

SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m. H. H. Fudger, President. J. Wood, Manager. Phone Number Main 7841. We have 50 lines to Central.

Millinery Bargains

30 dozen Untrimmed Hats of good quality of chip, hair, and fancy braids, well assorted in styles and colors, big value at \$1.50 and \$2.00. Friday, each \$1.00. 1 dozen Matrons' Hats, in black, hand made: mohairs, beautifully made and good in styles. Regularly \$3.50 to \$4.50. Friday, \$2.65. 50 dozen Flowers, roses, poppies, lilacs, sweet peas, daisies, and others, we make this a big Friday special. Regularly 75c and \$1.00. Friday bargain, each, 50c. 42 Trimmed Hats that we have been selling on our \$5.00, \$6.50, and \$6.50 tables. We make a clean-up price. Friday, each \$3.50.

WAISTS

Some splendid messaline silk waists, in black and colors, some with lace yokes, others tailored effect; also some very pretty net and lace waists in white and ecru; a choice of sizes in the lot. Regularly \$2.95 and \$3.95. Friday bargain, \$1.99. 300 Sample White Waists, in tailored style, soft or laundered collars, deep sailor collars, pines and madras, also some very dainty white lingerie and white percale with colored spots, linen, and fine linen materials in the tailored waists. Regularly \$1.50, \$1.75, and \$1.95. Friday bargain, 98c. A lot of manufacturer's sample waists, in white and colored cottons, gingham, and linens, styles are too numerous to describe, but it's a real bargain, odd sizes only. Regularly 75c, 98c, and \$1.25. Friday, 8 a.m. 49c. No phone or mail orders.

SILKS

Splendid values in Swiss and English Peau de Soies, immense range of new shades in plain colors, ivory and black included; great variety in simple and double stripes, on light and dark grounds, and new effective check designs. These silks are recognized for appearance and durability. Friday bargain, per yard, 39c. NATURAL COLOR SHANTUNG SILKS. A clearance of fine and medium weaves, clear bright finish, that launder perfectly. 34 inches wide. Regularly 80c. Friday, per yard 44c. 400 Yards of Black Duchesse Mousseline and fine satin mousseline, two weaves, much in demand, guaranteed perfect blacks, 35 inches wide. Friday bargain, per yard, \$1.29. Big reduction on wide-width colored silks. Regularly \$1.50, for per yard \$1.18.

Dress Goods Bargains

2,000 yards dress fabrics and suitings, comprising mohair, lustres, volles, serges, shepherd checks, corded suitings, and twill suitings, two-toned worsteds, San Toys, poplins, etc., a fine collection of fashionable and high class fabrics in all the newest colorings, suitable for dresses or suits, good wearing qualities, fast and unshrinking finish, and spotproof. 42 to 54 inches wide. Regularly prices 65c to 75c per yard. Friday special, 45c. BLACK FABRICS. 2,000 yards, handsome black dress fabrics and suitings, including all the popular weaves for summer dresses and suits, new San Toys, panamas, worsteds, volles, tatters, henriettes, poplins, etc., fine wool qualities, fast and unshrinking finish, and spotproof. 42 to 54 inches wide. Regularly prices 65c to 75c per yard. Friday special, 45c. BORDERED DELAINES. We have the finest collection of these high class French, German, and Austrian pure wool delaines, new designs, new color combinations, new border designs. These dainty summer fabrics are shown in new browns, tans, blues, greys, greens, mauve, lilac, black and white, white and black, etc., with rich contrasting Persian tape and ribbon borders. 21 inches wide. Per yard, 50c.

Hand Bags

Women's Real Leather Hand Bags, with inside pocket and coin purse, semi-long leather strap handles and fancy silver frames. The fashionable small shape. Regularly \$1.49 each. Friday bargain, 98c. Genuine Suede Hand Bags, new shapes, in black, navy, green, brown, tan, and grey, with silk cord handles and gilt frames. Regularly 75c each. Friday bargain, 49c. Women's Silk Elastic Belts, all sizes and colors, with first quality buckles. Regularly 50c each. Friday bargain, 29c.

Friday Bargains at the Simpson Store

Every Item Offers Substantial Savings

A Limited Number of Handsome Suits

FOR WOMEN AND YOUNG GIRLS. Made of imported English Whipcord and modelled on correct lines. Coats have collars and revers and slanting shapes, lined throughout with good-quality of silk and fastened with bone buttons. Colors are grey and tan. Friday bargain, \$14.85. SMART THREE-PIECE SUITS FOR GIRLS. Of Imported White Serge. The dress is semi-princess, with wide pleats from front panel; coat well tailored, slightly fitting, and lined throughout with satin. Sizes 6 to 12 years. Regularly value \$9.00. Friday bargain, \$4.98. COATS FOR \$11.95. Of All-Wool Imported Serge, in dark or light tan; designed in one of the newest and most attractive styles for this season—straight lines; large collar with long narrow back and deep revers front; handsomely trimmed with silk fringe; tailored sleeves. Friday bargain, \$11.95. GIRLS' REEFER COATS, \$2.15. Made of Serge, Panama, and Worsted in grey, brown, and green; double-breasted; tailored collar and sleeves; trimmed with novelty buttons. Ages 10, 12, and 14 only. Price, \$2.15. 'IDIS' RAINCOATS, \$3.95. Rubber-Lined Cashmere, thoroughly rainproof, in navy, black, and fawn; a plain style with loose back; tailored collar of velvet, will turn up close to throat; sleeves with adjustable tab at waist. Special value, \$3.95. A GREAT FRIDAY BARGAIN IN A LOT OF SKIRTS. All of this season's latest styles, consisting of diagonal serges, hairline stripe serge, and invisible stripe serge; in black and navy, all are well tailored and perfect fitting. Sold regularly at \$7.50 and \$8.00. Friday clearing, \$3.45.

Bargains in Whitewear

FOR WOMEN, GIRLS, OR INFANTS. Bargains for Infants—Dainty short dresses, in finest white lawn or nainsook, two very pretty styles, trimmed with finest embroidery or lace. Sizes 8 months, 1 and 2 years. Regularly price, \$2.25. Friday bargain, each \$1.25. Bargains for Infants—Beautiful Christening Dress, hand-embroidery yoke, material and edges of fine val. lace, four clusters of tucks in skirt. Lengths, 30 and 36 inches. Regularly price, \$2.75 each. Friday bargain, \$1.25. Bargains for Girls—Elegant Tub Dresses for girls 3 to 14 years of age, several pretty styles in fine gingham and printed sky, pink, or navy pattern. Regularly prices, \$1.25 to \$1.50 each. Friday bargain, 98c. Bargains for Girls—Dresses of the plain tan or blue cambric, sailor style, collar and tie of contrasting color, embroidered anchor, etc. Sizes 4 to 14 years. Regularly price, \$1.50. Friday bargain, \$1.25. Bargains for Girls—Summer Vests, fine ribbed white cotton, low neck, short, long, or no sleeves. Lace finish. Sizes 2 to 10 years. Regularly price, 15c each. Friday bargain, 10c. Bargains for Women—Summer Vests, fine Swiss or lace ribbed white cotton, low neck, short or no sleeves, heading and draw tapes. Sizes 22 to 38 bust. Regularly price, 25c each. Friday bargain, 15c. Bargains for Women—Princess Slips, of fine nainsook, trimmed with embroidery medallions and fine lace insertions and frills, heading, and silk ribbons, skirt tucked. Sizes 22 to 42 bust. Regularly price, \$1.95. Friday bargain, \$1.25. Bargains for Women—Petticoats of fine cotton, deep flounce, trimmed with embroidery heading, run with silk ribbon all around skirt, two wide rows of heavy torchon insertion, tucks and ruffle of heavy torchon lace. Lengths, 35, 40, and 42 inches. Regularly price, \$2.75 each. Friday bargain \$1.95. Bargains for Women—Nightdresses of nainsook, high neck, long sleeves, button front, yoke has four rows fine embroidery insertion and inches. Regularly price, \$1.00 each. Friday bargain, 65c.

Corset Bargains

Clearing 400 pairs handsome Corsets, in famous makes and elegant models—C. B., a la Spritze, Warner's Rufftop, and Thomson's Glove-fitting; beautiful styles in fine white batiste or coutil, medium or high bust, long skirts, finest boning, four garters, lace and ribbon trim. Not all sizes in all models, but all sizes, 18 to 30 inches in the lot. Regularly prices, \$2.50 to \$3.00 a pair. Friday bargain, all at a pair, \$1.50. Three Big Embroidery Values (MAIN FLOOR). A Great One-Price Day. Black and Colored Fringes, Crystal Fringes, Jet Fringes, Colored Silk and Metal All-overs, Tunic Flouncings, Wide Beaded All-overs, Rich Bandings and Medallions, and various garnitures. Regularly \$1 to \$3 per yard. Friday bargain, 50c. There are just 30 slightly-mussed fine Swiss-Embroidered Semi-Made Robes, all white. Regularly prices \$7.50 and \$10. Friday, 8 a.m. \$2.98. No Phone or Mail Orders. This in LUNCH ROOM Friday Afternoon 3.00 to 5.30. New Maple Syrup with Toast and a Pat of Tea TEN CENTS.

Petticoats, \$1.98

Oddments from stock in silk noirettes, lustre tops, with silk flounces and embroidered Heading; mostly tailored flouncings, with fine tucks; white, navy, and black in the lot. Regularly \$3.50 to \$5. Friday, \$1.98. No Phone or Mail Orders. 'HYDEGRADE' PETTI-COATS, 98c. Women's Black 'Hydegrade' Petticoats, flounce is trimmed with rows of pin tucking and finished with pleated frill and underlay. Lengths 36 to 42. Friday bargain, 98c.

Carpets, Mattings, Linoleums and Rugs

75c and 20c fine new Japanese straw mattings. Friday bargain, yard, 13c. \$2.25 matting squares, 12 x 12. Friday bargain, 12c. 4c matting mats, 6 x 2. Friday bargain, 2c. 27 x 36 Linoleum, Printed Linoelums. Friday bargain, 30c. 27 x 36 Linoleum, Printed Linoelums. Friday bargain, 31c. Heavy Union Carpet, 36 inches wide. Friday bargain, yard, \$1.95. 12 x 12 English 22 1/2 in. Brussels. Regularly \$2.00. 12 x 12 Rich Velvet. Pile Carpet. Friday bargain, yard, 95c. 37 x 57 Handloom, English Axminster carpet with stair carpet to match. Friday bargain, 11c. Beautiful Seamless English Axminster Squares, 2 x 10 1/2. Friday bargain, \$15.50. Other sizes in proportion. Exceptional value in English Tapestry Squares, all sizes in stock. Frames made of 2 1/2. Friday bargain, \$6.95. \$210.6. Friday bargain, \$7.95. \$210.6. Friday bargain, \$9.00. Dropped designs, handsome fine quality Wilton Squares. Regularly \$25.35, 29c. Friday bargain, \$12.50. Regularly \$27.50, \$210.6. Friday bargain, \$7.95; regular \$21.55. \$212. Friday bargain, \$24.50.

Extraordinary Bargains in High-Grade Furniture

Drawing-room Suite of three pieces, in solid mahogany, including arm chair and small chair, covering of green den. \$125.00. Regularly \$150.00. Friday bargain, \$125.00. Dining-room Suite of three pieces, frames made of solid mahogany, beautifully hand carved and in satin finish, upholstering in green den. \$171.00. Regularly \$210.00. Friday bargain, \$171.00. Library, Table, in mahogany, with 4 drawers, magazine cabinet, designs. Regular prices were \$67.50 and \$74.00. A wonderful opportunity. Regularly \$125.00. Bedroom Suite, in solid mahogany, bureau, chestonair, dressing table, bed, commode, desk, chest, wardrobe, chair and rocker. Regularly \$780.00. Special for Friday, \$490.00. Dining-room Suite, in solid mahogany sideboard, dining table, china cabinet, serving table, six side chairs, and two arm chairs. Regularly \$720.00. Special for Friday, \$480.00.

Upholsteries and Curtains

CABLE NET CURTAINS. A special line of Heavy Cable Net Curtains, with handsome borders, in white only. These are most effective and durable, suitable for any room. Friday bargain price, pair, \$1.89. 300 PAIRS NOTTINGHAM LACE CURTAINS. An assortment of beautiful effects, in finest quality Nottingham. Usual large sizes. These curtains are well made and a rare opportunity at bargain prices. Friday special, 42 pair, \$5.99. LACE CURTAINS. Nottingham Lace Curtains in white only large range of patterns and weaves to choose from, 2 and 3 1/2 yards long, 58 inches wide. Usual price, \$1.00 and \$1.25. Friday bargain price, pair, 89c. 300 pairs Nottingham Lace Curtains, good wearing and wearing qualities, neat designs, usual large size, suitable for bedrooms. Regularly price, \$1.50, \$1.75, and \$2.00. Friday bargain price, pair, \$1.39. CRAFTSMAN CLOTH. Heavy Wool Fabric, 50 inches wide, artistic basket weave, in shades of green, brown, natural, blue, and crimson, very rich and expensive, most suitable for living rooms and library. Regularly price, \$1.50. Friday, \$1.00. Write for the Home Beautiful Book of Suggestions for Artistic Furnishing and Decorating.

MEN'S SUITS AS BARGAINS

These exceptionally fine Business Suits are made from English tweeds and worsteds, in the new greys, browns, and fancy stripe mixed patterns. Cut single-breasted, three-button style, with close-fitting collars, good linings, and well-tailored. Values to \$13.50. Friday, \$7.95. MEN'S WORK PANTS. Made from splendid-wearing tweeds, in brown and greys in stripe patterns. Well-sewn and will give good wear. To clear Friday at, 98c. MEN'S FRIDAY BARGAIN WATERPROOFS. Double-texture English Paramatta cloth, in a greenish-fawn color. Made single-breasted motor style, with English raglan shoulders; guaranteed to be absolutely waterproof, and well made. To clear Friday, \$8.00. BOYS' BLUE OVERALLS. Get your boy a pair of Overall to play in. 450 pairs Blue and White Overall, with bib and shoulder braces; good wearing; sizes 4 to 11 years. To clear Friday, 25c. BOYS' SHIRT WAISTS AT 39c. Boys' Shirt Waists, in good-wearing English cambric, in assorted shades and colorings; made with soft turn-down collar and patch pocket; all seams double-stitched; sizes 6 to 14 years. Regularly 50c. Friday bargain, 39c. TOPPER COAT AT \$2.98. Broken lines and sizes in Boys' Spring Topper Coats, in the new shades of grey, fawn, and olive, in English covert cloth; well made and lined; in sizes 33, 34, and 35. Regularly \$6, \$6.50, \$7. Friday bargain, \$2.98. BOYS' RUSSIAN SUITS. In the smart military style, buttoning up side to shoulder; of fine imported English tweeds in grey, brown, and olive; trimmed with braid and fancy buttons; bloomer pants with elastic bottoms; sizes 2 to 9 years. Regularly \$4.50 and \$5. Friday bargain, \$2.95.

Drug Specials

Beef, Iron, and Wine, 40c bottles. Headache Wafers, 25c boxes. One of the biggest bargains ever. Regularly 75c. Friday bargain, 50c. Dainty Bordered Washing Print, 48 inches wide, pretty floral or geometrical printed borders in black, mauve, pink, sky, and navy; a wonderful opportunity. Regularly 25c. Friday bargain, 15c. Pretty Printed Dimity, for children's and ladies' summer wear, white triple cord, striped ground with pretty flowers in yellow, pink, mauve, and sky. Regularly 35c. Friday bargain, 25c. English Bulk Syringes, Regularly 90c. Friday, 60c. Madame Yate's Blood Tonic, Regularly \$1.00. Friday, 60c. Madame Yate's Special Lotion, Regularly \$1.00. Friday, 60c. Sponges, bleached and unbleached. Regularly 40c and 50c. Friday, 25c.

Jewelry Marked Down

Women's and Men's Black Silk Ribbon and Gold-filled Woven wire Cuff Links, with amethyst, and plain signet mounts and charms. 100 Women's and Men's Gold-filled plain, hand-engraved, or stone-set Cuff Links, 10-k gold, pearl-set Scarf Pins, 10-k gold, pearl-set. Preciousia Safety pin Brooches, Pearl-set Heart Pins, 10-k gold, Amethyst-set Bracelets. Regular Prices ranging from \$1.50 to \$2.50. Friday, each, 98c. Toilet Goods Specials. With Hazel and Glycerine Jelly, for the complexion. Regularly price, 15c. Friday, 10c. Snap Hand Cleaner. Regularly price, 15c. Friday, 10c. Bourjois Java Rice Powder. Regularly price, 25c. Friday, 15c. Cleaver's Glycerine and Glycerine Toilet Soap. Regularly price, 10c. Friday, 5c. Carnation Talcum Powder. Regularly price, 20c. Friday, 15c. See Toilet Soap. Regularly price, 60c per dozen. Friday, 45c per dozen. Phone direct to Toilet Dept.

Roller Toweling, 7 1/2 Yard

2,000 yards Roller Toweling, in a good, close weave, with red border. 17 inches wide. Friday, 34c. 1,000 yards White Shier Linen, suitable for women's and children's dresses or blouses, a nice round, even thread, 36 inches wide. Regularly 98c and 80c yard. Friday, 75c. 1,500 yards Good, Heavy English Sheeting, closely woven, an extra good sheeting, 19 inches wide. Regularly 25c. Friday, 23c.

Silver-Plated Tableware Bargains

REGULARLY \$1.50 TO \$5.00, FOR 98c. This assortment of odd lines consists of Silver Plated Fern Pots, Butter Dishes, Pickle Castors, Cake Plates, Comports, Toast Racks, Dinner Gongs, Bon-Bon Dishes, Pie Plates, Bread Trays, etc. Regular prices from \$1.50 to \$5 each. Friday bargain, 98c. No telephone orders filled. Sandwich Trays, or fancy cake plates, heavily plated, bright finished, pieced design, with plain centre. Regularly \$3.50. Friday bargain, \$2.00. Cut Glass Salt Cellars, complete with sterling silver salt spoon. Regularly 90c. Friday, each, 58c.

Men's Soft Hats

Samples and odds, colors grey, fawn, brown, and black. Regularly \$1.00 to \$2.00. Friday, 80c. Stiff Hats, black only, fashionable 1912 shapes, splendid quality English fur felt. Regularly \$1.50 and \$2.00. Friday, 95c. Golf Shape Caps, in navy blue serge or fancy pattern tweeds. Friday, 10c. Boys' Varsity Shape Caps, made from fine quality navy blue melton and Beaver cloth, emblems and mottoes on front. Friday, 39c. Children's Tam-o-Shanters, assorted lot, light and dark colors. Regularly 50c. Friday, 25c.

Big Bargains in Boots

BIG REDUCTIONS FOR O'CLOCK SHOPPERS FOR CHILDREN. 200 pair children's high-grade American boots, button style, tan Russia calf with white calf tops, and black, red, and brown velvet. Sizes 2 1/2 to 7 1/2. Regularly \$1.25 to \$1.75. Friday, 85c. FOR WOMEN. 350 pairs women's boots, button and Blucher styles, patent colt, dougale kid and gunmetal leathers, low, medium, and high heels. Sizes 2 1/2 to 7. Regularly \$2.50 and \$3.00. Friday, \$1.25. FOR MEN. 500 pairs men's Blucher boots, box calf, gunmetal, and vicid kid leather, single and double soles, "Aoadia" and "Hero" brands, short and medium vamps, new spring styles. Sizes 6 to 11. Regularly \$3.00. Friday, \$1.95.

5,000 Collars Six For 25c

During the attention in the store a tremendous quantity of our reserve stock of collars and cuffs were a little damaged by dust. Come in and buy these at six for a quarter. Friday, all good shapes, and best quality. 5,000 Men's Collars, and a few cuffs, in rubber, and water-proofed linen, latest shapes. These are not seconds, nothing wrong with the quality whatever! all sizes in the lot. Regularly \$2 for 36, \$3 for 38, and \$3.50 for 40. To clear Friday, 6 for 25c. No phone or mail orders filled. OTHER FURNISHINGS. Men's Police Suspenders, heavy elastic web, solid leather cast-iron buttons, latest styles, nickel fittings, cushion back pad, double sewn. Regularly 80c. Friday bargain, 39c. Neglige Outing Shirts, with soft collar and double cuffs, odd and broken lines, in plain or stripe effects, all this season's goods, all sizes, 14 to 17, in the lot. Regularly \$1.25 and \$1.50. To clear Friday, each, 85c.

Basement Bargains

1,500 soap and tumbler holders, rich, bright, nickel plated, fancy style, well made and strong. For Friday bargain we will sell this fixture well worth \$1.25, and selling regularly for this figure. Special, 98c. 'PAT-A-CAKE' BABY DOLLS. A new and interesting doll which claps its hands, has moving arms, legs, and head. Nicely dressed. Special for Friday, 25c and 58c.

THE NEW SIDEWALK AUTO

A new wood toy for little folks, can be drawn with cord, will hold any child three to five years. Well built and strong. Special for Friday, 19c.

Groceries

2,000 Bags Choice Family Flour, 5 lb. bags, 99c. California Seeded Raisins, 3 packages, 25c. Choice Currants, cleaned, 3 lbs., 25c. Pure Kettle Rendered Lard, per lb., 15c. Canned Sweet Corn, 4 tins, 25c. Perfection Baking Powder, 3 tins, 25c. Canada Corn Starch, package, 7c. Yellow Cooking Sugar, 9 lbs., 50c. 400 Pickled Shoulders of Pork, lean and mild, 4 to 5 lbs., each, 25c. Finest Creamery Butter, per lb., 37c. Rich Red Salmon, Middle Cut Brand, per tin, 15c. Pearl Tapioca, 2 lbs., 25c. Choice Bangkong Rice, 5 lbs., 25c. Finest Canned Corn, 3 tins, 25c. 2 1/2 LBS. PURE CEYLON TEA, 58c. A blend of India and Cayton Tea, black or mixed. Monday, one ton, \$1.00. 2 1/2 lbs., 58c.

