

The **SIMPSON** Co.

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Woe, Manager.

Phone Number Main 7841.  
We have 29 lines to Central.The **SIMPSON** Co.

## Samples of Lingerie Half-Price

Another prominent maker of women's, girls', and infants' fine white-wear has closed out his entire line of samples to us at a price which was just half what we pay for the regular stock. The whole lot of nearly "eight hundred pieces" goes on sale Wednesday at the same reduction to you. Come early for best choice. Enquiries by phone will be handled to the best of our ability.

## Eight Hundred Whitewear Samples Half-Price

Including Women's Gowns, Drawers, Combinations, Petticoats, Corset Covers, and Aprons, Girls' Nightdresses, Drawers, and Petticoats, Infants' Long Robes and Skirts. All sizes and great variety of trimmings. Wednesday about Half-Price.



## A Season of Subtle Changes in Conservative Attire for Men

### Sale of 2,000 Pieces Balbriggan Underwear

2,000 pieces balbriggan underwear, shirts and drawers, made from fine Egyptian yarns, glossy sateen facings, and waist-band, double stitched throughout. Colors are natural and sky. Sizes 34 to 44. Regular 50c, for Wednesday, each garment 30c.

200 sets of men's soft shirt, collar, and tie to match, made of a fine chambray in blue only with white stripes. The shirt is made extra long and wide, coat style, cushion neck band, good quality pearl buttons, the collar is two inches wide, has patent metal fasteners with pearl ends, tie is two inches wide and forty-five inches long. Regular price, shirt, \$1.25; collar, 25c; tie, 25c; patent clips, 10c. Buy the set Wednesday for \$1.49.

No mere word picture can convey the refined differences that give the suit, coat, or hat tone—that mark them as belonging to this season as distinguished from even last fall. Our men's store is the best place to find the newest, without venturing beyond the bounds of good taste.

### Sale of Paramatta Coats

To clear the balance of a special line of Men's Double Texture English Paramatta Waterproofs. Made from a greenish fawn cloth, in single-breasted motor style to button to the chin, with close-fitting collar. This coat is guaranteed to absolutely waterproof and to give a general satisfaction. To clear Wed. 7.00

**SINGLE-TEXTURE PARAMATTA COATS.**  
This Waterproof Coat is made from an English single-texture Paramatta, in a good shade of fawn. Is made single-breasted style to button to the chin; has the English Raglan shoulder, slash pockets, is cut long and loose, and is a very desirable light-weight coat. Price 15.00

**MEN'S GOOD-VALUE RAINCOATS.**  
Can be worn either on a fine day or a wet one. Made from an English cravenette cloth, in grey or olive, single-breasted fly front, lined throughout, on perfect-fitting lines. Price 10.00

For a most reliable Cravenette Raincoat, there is none that can equal "Priestley Cloth" in plain black and grey. Made in single-breasted fly front style; lined throughout with good-wear mohair linings; beautifully tailored. Price 18.00

**SUITS FOR THE "FAT" BOYS.**  
Are cut three-button, double-breasted style, with shaped lapels and close-fitting collar. Made from imported light brown striped tweed, with twill body linings. Full-fitting bloomer pants, with watch pocket and belt loops. Sizes 12 to 18 years. 8.00

Boys' Single-breasted Norfolk Suit, of a mixed brown English tweed, good linings, and bloomer pants, with strap bottoms. Sizes 24 to 28, \$3.50; 29 to 30, \$4.25.

**CHILD'S DOUBLE-BREASTED RUSSIAN SAILOR SUIT.**  
Of imported tweed, with light grey stripes; full sailor collar, trimmed with ten rows of soutache, s.h.-lined, with ornament; grey leather belt; elastic bottom bloomer pants. Sizes 2 to 7 years 4.75

## The Correct Hat Shapes

Men's Stiff Hat, fine English fur felt, in the latest American blocks, a special and dressy hat for young men, well finished and trimmed, black only. Wednesday 15.50

Men's and Boys' Caps, in the latest English and American shapes, in a complete assortment of new tweeds and serges, silk lined. Wednesday 45c

## Eight o'Clock Rush in Men's Boots

1,000 pairs men's boots, Blucher and button styles, "McCreedy," "Jackson and Savage," and "Ames Holden" trade marks, the leathers are patent colt, vici kid, and box calf, button and Blucher styles, and double Goodyear welt heels; sizes are 5 to 11 Regular \$3, \$3.50, and \$4. Wednesday, 8 o'clock, rush 1.99 price



## This In Lunch Room

WEDNESDAY  
AFTERNOON  
3 to 5.30

Hot Buttered  
Toast with New  
Maple Syrup  
and a Pot of  
Tea  
10  
Cents

## Chinaware

1,000 Chocolate Cups and Saucers, assorted decorations in Japanese china. Wednesday, special 9c

Table Tumblers, in fine blown glassware. Wednesday, per dozen, 45c

10-piece Toilet Sets, in strong porcelain with roll rim basins, all pieces, full sized and gold finished. Regular \$3.75. Wednesday, special 2.49

\$75.00 Bernhard Limoges China Dinner Set of 102 pieces, with the Greek key border decoration, all pieces treated in coin gold, Casseroles in the new Napoleon shape, choice of Kermis or ovide cups. Certainly a matchless value, Wednesday 49.50

## Cream Suitings Great Values in Mantles

We are showing a fine assortment of cream serge suitings in fine, medium, and heavy twill, in West of England, Melton, and chevot finishes. Made from specially soft pure botany yarns that are free from grease or filling, and warranted thoroughly soap shrunk and unspottable.

### BORDERED DELAINES.

The finest assortment of dainty bordered delaines have just been put into stock. New tans, browns, greys, greens, black and white, white and black, mauve, rose, etc.

Beautiful designs and rich contrasting borders. Pure wool qualities, and we guarantee them fast unfading dyes.

## Two Generous Silk Items

Regular \$1.25, \$1.35, and \$1.50 Silks for 83c per yard.

A complete clearance of 40-inch Duchesse Paillettes in the following shades: Mauve, old rose, sky, brown, myrtle, taupe, amethyst, and olive green, also a limited quantity in 36-inch Black Messaline and Satin Paillette to be cleared at same price, 83c per yard.

"Simpson's Black Satin Paillette," 36 inches wide—bearing our name as guaranteed on the selvage. An unusual opportunity to buy reliable black silk. Regular \$1.35. Wednesday, \$1.16 per yard.

## "Wooltex" Suits for Women & Young Girls

As to quality we can say no more, for you probably know of their styles, beauty of materials, and workmanship.

Nothing but pure wool or pure silk fabrics in Wooltex apparel, and fine hand tailoring, all cut on smart lines of stripe tweeds, English serge. Coats are semi-fitting with straight or slanting front, ornamented with handsome buttons. Others have collars inlaid with silks. Colors are tans, greens, brown, and blue mixtures. \$27.50, \$32.50, \$35.00, and up to \$45.00.

### Special Value in Suits at \$14.50

For women, misses, and young girls; made of English serge, lined throughout with good quality silk, fastens with 2 or 4 buttons, and revers or notched tailored collars. Skirts have the high waistline with panels, gored or semi-pleated effects. \$14.50

### WOMEN'S WALKING SKIRTS.

Neatly tailored skirts of navy and black vicuña cloth and navy chevot serge, made in one of the newest styles, one-sided effect, with plain panel back. A full assortment of sizes. Front lengths, 36 to 40 inches. Special 2.75

## Raincoats for Women at \$6.85

Cravenettes in fawn, navy, and green, two-tone stripes; rubber-lined cashmeres in green and rubberized materials. Cut in a smart mannish style, with raglan or set-in sleeves. Collars button up to throat or collars and revers. Regular \$15.00 value, for 6.85

### GIRLS' RAINCOATS.

Of good quality rubberized twill, with hood lined with satin-finished plaid, storm collar fastening close up to throat. Colors are green and fawn. Sizes 8 to 14 years. Prices, \$3.75 and \$4.50.

### COATS FOR JUNIORS AND MISSES.

Of lightweight tweeds, in tan shade, have large rounded collar and long revers of tan serge. The sleeves are tailored with large turn-back cuffs to match collar. A most becoming coat. Special 7.95

### OREAM SERGE COATS, \$17.75.

Imported cream serge, cut in an attractive style, semi-fitting or straight back, one-sided fastenings; collars of blue with long revers or cape style with capeau effect. Take advantage of this offer for they are big bargains for 17.75

## Some Exceptional Values in Bedroom Furniture

Dressers, in selected quarter-cut oak, golden polish finish, also in mahogany, with square or oval shaped British bevel plate mirror. Wednesday 18.75

Dressers, in rich golden quartered oak, also in mahogany, full swell front with two deep long drawers and two short drawers above. Heavy oval beveled plate mirror. Wednesday 23.50

Dressers, in mahogany, polished finish, massive design with lots of drawer space and heavy circular mirror supported with double toilet frame. Wednesday 45.00

Chestoniers, made of selected quartered oak, finished golden, also in mahogany, long deep drawers and beveled mirror. Wednesday 18.50

Chestoniers, in mahogany, polished finish, colonial style, two short drawers and cupboard, with three long deep drawers below, heavy plate mirror. Wednesday 25.00



## Moderately Priced Carpets and Rugs

The tempting display of attractive, inexpensive Rugs laid out for your spring requirements is only another example of the preparation and ability of the Simpson Store to supply the right goods at the right price.

Special attention should be given to our stock of Fine Wilton Rugs, which embraces all the needed sizes, designs, and color combinations to carry out your decorative schemes.

There are numerous prices in each size, from which the following are selected:

**Hall and Den Sizes:**  
4.6x6 ..... \$8.50 to \$10.50  
4.7x5.8 ..... \$12.25 to \$15.00  
4.8x7.6 ..... \$10.75 to \$13.00  
4.8x9 ..... \$12.75 to \$15.85  
5.7x10 ..... \$17.50 to \$21.75

**Room Sizes:**  
4.9x8 ..... \$16.50 to \$21.45  
5.8x10.6 ..... \$19.25 to \$25.50  
6.9x9 ..... \$21.85 to \$28.95  
9.10x6 ..... \$24.15 to \$31.95  
9.12x12 ..... \$27.50 to \$35.50  
11.3x12 ..... \$36.50 to \$48.00  
11.3x13.6 ..... \$41.50 to \$54.25

### RELIABLE ENGLISH BRUSSELS AND ENGLISH TAPESTRY RUGS.

Are here in super-abundance—every color, in a large variety of patterns:

**Brussels:**  
4.6x9 ..... \$9.95 to \$14.00  
9.9x9 ..... \$13.50 to \$18.75  
9.10x10 ..... \$14.75 to \$21.85  
9.12x12 ..... \$16.85 to \$24.95  
11.3x12 ..... \$22.10 to \$31.25

**English Tapestry:**  
6.6x9 ..... \$9.95 to \$14.45  
7.6x9 ..... \$10.50 to \$15.00  
9.9x9 ..... \$14.75 to \$21.85  
9.10x6 ..... \$7.55 to \$10.75  
9.12x12 ..... \$8.85 to \$12.75  
10.6x12 ..... \$10.45 to \$12.25

### HARD-WEARING, INEXPENSIVE ART WOOL RUGS.

It is really wonderful the amount of wear obtained from these Rugs. At these prices they are very easy to buy!

**Extra Wool:**  
7.6x9 ..... \$5.50 to \$8.00  
9.9x9 ..... \$6.75 to \$10.75  
9.10x6 ..... \$7.75 to \$12.50  
9.12x12 ..... \$8.00 to \$14.35  
10.6x12 ..... \$10.50 to \$16.75

### HEAVY, SERVICEABLE UNIONS:

7.6x9 ..... \$3.85  
9.9x9 ..... \$4.50  
9.10x10 ..... \$5.35  
9.12x12 ..... \$6.15  
10.6x12 ..... \$7.15

A good lot of useful Napier Matting, Jute, Brussels, etc., for hall runners, backstairs, etc., at very low prices:

18 inches wide ..... 18c, 20c, 36c  
24 inches wide ..... 22c, 24c, 26c  
27 inches wide ..... 26c, 28c, 31c  
36 inches wide ..... 36c, 40c

### ENGLISH AXMINSTER AND WILTON RUGS.

You will find a very big selection, in all sizes. All nice, new designs and colors, the best of their respective kinds:

**AXMINSTERS:**  
32x12 ..... \$9.95, \$6.95, \$5.65  
32x14 ..... \$10.50, \$4.25, \$3.10  
32x16 ..... \$11.25, \$4.55 to \$3.25  
32x18 ..... \$12.00

**WILTONS:**  
32x12 ..... \$7.75 to \$5.25  
32x14 ..... \$8.50 to \$5.85  
A beautiful quality of Imported Printed Linoleum, in bright clear designs and colors. Square yard 45c

## Imperial Kitchen Scales

Weigh up to 24 lbs. by ounces. Government tested and stamped, white dial, large tin scoop, can be regulated by turning thumb screw. \$3.00 value, Wednesday for 1.49

### Griswold Food Choppers

Griswold Food Choppers, cut perfectly all vegetables, meats, etc., does not mash or grind, extra large size for restaurant or kitchen use with 4 extra cutters. Regularly \$2.25. Wednesday 1.11

## The Grocery Dept.

2,000 stone Fresh Rolled Oats, per stone 45c  
Grapenuts ..... 2 Packages, 25c  
Finest Sugar-Cured Ham, half or whole, per lb. 17c  
Canned Corn ..... 3 Tins, 25c  
Canned Peas, per tin ..... 11c  
Canned Green Gage Peas, in heavy syrup, per tin, 10c  
Pure White Clover Honey, 5-lb. Pail, 75c  
St. Charles Milk, per tin ..... 8c  
Imported Pure Malt Vinegar, Imperial quart, per bottle ..... 20c  
Choice Prunes ..... 3 lbs, 25c  
Tetter's Cream Soda Biscuits ..... 3-lb. Box, 24c  
California Sun-kissed Oranges, good size sweet and seedless, per dozen ..... 25c  
Domestic Kipperd Herring, per tin ..... 10c  
Fancy Carolina Rice ..... 3 lbs, 25c  
**FRESH-ROASTED COFFEE, PER LB., 25c.**  
500 lbs. Fresh-Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. 25c

The **SIMPSON** Company  
Robert Limited