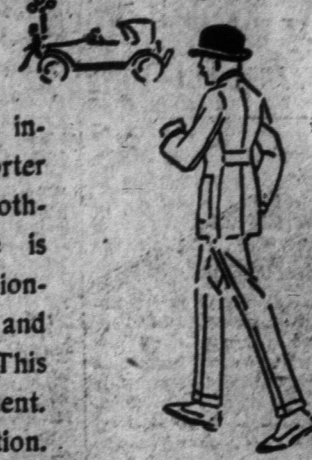


TODAY AT THE SIMPSON STORE

Men's and Boys' Clothing

While you find here the latest approved cut of clothing for men and boys, this store is said to be conservative, instead of which we use the shorter word **SAFE**. That means the clothing we endorse and guarantee is neither new-fangled nor old-fashioned. It is up-to-date, but first and paramount we regard quality. This is the insurance on your investment. This is the last word in satisfaction.



Men's and Young Men's Two-purpose Raincoats \$13.50

Tweed Raincoats of a dark plain grey tweed that is thoroughly rubberized; all edges both sewn and cemented. Trencher style, with all around belt, convertible collar and patch pockets with flaps, also having natural shoulders and detachable belt. Can be worn as the more conservative slip-on for wear as a spring coat or raincoat. Sizes 36 to 44. Price \$13.50.

Youths' "First" Long Trousler Suits \$12.50

Especially designed for the young man adopting his first suit of "longs." Serviceable and smartly made of grey tweed, with dark green stripe; nobby single-breasted, two-button soft roll style, with three-quarter belt, low cut vest and narrow trousers with belt loops and cuffs. Sizes 32 to 35. Price, \$12.50.

No Time Like the Present to Buy Wall Papers

Housecleaning time is when the walls are best brightened up with new papers. Paperhanging and painting estimates furnished free of charge. Satisfaction is an assured fact when your work is done by our staff of skilled decorators. Telephone Main 7841, Wall Paper Department, for our man to call at your home. Beautiful new wall papers to choose from—add charm to your home.

Dainty Wall Papers for Bedrooms, 15c Roll—New all-over floral patterns and stripe effects, in pretty color arrangements of pink, blue and yellow. Some have cut-out borders to match. Wall papers, single roll, 15c. Cut-out borders, yard, 8c and 6c.

brown shades, Ready trimmed wall paper, per single roll, 12 1/2c. 9-inch border to match, per yard, 3c.

Imported Wall Papers, Reduced Price, 25c Roll—Conventional designs, fabric weaves, chintzes and tapestries in up-to-date colorings, for living-rooms, halls and dining-rooms. Regularly 35c to 50c. Reduced price, per single roll, 25c.

Silk Stripe Papers for Parlors, 20c Roll—Fancy stripe patterns, with shadow effect and gold outlines. Embossed in pale green, ivory and cream. Wall paper, per single roll, 20c. Top and base cut-out border, per yard, 12 1/2c.

Tapestry Wall Paper, Ready Trimmed, 12 1/2c Roll—Leaf tapestry pattern, in all-over design, in tan and

Special Wide Wall Papers, Reduced Price 40c Roll—Grasscloth weaves, tapestries and textile treatments, for living-rooms and halls; newest colorings of greys, blues, tans, greens and browns. 30 inches wide. Reduced price for 6-yard roll, 40c.

Plan to Buy Summer Furnishings From This Attractive List

Now is the time to secure the new draperies for your summer cottage. The special prices here offered mean a big cash saving on the regular values, which is a matter of vital importance at the present time. These bargain prices were only made possible on account of a manufacturer being overstocked on certain lines, which were offered to us at a big concession for ready cash. We pass the benefit on to you. Visit our Drapery Department today. The "specials" include Bungalow Nets, Scrims, Chintzes, Window Shades, Couch Covers, etc.

Bungalow Nets, in a great assortment of fine new patterns; in white, ivory or ecru. Per yard, 29c. Bungalow Nets, of superior quality, in dainty stripe, floral and block patterns; in cream or white. Per yard, 49c.

Window Shades Special at 55c.

Well made, of durable opaque cloth, in dark green, cream and white; each complete with a strong spring roller, brackets, nails and nickel ring pull; size 37 in. by 70 in. Special value, each 55c.

Colored Border Scrims, 19c Yard.

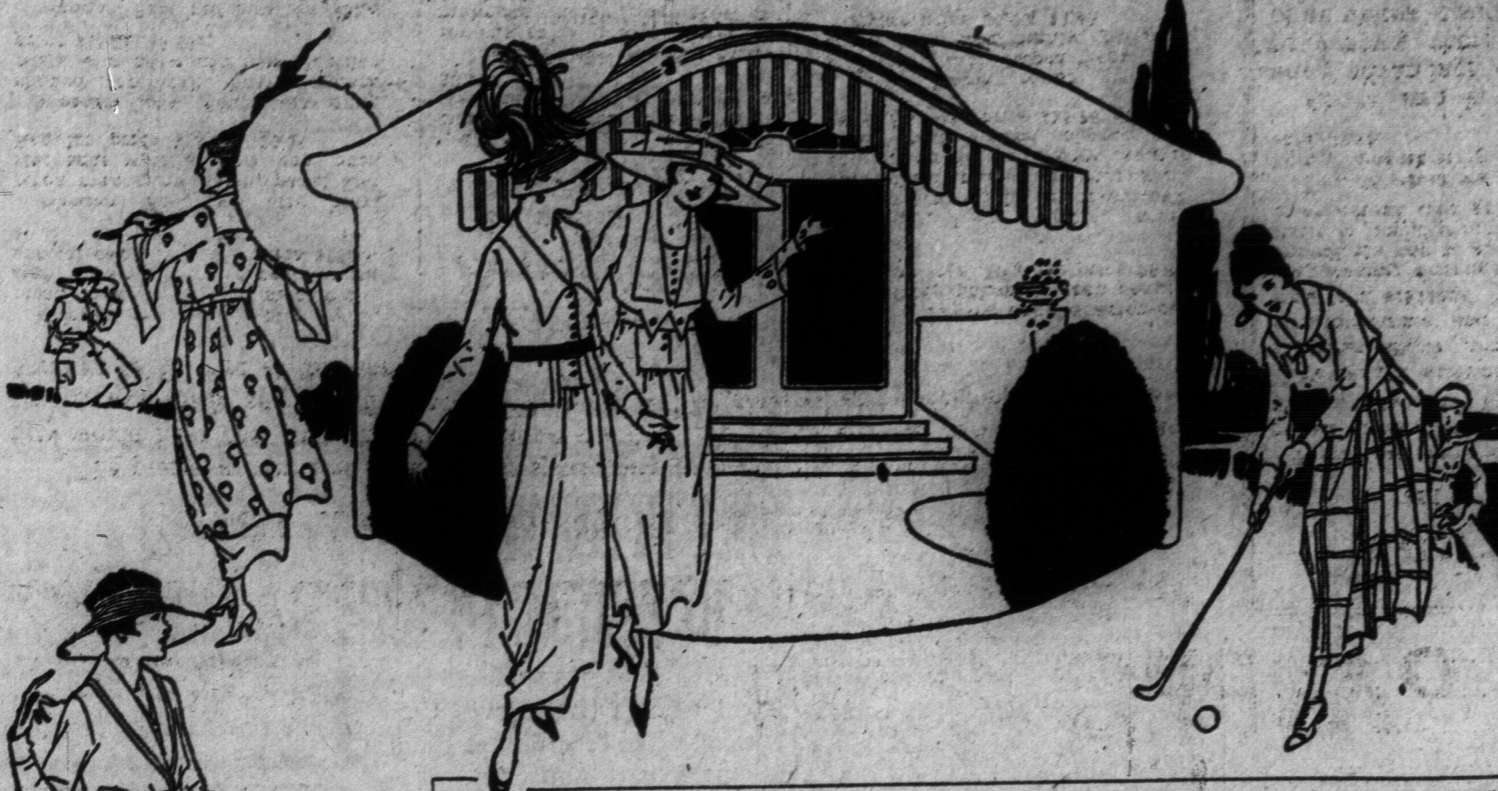
A great assortment of the prettiest floral borders, in pinks, greens, rose, blue and yellow. All showing plain centres, in white and cream; 36 in. wide. Marvelous value, per yard, 19c.

Roman Stripe Couch Covers, \$1.95.

Brightly colored tapestry, in red, green and yellow mixed striped patterns. Fully reversible and finished with tasseled fringe. A limited number on sale today at \$1.95.

Chintz At 39c Per Yard.

Lovely Art Chintzes, in colorings and designs especially appropriate for side curtains, slip covers, cushions, bedspreads, screen fillings, etc.; light, medium and dark tones; 36 in. wide. Regularly up to 79c. Today, yard 39c.



Opening Display of Summer Millinery TODAY

EXQUISITE MODELS FROM PARIS—STUNNING CREATIONS FROM NEW YORK—CHARMING REPRODUCTIONS OF THE MOST AUTHENTIC MODES FROM OUR OWN WORKROOMS.

THE SUMMER HATS we are displaying today are more becoming, more practical and more fascinating than ever. From the lowest to the highest priced models, each is truly representative of the most authoritative modes for the coming summer.

Charming dress hats of French hair, in rare colors—demurely drooping leghorns faced with georgette—fine white milans in tailored and dressy styles—the new organdy and batiste hats in white and pastel shades—and stunning sports hats from Burgessier in combination colors and braids with richly banded high crowns.

A French model from "Marguerite and Leonie" has a brim of orchid French hair—its crowning glory is rich orchid and amethyst plumes.

French blue maline forms the brim of a youthful model from "Joseph." The straw crown is enwreathed in fine blue wheat.

A very striking hat from "Kurzman" has a broad leghorn brim and a crown of navy satin with touches of cherry.

Summer Opening Special LEGHORN HATS at \$11.50

Leghorn is more fashionable this season than ever. There are stunning leghorn hats in natural or black, faced with georgette crepe, and charmingly adorned with French flowers and ribbon. Specially priced for today at \$11.50.

Women's Novelty Skirts

Never were Silk Skirts more charming in design or color than they are this season. Just now we have an assortment of soft taffetas in navy, black and rich plaids and novelties; charmeuse in navy, taupe and black, and effective striped and checked satins. Priced from \$12.95 to \$20.00.

BABY NEEDS

"Bunny Pants," washable water-proof diaper covers of sterilized rubber sheeting, white cambric covered; sizes small, medium and large, 59c.

Infants' Silk Lisle Socks, colors sky, pink, tan and white; fancy tops; sizes 6 months to 2 1/2 years. Less than today's wholesale price. Today, 25c.

Infants' Oileath Bibs, clean patterns, pocket across bottom. Remarkable value, today at 2 for 15c.

Infants' 26-inch Square Diapers of soft Canton flannel. Unbleached, 15c; bleached, 20c.

Infants' Silk Lisle Hose in pink or blue; sizes 3 months to 2 years. Today at less than today's wholesale price, 25c.

Honeycomb Shawls, of purest wool yarn, fancy borders and knotted fringes. All sizes. Price, \$1.75 to \$4.50.

Girls' Dresses of fine all-embroidered white voile in a dainty new empire style; sizes 2 to 6 years. Special value today at \$2.49.

Factory Clearance of Odd Wooden Beds, Tables, Stands, Etc.

On Sale Today at Prices That Are in Most Cases Less Than Wholesale Cost

The prices we are able to mark this special purchase at today are in many cases less than they would have cost from the manufacturers months ago. They are real bargains and all are strong, well made and well finished. Best choice will be obtained at the opening hour, 8.30—Arrange to be here at that time.

- Wooden Bed, 4 1/2 size only, birch mahogany finish, mission design, heavy square posts with special caps. Regular price \$16.25, \$9.25.**
- Wooden Bed, 4.0 size only, birch mahogany finish, panel and slat ends with shaped top rail. Regular price \$15.75, \$9.00.**
- Wooden Beds, double size only, shaped top rails, heavy square posts, slat head and foot. Regular price \$18.75, \$12.00.**
- Wooden Bed, full size, 4 1/2 solid mahogany, extra well finished panel and slat ends. Regular price \$26.00, \$13.75.**
- Wooden Bed, double, three-quarter and single size, pure white enamel, rubbed finish, double cross bar on head, slat end. Regular price \$19.50, \$14.75.**

Parlor Tables at a Big Price Reduction

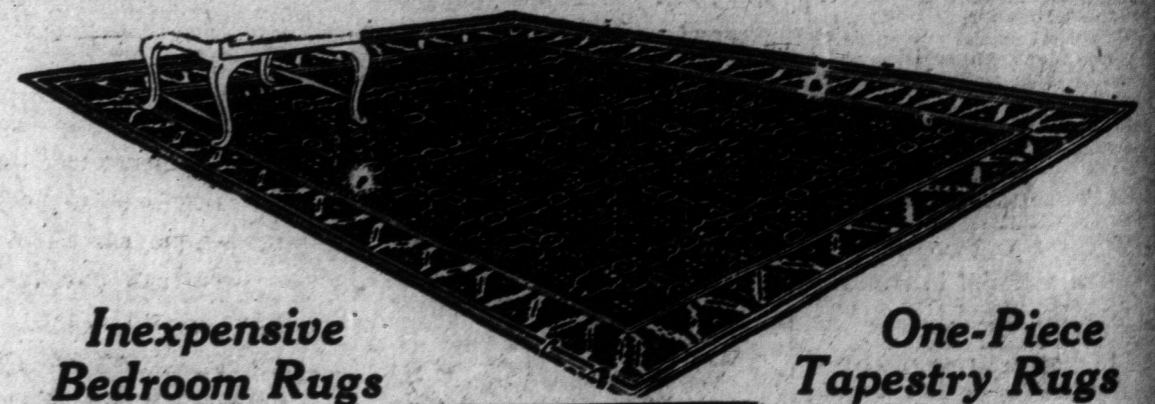
- 33 only, Tables, solid oak, fumed or golden finish, extra well made. Regular price \$4.75, \$2.35.**
- Round Parlor Tables, quarter-cut oak, golden fumed or mahogany finish. Regular \$7.00, for \$4.00.**
- Bedroom Tables, bird's-eye maple, fumed and mahogany finish, size 20 x 30, one long drawer with shelf, square tapered legs. Regular price \$7.25, \$3.55.**

- Parlor Tables, solid quarter-cut oak, highly polished, deep shaped rims and legs. Regular price \$9.00, \$4.65.**
- Wooden Beds, double, three-quarter size, solid quarter-cut oak, pure white enamel and mahogany and fumed finish, heavy square post, special caps, shaped top rails. Regular price \$15.75, \$9.00.**
- Parlor Table, round veneered mahogany top, shaped legs and shelf, deep rims, highly polished. Regular price \$6.00, \$3.40.**
- Umbrella Stand, solid oak, fumed and golden finish. Regular price \$2.50, \$1.15.**
- Umbrella Stand and Costumers, combined; complete with hooks and umbrella pan, solid oak, fumed and golden finish. Regular price \$5.00, \$2.55.**

"Carry On" at Home

These last days of April find some people undecided about, and perhaps almost indifferent to, home needs. It's been a strenuous month—if we at home allow ourselves at all to mention stress and strain in view of what our soldiers have endured and are passing through—but in spite of our efforts not to give way, it registers itself in our thought and paralyzes to some extent our activities. Let's do what we can in and for the home, remembering, as one writer has said, that— Above and beyond the fluctuating advantage detailed in the daily news, there is the certainty of an ultimate success that enables us to bear with fortitude any intervening disappointment or inconvenience.

The SIMPSON STORE



Inexpensive Bedroom Rugs

The Glengarry, in a new weave of tough wool and fibre, makes a very serviceable floor covering, in one piece, for bedroom use or living-rooms. Small and dainty designs, in several shades of blue, green and fawn coloring.

- Size 6 x 9. Today, \$ 8.25.
- Size 9 x 9. Today, \$11.75.
- Size 9 x 10.6. Today, \$13.25.
- Size 9 x 12. Today, \$15.00.

Dainty Rag Rugs Regular \$3.50 for \$2.95

About three dozen very pretty and dainty rag rugs, made from good quality chintz into pretty mottled effects, in soft and delicate colors, closely woven and washable. Size 36 x 62 inches. Regular \$3.50. Today, \$2.95.

One-Piece Tapestry Rugs

A heavy quality, woven in one piece, new designs and fresh colorings, for living-room and bedroom use. Oriental and floral effects, in large variety.

- Size 7.6 x 9. Today, \$14.95.
- Size 9 x 9. Today, \$15.25.
- Size 9 x 10.6. Today, \$20.50.
- Size 9 x 12. Today, \$23.25.
- Size 10.6 x 12. Today, \$28.95.