOOR MATS.

very special values. Heavy English Saxony, good Oriental designs and colors:

27 x 34, regularly \$5.25, Thursday... **\$3.75**

13 x 33, regularly 1.95, Thursday... **.99**

13 x 30, regularly 1.25, Thursday... **.90**

STRONG REVERSIBLE SMYRNAS.

Tan Oriental, green Oriental, red Oriental and green chintz:

13 x 33, Thursday... **.75**

28 x 36, Thursday... **1.75**

30 x 60, Thursday... **2.35**

JAPANESE MATTING SQUARES.

for summer use, at very close prices.

500 rolls of new, bright, clean grass matting for a big rush sale. Regularly 20c and 25c. Thursday... **.15**

JAPANESE STENCILLED MATTING RUGS.

new designs and colors, in good assortment, very useful for cottage use:

2.3 x 4.6... **.20**

3.0 x 6.0... **.30**

6.0 x 9.0... **.75**

9.0 x 9.0... **1.15**

9.0 x 12.0... **1.70**

9.0 x 12.0... **2.20**

Fifty rolls only of splendid 45c and 50c printed

Men's Nainsook Underwear

Pure white fancy nainsook underwear, shirts and drawers. Shirts are sleeveless and made coat style; drawers are knee length, athletic style, all sizes, 34 to 44. These are the very coolest underwear for summer. Regularly 65c, Thursday... **.40**

MEN'S BARGAIN OUTING SHIRTS WITH SEPARATE COLLAR.

500 Odd Shirts, with separate double soft collar and several with the ordinary turn-down and reversible collar, made in plain or stripe effects, in white, blue and tans, all sizes in the lot. Regularly \$1.00, \$1.25, and \$1.50. To clear Thursday... **.75**

PURE WHITE DUCK SHIRTS.

Made with a reversible collar, so that an ordinary linen or soft collar can be worn; the large body is made full length. This shirt can be worn for any kind of sports or business. The material is strong, well tailored shirts, and extra good value for \$1.00. All sizes 14 to 18. Thursday... **.75**

Men's Motor Dusters

This is the season when you require dusters for motoring, and we have a most complete stock, ranging in price from \$1.25 to \$9.00.

A Plain Linen Duster, motor style, to button to the chin, double-breasted, with draw straps on sleeves, well made and a light weight. Price... **4.00**

Another Duster is made from a blue-grey Sahara cord is double-breasted; a style that will meet your approval and a good color that will not show dirt. Price... **5.00**

An English Drill Duster, in tan shade, is double-breasted with belt across back and draw tabs on sleeves. Built for comfort. Price... **7.00**

MEN'S TWO-PIECE SUITS.

The material is a fawn striped worsted, a good wearing English cloth. Coat is made single-breasted three button style, and half lined. The trousers have cuffs and belt loops, well tailored. Price... **13.50**

New Blue-Gray Cheviot, in narrow hair line stripes, many new features in the coat, which has three buttons and single-breasted. Trousers have cuffs and belt loops. Price... **19.00**

The New Mohair Suits, one of the newest of our light weight suits, is made from a dark grey mohair, single-breasted. Trousers have cuffs and belt straps. Price... **18.00**

BOY'S SUIT FOR THE HOLIDAY.

A natural shade linen suit, in the smart yoke Norfolk style, with box pleats, patch pockets and belt. Full hip American bloomer pants, with belt loops and strap bottoms. Sizes 9 to 16 years. Price... **2.00**

English Cambric Shirts, a good assortment of neat stripes, in light and dark shades, made with laundered cuffs and collars. Sizes 11 to 14 inch. Price... **.50**

Blue Chambray and Fine English Cambric Shirts. Waists, in this season's newest patterns and shades, made with laundered cuffs and collars and neat button pocket, 11 to 14... **.75**

Men's Straw Hats

Boater Hats, low crown, with deep black silk bands, wide or medium brims, fine and coarse Senit braids, extra good finish, Thursday... **1.50**

Men's Tourist Shape Straw Hat, high crown and wide brim, Panama style, good wearing, white braids, well finished. Thursday... **.50**

A Three-Day Sale of Men's Sox

The prices are right, the qualities up to the mark, the assortment generous. The first day shows the complete range in all sizes, therefore come Thursday at 8 o'clock.

At 15c—Good quality Lisle Thread Sox, with fine, even thread, many plain colors, with square and stripe patterns, including tan and black drop stitches; all perfect and an exceptional value. Sizes 9 1/2 to 11, regularly 25c, Thursday, per pair... **15**

At 19c—Fine quality plain Lisle Thread, gauze and medium weights, close, fine finish, great range of colors, in stripes, dropstitches, and fancy effects. This season's newest, including plain tan and black, best finish, all perfect; sizes 9 1/2 to 11, 35c value. Thursday, per pair, 19c; 3 pairs...