

The SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m. H. H. Fudger, President. J. Wood, Manager. PROBS.

# SIMPSON'S FRIDAY BARGAINS

## \$5 Waists for \$1.95

100 only, sample waists, dainty nets, all silk laces, trimmed with guipure lace motifs and insertions, various new styles in chiffon, mesalene effects, dressy or tailored designs. All sizes in the collection. Black, navy, tan, green, white and ecru. Regular \$4.00 and \$5.00. To clear... **1.95**

## \$1.50 AND \$2.00 WAISTS, FRIDAY

200 splendid white waists, consisting of fine embroidered laces, finished with val lace insertion and pin tucking, also tailored shirtwaists of figured madras and pure linen shirt sleeves, laundered collar and cuffs, all sizes, 32 to 44. These waists are slightly counter mused, but washable. Regular \$1, \$1.50 and \$2. Friday... **.59**

## Specials in Millinery for Friday

130 Hand-made Tailored Hats and smart ready-to-wear, broken lots of good styling styles and colors, with plenty of black. Worth \$2.50 to \$3.00 each. Friday... **1.75**

75 Smart Hats, with quills, soft and pliable shapes, suitable for misses and young ladies, black or colors. Friday... **1.00**

350 New Shapes of this season, in many styles of fancy braids, all good colors, including black. Worth \$1.00 to \$1.50. Friday... **.69**

SALE OF REMNANTS OF STRAW HATS. Over 1,000 ends of straw brims, in many different qualities and colors, in lengths up to 12 yds., and worth from 7c to 25c per yard. Clear Friday, yd... **.2**

Non-tie Wire Shapes, 20 different styles in black or white. Regular 50c each. Friday... **.29**

## Umbrellas

150 only, Umbrellas for men and women, splendid range of handles, strong steel ribs, with mercurized glass tops, \$1.00 values. Friday... **.79**

Odd lines of Men's and Women's Umbrellas to clear Friday. A good selection of handles, sterling silver and rolled gold mounted, fine silk mixture tops, best of frames, silk cases. \$2.25, \$2.50 and \$3.00 values. Friday... **1.59**

## Women's and Misses' Dresses for \$5.25

A collection of Women's and Misses' Dresses, in a variety of one-piece styles, some are neatly tailored and finished with self-strappings; others have sailor collar, trimmed with white or red braid and buttons; materials are French Venetians, fine serge and Panamas; colors in the lot are brown, green and navy. Regular prices range from \$11.75 to \$20.00. Friday... **5.25**

WOMEN'S \$15.00 SPRING COATS FOR \$6.79. A collection of Women's Stylish Spring Coats, in a variety of materials and styles, short and long lengths, fawn, black and white shepherd checks; tweeds, in brown and white, or fawn and black mixtures, in plain tailored styles, also of black and grey or blue and grey diagonal worsteds; some have black silk shawl collar. The regular prices of these coats were \$9.50 to \$13.00. Friday... **6.79**

WOMEN'S \$5.00 SEPARATE SKIRTS FOR \$1.98. A very special lot of Women's Separate Skirts, in our own factory, in a number of different styles, mostly pleated, trimmed with self-strappings or else plain; materials are imported Panamas, in navy and brown striped worsteds in grey and green; also of tweeds, in dark mixtures of stripe effects, and light grey checks; a full range of sizes in the lot to select from. Regular \$5.00. Friday... **1.98**

Dress Goods and Silks at Startling Prices. 1,000 Yards Black Dress Goods, poplins, san toys, voiles, lustrés. Regular 50c. Friday... **.30**

1,000 Yards Silk Striped Taffeta and Silk Striped Voiles, in every wanted shade. Regular 60c and 75c per yard. Friday... **.50**

500 Yards, Navy West of England Sailing Serge, all pure wool. Reg. 65c value. 42 in. wide. Friday... **.47**

1,000 Yards French and Swiss Satins de Chene, in a lovely range of new spring shades, white, ivory and black included. Big values, 65c. On sale Friday... **.44**

1,000 Yards Rich Black Silks, in various weaves and makes. Guaranteed qualities, guaranteed unsaleable. Big value 80c. On sale Friday... **.50**

600 Yards Rich Black Duchesse Finest Satin de Chene, guaranteed quality. FILL BLACK Silks recommended for wear. 40-inch wide. Big value \$1.65 per yard. On sale Friday at... **1.38**



## Girls' Dresses

Little Girls' Dresses, Mother Hubbard style, fine zephyr glass-braid, silk check pattern; colors sky, navy, pink or brown, with white piping of white; sizes 2, 3, 4, 5 years. Regular price 60c. Friday bargain... **.37**

## Girls' Dresses

A splendid school style, in fine wool Panama cloth, sailor style, collar trimmed with silk braid, silk taffeta tie, pleated skirt; colors brown or navy; sizes 6 to 14 years. Regular price \$4.00 to \$4.75 each. Friday bargain... **1.95**

Girls' Dresses, fine white lawn, trimmed with fine Valenciennes lace insertions and frills, embroidery insertion and fine tucking; skirt finished with wide pleats; a beautiful confirmation or party dress. Sizes 6 to 14 years. Regular price \$3.00 each. Friday bargain... **1.50**

## WHITENEAR BARGAINS

Night Dresses, white cotton, Mother Hubbard style, yoke has four rows lace insertion and 10 tucks; frill of goods on neck and cuffs. Pearl buttons; lengths 58, 58, 59 inches, for 32 to 40 bust measure. Regular price 63c. Friday bargain... **.33**

Isabelle Drawers, fine nainsook, no gathers at waist or on hips, wide ruffle, trimmed with hemstitched tucks and fine Maltese lace; lengths 23, 27, 27, 27 inches. Regular price 75c pair. Friday bargain... **.35**

Petticoats, fine nainsook, deep lawn founce, trimmed with three rows fine lace insertion, 10 spaced tucks and ruffle of fine lace, dust ruffle of lawn; lengths 38, 40, 42 inches. Regular price \$2.50 each. Friday bargain... **1.25**

## CORSET BARGAIN

300 pairs D. and A. Corsets, extra quality white coutil, medium bust, long below waist, fine rust-proof boning, with four wide side steels, four wide elastic garters, fine lace run with ribbon; this model suitable for medium and stout figures; sizes 18 to 30 inches. Regular price \$1.25 a pair. Friday bargain... **.75**

## WOMEN'S SPRING UNDERWEAR

Women's Vests, fine white ribbed cotton, low neck, short or no sleeves, crocheted edges run with draw tapes; sizes 32 to 38 bust measure. Regular price 15c each. Friday bargain... **.10**

Women's Union Suits, fine white ribbed cotton, low neck, no sleeves, umbrella style, lace trimmed, draw ribbon in neck and armholes, sizes 32 to 44 bust measure. Regular 75c each. Friday bargain... **.49**

Women's Vests, fine white lisle thread, slightly imperfect, low neck, short or no sleeves, dainty crocheted edges, run with silk tapes; sizes 32 to 38 bust measure. Regular price 35c each. Friday bargain... **.19**

## INFANTS' WEAR BARGAINS

Infants' Christening Dress, fine sheer lawn; a beautiful style, trimmed with very fine embroidery beading, insertions and frills, small tucks in yoke and skirt; a robe of exquisite quality; lengths 36 and 40 inches. Regular price \$5.00 each. Friday bargain... **2.95**

Infants' Long Skirts, finest nainsook, trimmed with two rows insertion and ruffle of fine embroidery, three clusters of small tucks. Regular price \$2.00 each. Friday bargain... **1.00**

Infants' Cloak, cream Bedford cord, lined throughout, deep cape, trimmed with silk embroidery, or silk ribbons. Regular prices \$3.00 and \$2.50 each. Friday bargain... **1.50**

## China Bargains

High grade French Limoges China Dinner Set, in a green Greek key band, finished in coin gold, in the new St. Regis shapes, cups in the Kermiss shape; a superb set of 102 pieces, combination dinner and tea service. Regular \$71.40. Friday bargain... **49.45**

3,000 Tea Cups and Saucers, in the popular clover leaf and gold band decoration, for every-day use. Regular \$1.05 dozen. Friday special, each... **.5**

No phone or C. O. D. orders for above. Deconated Porcelain Jugs, all sizes. Friday... **1.0**

1,000 pieces near American Pressed Glassware, comprising salts and peppers (heavy nickel tops), covered butter dishes, covered sugar bowls, salad bowls, finger bowls, cream jugs, bon bon dishes. Values up to 35c. Friday bargain... **.9**

3-piece Porridge Sets, butter dishes, creamers, biscuit jars, in neat German china-ware. Regular \$3.50. Friday bargain... **2.95**

BRASS CUT GLASSWARE. Water Jugs, Berry Bowls, size 8 inches, Celery Holders, Flower Vases, in rich deep cutting, in large assortment. Values up to \$10. Friday special... **4.98**

## Long Kimona Gowns 59c

Women's Long Kimonas, of good quality print, made with kimona sleeves and trimmed with fancy stitching, color sky, pink and black and white, in stripe and floral effects. Size 34 to 42. Friday bargain... **.59**

## Taffeta Silk Petticoats \$3.49

Sixty good quality silk petticoats, black, made with tailored founce, trimmed with attaching and strapping, underpiece full depth of founce. Lengths 36, 38, 40 and 42. Friday bargain... **3.49**

## Hose Worthwhiles

Women's all wool plain and ribbed black cashmere hose, value 35c and 40c. Friday... **.29**

Women's plain black and colored silk hosiery thread hose, fashioned, regular 35c pair. Friday... **.25**

Women's plain cotton hose, medium weight, tan and black, fast color, extra good value, Friday... **.12 1/2**

Boys' and Girls' heavyweight, ribbed black cashmere hose, close elastic finish, 25c value. Friday... **.19**

Women's and Boys' heavyweight, Black Cotton Hose, fast color, sizes 5 1/2 to 10, special. Friday... **.12 1/2**

Women's real French Kid Gloves, 2 clasp, odds and ends, all sizes, 75c value, Friday... **.49**

Women's Wool Cashmere and Ringwood Gloves, clearing odds and ends of regular lines, 30c value, Friday... **.10**

Men's Pure Wool Cashmere Socks, 2 clasp, perfect finish, sizes 7 to 9, \$1.00 value. Friday... **.49**

Boys' and Girls' tan Cape Leather Walking Gloves, 1 dome clasp, well finished, sizes 9 to 7, 7c regular. Friday... **.59**

## Wash Goods

2,000 yards White Mercerized Vesting, beautiful designs of fancy figured spots, stripes, etc. the great favorite, regularly 15c... **10**

Clearance ends and slightly mused pieces of fine Printed Muslins, etc., beautiful designs, regularly 12 1/2c to 35c... **6**

A small lot Fine English Prints, 30 in. wide, fast colors, black, navy, white and other colored grounds, regularly 12 1/2c... **6**

White and other colored grounds, regularly 12 1/2c... **6**

Serpentine Crepe, in printed designs for kimonas, etc., regularly 25c... **12 1/2**

## Boo's for Men, Women and Children

200 pr. Women's Boots, Dongola kid leather, dull Blucher top, Cuban heel, heavy sole, easy fitting, long wearing, all sizes, 2 1/2 to 7. Friday bargain... **1.25**

180 pr. Women's Boots, dull calf leather, black cloth, button top, Cuban heel, medium heavy sole, plain toe, all sizes, 2 1/2 to 7. Friday bargain... **2.49**

240 pr. Men's, Boys' and Youths' Boots, box kip, Blucher heavy standard, screw soles, easy fitting, long wearing; regular price \$2.45. Friday bargain... **1.79**

Men's all sizes, 6 to 11, Friday bargain... **1.99**

Boys' all sizes, 1 to 5, Friday bargain... **1.69**

Phone orders filled, 1.35

300 pairs children's Blucher Boots, easy fitting, long wearing Dongola kid, patent toe cap, broad toe, heavy sole, spring heel, all sizes, 5 to 7 1/2 and 8 to 10. Friday bargain... **.75**

300 Boys' Tan or Black combination Shoe Polish, regular 25c. Friday bargain, two for... **.25**

Phone orders filled.

## Ribbons a Friday Bargain

5 1/2 and 6-inch Taffeta Ribbon, every thread pure silk, for 12 1/2c per yard. These are wonderful ribbons for millinery, hair bows and girls' sashes. With just two weeks before Easter, this is a timely bargain. The color range includes lots of white, pink, sky, red and black, as well as a goodly share of all other colors. Note the width and price. Regularly to 25c yard. Friday bargain... **12 1/2**

## Suit Case Special

16 only, Cowhide Suit Cases, made on English steel frame, inside shirt pocket, two outside straps. Regular \$5.25. Friday... **3.95**

## Finest Furniture at Friday Prices

Iron Bedsteads, in pure white enamel finish. In 3 ft. 6 in. and 4 ft. 6 in. widths only. Regular price \$2.45. Friday bargain... **1.79**

Iron Frame Woven Wire Bed Springs, in all standard sizes. Regular price \$2.50. Friday bargain... **1.99**

Chi-foniers, in mahogany, polished, all well front, good drawer space, and shaped bevel mirror. Regular price \$21.00. Friday bargain... **15.99**

Dressing Tables, in solid mahogany, finished dull, an exceptionally good design. Regular price \$35.00. Friday bargain... **23.00**

Library Tables, in genuine quarter oak, fumed or early English finish, also in mahogany. Regular price \$18.00. Friday bargain... **14.40**

Desk Tables, in solid oak, early English or fumed and ink well. Regular price \$10.00. Friday bargain... **7.00**

**Phone or Come for these Bargains**

This is a page of red-hot bargains for Friday. You will be more than satisfied with any purchase, as the items from first to last represent value extraordinary.

Phone direct to the departments. We have fifty lines to Central, and your order will receive the same attention as if you give it over the counter. This is a timely remark for our Grocery Department, but no apology is necessary because if unable to offer the same comfortable shopping facilities as usual it is only for the moment. Building improvements have somewhat interfered, but what matter. The Simpson Store is not content to stand still.

## Linens and Staples

PILLOW/COTTON 16c YD. 500 yds. English Pillow Cotton, plain only, 42 and 44 inches wide, strong, heavy, even weave, and free from dressing. Friday yard... **.16**

DAMASK TABLE CLOTH 1.25 EACH. 150 Fine Scotch Damask Table Cloths, size about 2 x 2 1/2 yds., new border designs, very strong and very good buying on Friday at each... **1.25**

UNBLEACHED CANTON, 7 1/2 YD. 700 yds. 24-inch Unbleached Canton Flannel, well napped, good weight, special price. Friday at... **2 1/2**

20c DRAWN WORK DOYLIES, 2 FOR 25c. 200 only Fine Japanese Drawn-work Doylies, very pretty drawn centers, size 9 1/2 inches. Regular 25c each. Friday, 2 for... **.25**

40c FACTORY COTTON 9 1/2c. 900 yds. Fine Factory Cotton, 40 inches wide, free from dressing and specks, will bleach pure white. Friday yard... **.9 1/2**

CROCHET QUILTS, \$1.10 EACH. 200 Fine English Crochet Quilts, good size, hemmed ends, very pretty designs, medium weight and will look well when washed. Special Friday, each... **1.10**

BEDROOM TOWELS, 25c PAIR. 300 pairs All-India Huck Towels, size 18-36 inches, hemmed ends, Scotch make, fine drying towel. Friday, pair... **.25**

## Art Needwork Dept.

Waste Paper Baskets, Japanese straw, in artistic colorings. Regular \$1.00. Friday... **.49**

Coronation Cord, 19 stamped lines. White cotton. Regular 5c bunch. Friday... **2 for .5**

Stamped Table, Drawers and Stand Covers, natural linen color, finished with hemstitched hem. Regular 49c. Friday... **.25**

## Baby Carriages and Chairs

Wooden sides, leatherette upholstery and hood, rubber tires. Regular \$21. Friday... **15.49**

4, only, wooden side go-carts, leatherette sides and hoods, rubber tires. Regular \$10. Friday... **8.55**

Children's small red and varnished chairs. Regular 25c. Friday... **.16**

Pony Carts for boys and girls, with pony attached to cart. Regular \$15 and \$18. Friday your choice... **9.00**

## From the Toilet Dept.

Hinds' Honey and Almond Cream, 50c size. Friday... **.29**

Old Brown Windsor Soap, special price per dozen... **.9**

Imitation ebony and rosewood hair, military and cloth brushes, regular 50c. Friday... **.25**

Celluloid Hand Mirrors in black and white. Reg. 50c. Friday... **.25**

Florida Water, regular 50c. Friday... **.33**

Simpson's Characteristic Talcum Powder, 1 lb. tin, reg. 25c. Friday, 2 for... **.25**

Phone direct to Toilet Department.

## Jewelry Bargains

Black Silk Ribbon Watch Pobs, Gold Filled Lockets, Pearl Set Pendants, Neck Charms, Sterling Silver and Gold Filled Brooches, Bib Pins, Dress Pin Sets, Cuff Links, Scarf Pins, etc. Regular selling up to \$2.00. Friday bargain... **.49**

\$1.25 ALARM CLOCKS, 65c. 400 Alarm Clocks, nickel and copper finish cases, extra loud alarm, lever attachment to stop bell, guaranteed reliable timekeeper. Regular \$1.00 and \$1.25. Friday... **.65**

## Men's Caps and Hats at Great Reductions

Men's Derby Hats, new styles, and fine quality English fur felt. Sizes 6 1/2 to 7 1/2. Regular up to \$2.50. Friday... **.98**

Men's Soft Hats, black only, small or large brim, fine grade fur felt. Regular \$2.00. Friday... **1.00**

Men's Hoodwink or Golf Shape Caps, new patterns of tweeds, well lined, Friday, special... **.25**

Boys' Variety Shape Caps, in plain navy blue serge, also tweed hoodwink shape. Friday special... **.8**

Children's Tam o'Shanter, in velvet or heavier cloth assorted colors, named bands. Friday bargain... **.19**

## Book Department

2,000 books, all good literature, bound in cloth. Reg. values from 25c to 50c each. Friday, all at... **10**

1,000 Children's Books, finely illustrated values up to 20c. Friday all at each... **.6**

200 Fountain Pens, self fillers, 14 karat gold nib, well finished. Regular \$1.00. Friday, each... **.39**

## Groceries

1,000 bags Choice Family Flour, 1/2 bag, 59c; choice Currants, cleaned, 3 lbs. 25c; California seeded Raisins, 3 packages 25c; yellow Canned Apples, 3 size tin, 10c; Pearl Tapioca, 4 lbs. 25c; choice Rangoon Rice, 6 lbs. 25c; 1,000 tons choice Pink Salmon, per tin, 1c; Canned Pineapple, sliced, 1 1/2 lb. tin, 2 tin 25c. Telephone direct to department.

2 1/2 LBS. PURE CELONA TEA 55c. A blend of Indian and Ceylon Tea, one tin, Friday, black or mixed, 2 1/2 lbs. for 55c.

## Men's Overcoats and Suits

Men's Spring Overcoats and Raincoats. Regular Prices \$10, \$12 and \$15. To Clear Friday at \$7.95.

Men's Spring Weight Overcoats, in black and grey English chevots and fancy tweed and covert cloths, grey and fawn shades, in herringbone weaves, and fancy stripe patterns, single breasted, Chesterfield and topper styles; also grey and fawn English covert cloth Raincoats, single breasted style; all splendidly tailored and perfect fitting; sizes 36 to 44. To clear Friday at... **7.95**

## MEN'S TWEED SUITS

Regular \$8.00, \$9.00, \$10.50 and \$12.00. To Clear Friday at \$6.95.

English Tweed Suits, dark grey and brown grounds, three-button single breasted sack style, nicely tailored, finished with best linings and trimmings; sizes 36 to 44. To clear Friday at... **6.95**

## MEN'S HEAVY TWEED WORKING PANTS

Regular Price \$1.25 and \$1.50. To Clear Friday at \$1.00.

Men's Strong Tweed Working Pants, in dark stripe patterns, well made, with side and hip pockets; sizes 31 to 42 in. waist. To clear Friday at... **.95**

## BOYS' TWO-PIECE SUITS

Regular \$3.75, \$4.00, \$4.50 and \$5.00. To Clear Friday at \$2.98.

English Tweed Two-piece Suits, single breasted Norfolk and double breasted styles; pants plain and bloomer style; sizes 35 to 34. To clear Friday at... **2.98**

## BOYS' REFER OVERCOATS

Regular \$4.00, \$4.50, \$5.00 and \$5.50. To Clear Friday at \$2.69.

English tweeds and covert cloths, in grey, fawn, brown and blue shades, plain and with fancy colored stripes, double breasted style, with self collars, and double row of fancy metal buttons; sizes 21 to 33. To clear Friday at... **2.69**

## Men's Furnishings

Men's English Flannellet Shirts with reversible collars, assortment of pink and blue stripes. Regular 75c. Friday bargain... **.49**

Men's English Flannellet Night Robes, large and roomy, turn down collar. Regular 75c. Friday bargain... **.59**

2,500 Garments of Men's Merino Underwear, Pen-angle Brand shirts and drawers, natural color, sizes 34 to 44. Friday bargain... **.49**

1,500 Men's Neckties in good assortment of designs and colors. Regular 50c and 75c. Friday bargain... **.33**

1,000 Odd Pairs of Men's Suspenders, several slightly soiled, others perfect. Regular 25c, 35c, and 50c. Friday bargain... **.17**

Several hundred odd Shirts, new spring styles and colorings. These were left over from our recent shirt bargains. All sizes in the lot. Regular \$1.00, \$1.25, \$1.50. Friday to clear... **.69**

## Gas and Electric Light Specials

Large assortment of Portable Lamps for gas or electric light, from \$2.50. Special line in silver finish, as illustrated. Regular \$25.00. Friday... **16.95**

Brushed brass Chain Electric Hall Fixture, fitted with leaded-glass shades and tulle shade. Regular \$7.50. Friday... **4.95**

2-Light Brushed-brass Electricolor, complete with shades. Regular \$4.00. Friday... **2.75**

3-Light Electricolor, complete with shades. Regular \$5.00. Friday... **3.75**

Electric Wall Brackets in nickel-plate or brushed-brass finish, wired ready for use. Regular 75c. Friday... **.59**

Handsome 3-Light rich gilt Electricolor for ceiling, complete with shades or frosted lamps. Regular \$10.00. Friday...