








Three New At Clevela BUTWELL WI AND ALSO



optically Speaking In the matter of eye-glasses it is of pri-
mary importance hhat each eve-g iasis be
correctly fitted. And obrect correctly fitted. And correct fitting is an
exact seience. Consult uor opticians re.
sarding

Summer Hours--During Jùne, July and August Store Opens at 8.30 and closes at 5.30. Closes Saturday at 1 'Clock, with No Noon Delivery.

## Special This Morning---

Bleached Sheeting 69c Yard


It is an important offering which brings 1,000 yards of plain bleached Sheeting, 70 inchese wide, good serviceable quality. Not more than twelve yards
to a customer. Reduced to clear today, yard ....................: 69

Pillow Cotton Under Wholesale, Cream Flannelette, 27c Yard59c Yard-Good quality Circular Pil-• 2,000 yards Cream Flannelette, soft,
low Cotton 44 inches low Cotton, 44 inches wide. 700 yards $\begin{aligned} & \text { warm napping, extra strong, service- } \\ & \text { to clear. Not more than ten yards to a } \\ & \text { able quality. } 27 \text { inches wide. Not }\end{aligned}$


Today! Men’s Boots and Oxfords All One Price $\$ 4.95$ No Phone, Mail Friday Bargain $\$ 4.95$ or c.o.D. orders
A rare bargain! We have gathered together all remaining stocks of Boots and
Oxfords with Goodyear welted exery last pair today. Comed early and buy your footwear for fall and, winter at a fraction of its reál value. There are black and brown calf, black kid, and a few patent leathers-with medium and heavy weight soles, which are just a small pro-



Clearing Infants' and Children's Garments at Half---25c to $\$ 3.25$
700 in all-general clearance of dainty garments, made up of balances from previous sales, manufacturers' samples and soiled garments from regular stock. Long robes, long skirts and shortening dresses to 2 years-white and coland jackets-nightgowns, drawers, underskirts and princess slips. In 10 years. Friday bargain, 25c to $\$ 3.25$.
No Phone Orders, Plea
Girls' $\$ 8.50$ Voile Dresses, $\$ 4.25$

Sizes 8 to 14 Years Half-price sale of imported Colored Voile Frocks, in plain pink or
dainty floral designs. The large coldainty floral designs. The large col-
lars and cuffs are of crisp white lars and cuffs are, of crisp white or-
gandie, and a narrow black velvet ribbon finishos the waistline. Half-price, bon finishes the waistline. Half-price,--
Friday bargain $\because$ Girls' 6 to 14 Year Dress section. 4.25

Children's 95c "Zimmerknit" Jerseys, 69c. Sizes 3 to 12 Years Splendid wearing Jerseys of closely knitted cotton. They have long color band at the neck to match. Gray color band at the neck to match. Gray
with white, navy or cardinal. Friday
bargain ................... 69

## Quoust $\frac{\text { Cale }}{\text { Cale }}$ furniture

-Offers Good Furniture at Actually Below Wholesale The furniture offered in this great sale event is altogether of the dependable kind. It is constructed, for painstaking workmanship cannot help but ensure satisfactory results.
Although the selling has been "fast and furious," as the saying goes, still the vast stocks are large en ough and good enough to meet any demands.

No sooner are suites and pieces sold than reserve | stocks |
| :--- |
| complete. |

It is a most interesting sale from every standpoint
-quality, variety and val To print a full possible within these space limits offerings is imsay that never before have we offered such a big variety of sound furniture at prices so amazingly low.
Fifth Floor.

Fresh Fruit Pies. Imagine golden brown, flaky crust that crumbles under your fork, filled with. luscious fruit, and you have one of our fresh fruit pies. There are apples, cherry, rasp-
berry, gooseberry and black berry, gooseberry and black

currant French Pastry | currant. French Pastry |
| :--- | :--- | :--- |
| Counter .............. 75 |

A Transfer Shopping Card will save your time when making purchases in several departments. Shop on a Transfer Card.

Have you lunched in the Simpson Palm Room lately? Try it today and enjoy a satisfying meal amid pleasing surrounding

The Simpson Telephone Service is at your disposal to use whenever you feel that you cannot convenienty come to the store. Telewith all departments. Th market telephone is Ad. 6100.

Boys'suits $\$ 9.95$
Suits of serviceable dark tweed, in brown and gray in an up-to-date model, with all-round loose belt, plain
back and front, slash pockback and front, slash pock-
ets. Bloomers full fash-
ioned Sizes ioned. Sizes 26 to 34-8
to 16 years. Friday bar-
gain ............... 9.95 Big Boys Khaki
Trousers $\$ 2.39$
Sizes 13 to 18 years. With belt loops, pockets
and cuffs at bottom. Fri-

Small Boys' Overalls 98c
Sizes 2 to 8 years. Khaki and blue with white stripe denim overalls -ank Ie
length, bib with straps over
shoulders shoulders. Friday bargain,


Today in the Simpson Store for Men--

THIS store for men is constantly alive to the everyday needs of men. It keeps the sharpest look-out for the newest and best at the. least money cost to the customer.
It continues in the forefront of men's stores by serving men as they like coats, Friday Bargain, $\$ 13.95$ Trencher model, made from medium gray tweed, with all-round belt (detachable), convertible collar and
slash pockets. Fancy plaid lining slash pockets. Fancy plaid lining.
Sizes 35 to 48 . Friday bargain 13.95
Men's Light Weight Tweed Outing Trousers, Today, $\$ 4.98$ Just 100 pairs of these trousers-
made from smart plain gray tweed and finished with five pockets, belt loops and cuff bottoms. Sizes 29 to 44.
Friday bargain ............ 4.98

Men's $\$ 22.00$ to $\$ 35.00$ Outing Suits, Poday, \$18.95
Palm Beach, Mohair and light weight Tweed Suits in sizes 35 to 44.
Smart shades. Friday bargain 18.95

## Men's $\$ 32.00$ to $\$ 45.00$ Suit

Today, \$28.95
An important Friday bargain. Tweed and Worsted Suits-the most for men and young pattern effectsfor men and young men. Sizes 35 to
44. Friday bargain......$\% 28.95$

Men's Panamas \$6.95
Regularly $\$ 10.00$ to $\$ 15.00$
A splendid opportunity to secure a high-grade Panama of genuine South American quality at a big saving. Fedora, sailor, telescope crown and negligee
shapes. No phone or C.O.D. orders, please Friday bar Men's Tweed Hats, $\$ 2.95$
Fedora shaped tweed hats in plain shades and fancy designs. Taped and
lined styles in the lot. Friday bargain, at $\ldots \ldots . .1 . . . . . . . . . . . . . .2 .95$ White Canvas
Pumps \$1.69
200 pairs of women's White Canvas Pumps,
which are slightly soiled, which are slightly soiled, $21 / 2$ to 6 -good fitting lasts, with light McKay turn soles and leather or covered heels.
Friday bargain
Women's White Canv
Boots, $\$ 4.50$
240 pairs women's White Canvas Boots, with Goodyear welted soles and Span-
ish heels. Sizes 4 to $61 / 2$.
 Women's $\$ 6.00$ Black Kid Women's $\$ 6.00$ Black Kid
Oxfords for Wide Fet Oxfords for Wide Feet,
300 pairs women's Black Kid Oxfords in broad-fitting style, with medium round toe, turn sole and leather
Spanish heels. Width ESpanish heels. Width E-
sizes 4 to 6 . Regularly
 Girls' $\$ 5.00$ White Buc Boots, \$2.25 White Buck Boats girls or lace styles; some have Goodyear welted solesroad toes and low heelsbroken range of sizes from
8 to larger girls' size 2 . Fri-
day bargain

Women' $\$ 3.00$ Men's Underwear, Seconds,

## Today 59c

 Great Friday Offering of a Manufacturer Regular 75 c and $\$ 1.00$ GradesLookahead-men will stock up at this low price Balbriggan shirts and drawers in natural shade-long or short asleeves, and knee or ankle length drawers. izes 34 to -44. Defects in some cases consist merely of oil stains; other garments are slightly mended. Extra
special offering today, garment

Men's $\$ 1.50$ and $\$ 2.00$ Sports Shirts, $\$ 1.38$ all-white or white with fancy striped collars $\$ 1.38$-In to 17. Regularly $\$ 1.50$ and $\$ 2.00$. Friday bar-

Men's $\$ 2.50$ Negligee Shirts, $\$ 1.98$-Fancy striped patterns-coat style-soft double French cuffs-good
quality shirtings. Sizes 14 to 17 . Regularly $\$ 2.50$ riday bargain. . Sizes 14 to 17 . Regularly $\$ 2.50$

Boys' $\$ 3.00$ and $\$ 4.00$ Sweaters, $\$ 2.44$ - Plain oat and Norfolk styles. Plain colors in fancy stitch also striped fronts. Sizes 28 to 34 . Reguiarly $\$ 3.00$
to $\$ 4.00$. Friday bargain, at ............

Men's Leather Belts, 39 c -Solid leäther, in black, tan and gray. Sizes 30 to 44.65 c and 75 c values.
Friday bargain ........................... 39

Men's $\$ 5.00$ and $\$ 6.00$ Sweaters, $\$ 3.79$ fancy knit-plain knit-storm follar regular stockfancy knit-plain knit-storm collar or " $V$ "
good assortment of colors. Sizes 34 neck-


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Is Stranded


