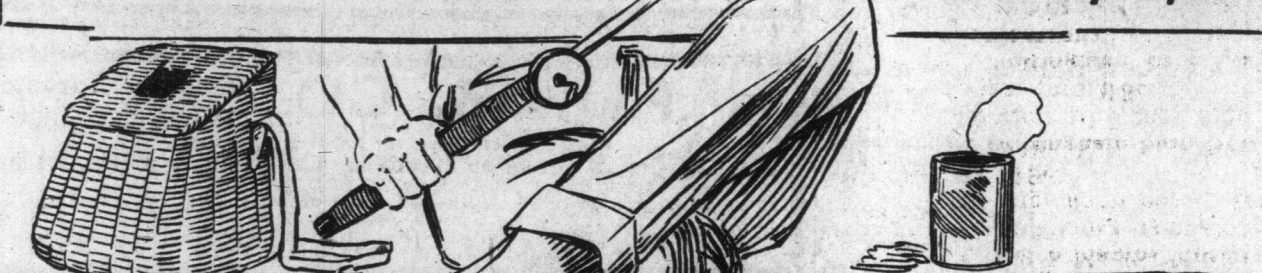


Friday Will Be the Biggest Buying Day of the Week at Simpson's

STORE HOURS: 8.30 a. m. TO 5.30 p. m. CLOSING SATURDAYS AT 1 p. m. DURING JUNE, JULY and AUGUST

New Summer Footwear for the Whole Family

Women's \$4.00 to \$6.00 New York Style Boots . \$1.99
Men's \$5.50 to \$6.00 Oxfords at \$2.49
3,200 Pairs! 35 Tables! 80 Salespeople!



700 PAIRS AMES HOLDEN - McCREADY \$4.50 TO \$6.00 OXFORDS, FRIDAY BARGAIN, \$2.49.

Men's Ames Holden-McCready Button and Lace Oxfords, in the latest and popular styles; made of finest imported and domestic tan and black calf, patent colt and vici kid leathers; hand-sewn process soles; English military and common-sense heels; panelled uppers; plain and toecap vamps; Ames Holden-McCready footwear retains its shape, fits the foot, and gives maximum wear; 700 pairs; all sizes; C, D and E widths. Regularly \$4.50, \$5.00, \$5.50 and \$6.00. No phone or mail orders. See window display. Friday bargain, \$2.49.

BOYS' SHOES, ON SALE FRIDAY AT 99c.

300 Pairs Boys' Oxfords, gymnasium style; tan calf leather; double reinforced elk skin soles; seamless sides; a special summer shoe that will stand the wear and fit the foot; sizes 11 to 13½ and 1 to 6. Regularly \$1.40 and \$1.50. Friday bargain (Boys' Section—No mail orders), 99c.

BOYS' AND GIRLS' CALFSKIN SANDALS, FRIDAY, 59c.

350 pairs, made of fine white calf leather; double sewn soles; two-buckle style; full round toes; easy fitting, long-wearing; sizes 11 to 2. Regularly \$1.00. Friday bargain, 59c.

No Mail Orders—Misses' Section.

2500 PAIRS WOMEN'S \$4.00 TO \$6.00 HIGH-CLASS BOOTS, ON SALE FRIDAY, \$1.99.

Note the makers, "Julian Koenig, "Stroottman," "Utz & Dunn," "Perth & Cameo." Button, lace and Blucher boots, in the newest and best leathers; putty, sand, gray, fawn, brown and black cloth, also dull kid uppers, trimmed with military braid and leather piping; light summer weight and single Goodyear welt soles; newest heel and toe shapes; plain and toecap vamps; all the newest and best styles selected from these well-known high-grade makers; four widths, 15 sizes, 20 styles. Regularly \$4.00, \$4.50, \$5.00 and \$6.00 values. 2000 pairs, on sale Friday, per pair, \$1.99, No Phone or Mail Orders. See Window Display.

BIG DOUBLE E SLIPPERS, ON SALE FRIDAY AT 99c.

300 Pairs Women's Elastic Front House or Street Slippers, hand-turned soles; large, flat, low heels; no seams to hurt the corns or bunions; a real foot rest. Sizes 2½ to 4. Regularly \$1.40. On sale, Friday bargain, at 99c.

In the Slipper Section.

Household Linens and Staples

40c Sheet at 29c—Fully bleached, plain weave, wide width, 2½ yards. Regularly 40c yard. Friday, yard, 29c.

English Flannelette Sheets or Summer Blankets, without border, for large double beds; size 70 x 84 in. Bargain Friday, pair, \$1.24.

White Hemmed Crochet Quilts, size 72 x 90 in. Bargain, Friday, 99c.

Factory Cotton, 34 inches wide. Bargain, Friday, 10 yards for 69c. Bleached Longcloth, strong Canadian make, 36 inches wide. Bargain, Friday, 10 yards 95c.

White Saxony Flannelette, soft finish, 31 inches wide. Bargain Friday, yard, 10c.

\$6.75 Sets of Linen for \$4.95—Cloth, size 2 x 2½ yards, and one dozen 24-inch napkins to match, all pure linen, plain centre with circular band and spot design. Regularly \$6.75 set. Friday, \$4.95.

White Turkish Towelling, 16 inches wide. Bargain, Friday, 10 yards for 98c.

10-oz. Builders' or Tent Duck, 30 inches wide. Bargain, Friday, per yard, 14c.

Wall Papers and Burlaps Low Priced

3000 Rolls New Papers, for bedrooms, halls, dining-rooms of cottages and small houses. Per roll, 5c to 10c.

3000 Rolls Ceilings, white, cream and figured. Per roll, 5c to 8c.

3000 Yards Borders, 9 and 18 inches wide; assorted colors. Yard, regularly 3c, Friday, 1c; regularly 6c and 8c, Friday, 3c and 4c.

1450 Rolls Paper, for bedrooms, dining-rooms, halls. Regularly 20c and 25c roll. Friday, 11c and 14c.

3250 Rolls Imported Papers, florals, tapestries, crepes and fabrics. Regularly 35c to 75c roll. Friday, 22c to 44c.

500 Yards Burlaps, some short ends. Friday, yard, 21c.

1360 Yards Window Papers, stained glass designs; 18 inches wide. Friday, yard, 16c.

Carpet, Matting, Linoleum

REMANANTS OF LINOLEUM AND OIL CLOTH AT 19c.

Short ends up to six square yards of Oil Cloth and Linoleum. Regular values 27c to 45c. No phone orders taken. Friday, square yard, 19c.

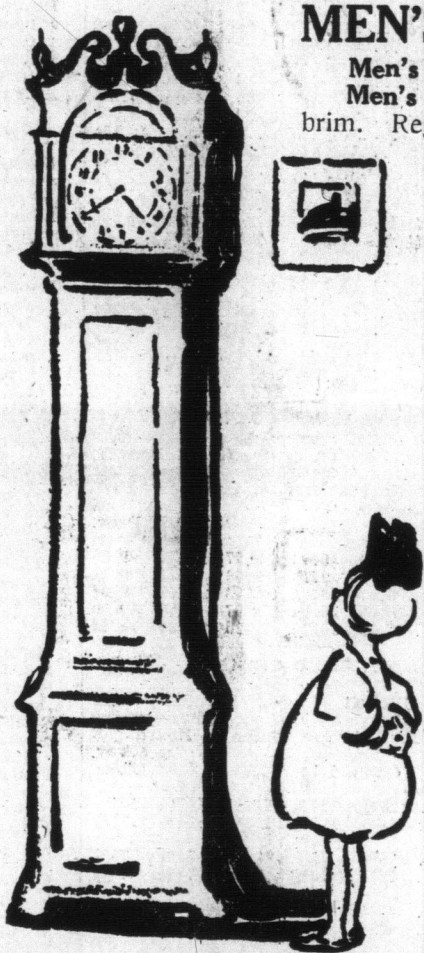
New Imported Tapestry Rugs—Many new designs in two qualities, designs and colors suitable for any room; size 9.0 x 9.0, \$7.75 and \$8.50; size 9.0 x 10.6, \$8.75 and \$9.75; size 9.0 x 12.0, \$10.25 and \$11.25; size 10.6 x 12.0, \$11.48 and \$12.75.

Part Rolls of Wool and Union Carpets Greatly Reduced—About ten odd designs and colors in Union and Wool Carpet. Regularly 34c, 58c and 75c a yard. Friday clearance, 27c, 47c and 57c yard.

Japanese Matting Rugs—Many different styles and sizes, 27 x 54 in., 20c; 36 x 72 in., 30c; 6.0 x 9.0, \$1.15; 9.0 x 12.0, \$2.15.

Amminster Hearth Rugs at 95c—Plain centres, with Oriental border at each end, size 27 x 54 in.; blues, reds, greens and browns. Friday, 95c.

Keep your eye on the clock!—and as the hands get closer to half-past eight to-morrow morning remember that you ought to be getting closer to Simpson's for these Friday Bargains.



A Valuable Wedding Present

If you intend to make a really valuable present for the new home—one that is sure to please—and one that will remind the young couple of you every hour of every day—you will see the virtues of this handsome hall clock with chiming. The case is of beautifully-carved turned oak, with decorative front of small bevel panes; eight-day movement, quarter-hour strike; moon's phases shown above against blue background; handsome brass dial. This is a very desirable timepiece, and is quite remarkable value at our Friday price of \$75.00.

\$3.75 Bedroom Clock for \$1.95—30-hour bedroom or small mantel clock, fully guaranteed, accurate timepiece, fitted in a brass case, antique design, dull finish. Regularly \$3.75. Friday at \$1.95.

\$1.00 Alarm Clocks for 69c—100 only, American-made Alarm Clocks, with bell on top of case and shut-off lever; accurate timekeepers; fully guaranteed. Regularly \$1.00. Friday at 69c.

Attractions in Drapery Materials

English Chintz and Taffeta at 23c Yard—A collection of beautifully blended colorings printed on light or dark grounds; 30 inches wide; suitable for window hangings or chair coverings in the living-room or bedroom. Regularly 30c yard. Friday, 23c.

Scotch Madras Muslin at 19c Yard—A material of good quality, washes well and looks dainty on the windows; 30 and 40 inches wide; in cream or white; floral border and all-over effects. Regularly 25c yard. Friday, 19c.

Nottingham Sash Nets at 18c Yard—The very thing for curtains in the bedroom, 30 inches wide, white only, neat patterns. Regularly 25c yard. Friday, 18c.

Nottingham Lace Curtains at 69c Pair—A well-made lace curtain of excellent quality, 3 yards long, rich floral border and spray centre, white only. Regularly 85c yard. Friday, pair, 69c.

American Scrims at 28c Yard—An ideal fabric for curtains of the many windows of the summer home, 38 inches wide, in cream or ecru. Regularly 40c yard. Friday, 28c.

Opaque Shades at 25c Each—A satisfactory shade cloth, mounted on strong rollers, size 36 x 70 inches. Friday, each, 25c.

Combination Opaque Shades at 49c Each—An extra heavy cloth, in combinations of cream and green or white and green; 36 x 70 inches; mounted on Hartshorn spring rollers. Regularly 70c each. Friday, each, 49c.

Extension Rods at 7c Each—A strong rod extending from 28 to 50 inches, and fitted with silvered ends and hook brackets. Regularly 10c each. Friday, each, 7c.

Goose Neck Rods at 17c Each—A well-made extension rod, extending from 28 to 52 inches; fitted with goose neck brackets; an ideal rod for hanging light draperies. Regularly 20c each. Friday, each, 17c.

A Convenient Store for Men--with Prices that are Everlastingly Low

TWO-PIECE SUMMER OUTING SUITS, IN NORFOLK AND THREE-BUTTON STYLES. REGULARLY \$12.50, \$14.00, \$15.00, \$16.50 AND \$18.00, FRIDAY, \$9.75.

This is a big bargain lot, including many different styles; suits made from English worsted and tweeds, in grays, browns and mixed colors, or plain navy blue worsteds; two-piece suits, cut single-breasted sack style, or single-breasted Norfolk and in the regular single-breasted, three-button sack. In the lot are a number of suits made by the well-known manufacturer, Michael Sterns. The others are all made by other high-grade shops; sizes 34 to 46. Friday, \$9.75.

BOYS' SUMMER NORFOLK SUITS. REGULAR \$6.50 TO \$10.50, FRIDAY, \$4.85. 145 Suits, Norfolk models; tailored from wool tweeds, in fine chevrot finishes; splendid variety of neat patterns; rich shades of gray and brown; bloomer pants; sizes 25 to 34. Friday bargain, \$4.85.

BOYS' PARAMATTA RAINCOATS, WITH HATS TO MATCH. REGULAR \$5.00 OUT-FIT FOR \$3.85.

100 only, double texture Paramatta coats, with a regular sou'-wester style hat to match; cut full; cemented seams; perfectly rainproof; sizes 25 to 32. Friday, \$3.85.

BOYS' SUMMER WEIGHT TWEED BLOOMERS, FRIDAY, 95c.

300 pairs, full cut, from light-weight homespun tweeds, in brown and tan-brown shades; lined with light-weight materials, and with belt loops and strap and buckle at knee; sizes 24 to 34. Friday bargain, 95c.

MEN'S \$10.00 WATERPROOF COATS AT \$7.95.

Double texture English Paramatta, in greenish fawn; good motor style; long and loose; sizes 34 to 44. To clear, \$7.95.

WORSTED AND TWEED TROUSERS, \$1.98.

Regular \$2.75 and \$3.00 values; serviceable trousers, of excellent English worsteds and tweeds, in grays and browns; sizes 32 to 44. To clear, \$1.98.



Boys' and Men's Summer Furnishings

Boys' Short-Sleeved Jerseys, in navy, white and assorted color trimmings; sizes 24 to 32. Friday bargain, each, 19c.

Boys' Balbriggan Shirts and Drawers, in "longs and shorts"; all sizes. Friday bargain, garment, 18c.

Men's Work Shirts, in black and white, plain light weights, in various other makes. Regularly sizes 14 to 18 in the lot. Regularly 69c, 75c and 85c. Friday bargain, each, 49c.

White, Plain Colors and Fancy Striped Ties; collars attached; separate collar or neck-band only; single and double cuff styles. Sizes 14 to 17. Regularly 69c, 75c and 1.00. Friday bargain, each, 49c.

Men's Balbriggan Underwear, natural cream shades; sizes 24 to 32. Regularly \$1.00. Friday bargain, each, 49c.

Men's Suspenders, police, heavy, medium and light weights, in various other makes. Regularly 25c, 35c and 50c. Friday bargain, pair, 18c.

Men's Hook-on and Teck Silk Neckwear, the popular ready-to-wear style. Regularly 25c. Friday 9c each, 3 for 25c.

MEN'S AND BOYS' HATS FOR FRIDAY

Men's Straw Hats, 1915 shapes. Regularly \$1.50. Friday, 75c.

Men's Straw Hats, white Canton braids; full crown, with soft, curling brim. Regularly \$1.00. Friday bargain, 50c.

Men's Panama Hats, natural bleach; fine quality. Regularly \$3.95. Friday bargain, \$2.90.

Men's Summer Soft Hats, in colors. Regularly \$1.50, \$2.00 and \$2.50. Friday, 98c.

Men's and Boys' Golf Caps, tweeds and worsteds. Regularly 75c. Friday, 49c.

Boys' Varsity Caps, navy serges, felts and velvets. Friday 19c.

Children's Jack Tar Shape Straw and Fabric Hats. Regularly 75c. Friday, 45c.

Upholstered English Morocco Chairs and Settees at Half Price

The upholsterers' art at its best in this collection of luxurious modern English, all-upholstered furniture. The workmanship is the best that can be procured, the Morocco used is the highest grade, the filling is pure the leading upholstering factories.

Easy Arm Chair, in Morocco, loose down cushion and adjustable reading stand. Regularly \$18.00. Half-price, Friday, \$9.00.

Easy Arm Chair, in Morocco, loose down cushion, covered in brown Morocco. Regularly \$12.00. Half-price, Friday, \$6.00.

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China, Glass, Brassware

10c White China Cups and Saucers, 8c—Excellent quality white china, cups and saucers, Kermlis shape. Regularly 10c. Friday, cup and saucer, for 8c.

A Clear-up Friday of Odd Dinnerware—Many decorations of blue, green, etc. Lot consists of dinner, breakfast, tea, bread and butter and soup plates, gray bowls, sugar bowls, cream jugs, slop bowls, bakets, etc. Regularly up to 25c. Friday bargain, each, 5c.

35c Decorated Teapots, 23c—Good quality English decorated jet teapots, in large 4, 6 and 8-cup sizes only. Regularly 35c. Friday bargain, each, 23c.

ODD TOILETWARE BARGAINS.

White Basins, Friday, each 39c. White Jugs, Friday each 39c. White Chambers, Friday each 29c.

DECORATED TOILETWARE.

Basins, regularly 75c each, for 59c. Jugs, regularly 75c each, for 59c. Chambers, regularly 65c each, for 49c.

49c Glass Water Set for 29c—Colonial style pressed glass water set of seven pieces, large jug and six tumblers. Regularly 49c. Friday bargain, set, 29c.

49c Seven-piece Berry Sets, 29c—Best grade pressed glass, pretty Colonial style, large berry bowl and six nappies. Friday bargain, set, 29c.

\$1.50 a Dozen Glass Water Tumblers, Half Dozen 49c—Finest quality imported glass water tumblers, pretty etched band design. Regularly \$1.50 dozen. Friday bargain, half dozen, 49c.

BRASSWARE BARGAINS.

\$1.75 Brass Jardinières, 98c—Bright or brushed finish, heavy brass jardinières, to fit eight-inch pots. Regularly \$1.75. Friday bargain, each, 98c.

\$1.25 Brass Jardinières, 79c—Suitable for table, ferns, etc. Bright or brushed finish. To fit six-inch pots. Friday bargain, each, 79c.

\$2.75 Brass Umbrella Holders, \$1.95—Heavy raised base and flare top brass umbrella holders, lion's-head ring handles. Regularly \$2.75. Friday bargain, \$1.95.

TWO DINNERWARE BARGAINS.

\$3.95 Dinner Set, Friday, \$5.75—Good quality English semi-porcelain, with pretty green border decoration, 27 pieces. Friday bargain, \$5.75.

\$14.00 Blue Band Dinner Set, \$9.49—Popular "Royal Blue" quarter-inch band design, finest grade of English semi-porcelain, 97 pieces. Regularly \$14.00. Friday bargain, the set, \$9.49.

News of Today's Selling

Many Wedding Gift Suggestions with special prices.

Good Furniture much under priced.

Carpets and Draperies you need now at low, priced prices.

Comfortable Shoes—Men's, \$1.99; Women's, \$2.49.

June Whiteware Values of interest to women.

Other items herewith are for Friday's selling.

GARDEN AND LAWN HOSE.