

SIMPSON'S

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Telephone Main 7841

STORE OPEN ALL DAY TODAY

Market Adel. 6100



'Tis the Season of Weddings

And Many a Bridesmaid-to-Be is Seeking Her Wedding Hat.

This season, the correctly-apparelled bridesmaid must look demurely from 'neath broad sheer brims in happy flower-like colorings.

And so you will find large hats of finest satin straw gay with pastel-toned ribbons, georgette and field flowers—fetching picture hats of leghorn combined with hair, or leghorn with ecru lace—delicately transparent hair hats. Rare Italian milans too, faced with georgette, and abounding in flowers and foliage.

Our designers have exploited quite the smartest array of bridesmaids' hats we have ever shown, favoring such shades as pastel blue, orchid, pink, milan, cream, natural, sand and oyster. Priced between \$17.50 and \$27.50.

Simpson's—Second Floor.



What a Host of Charming Frocks There Are!

Georgettes, Taffetas, Satins, Tricolettes, Crepes de Chine and Serges—Scores of Styles in Each Favored Material—Each Typifying the Cleverest Modes of the Spring Season and Beautifully Made.

A dainty satin frock has its vestee and tunic cleverly embroidered in soft contrasting shades. Also a broad girdle and short sleeves. Navy, brown and wine. Women's sizes. 29.75

A stunning design in brown georgette boasts the new bib collar so favored of Paris—this chain stitched with silk in lattice design, over which climbs a great red rose done in crystal beads. The tunic is also chain-stitched. Size 36. Price 45.00

Such a pretty frock for the Miss has a little coatee bordered with a drop knife-pleated frill. A similar frill falls below the broad girdle. Black and navy. Price 32.50

A handsome tricolette frock for Misses has the modish mandarin overblouse and Oriental embroidery in self or contrasting color, with gold, navy and taupe. Price 49.75

Simpson's—Third Floor.

The Smartest Coats for Women Are of Polo Cloth

Particularly these dashing models in tawny-colored camel-hair finish we are now showing. There's a host of designs for motor, street or dress wear, priced all the way from \$35.00 to \$75.00.

Simpson's—Third Floor.



Newest of Wash Fabrics for Sunny Days

Spring may linger, but the wash fabrics are here in all their Summertime glory. Already visions of outdoor life make us restless, and we long to "don" a cool dimity frock or go shopping in a smart linen or beach cloth suit. Your Summer wardrobe may include some of these:

So very dainty are the pink dimity checks, which may be either large or small. Their soft coloring is sure to appeal to everyone. 36 inches wide. Today, yard .79

Not quite so stiff as organdy, but possessing all its fine sheer qualities, is this new organdiette material. Your afternoon Summer frock of this will be lovely. You may choose pink or mauve. 40 inches wide. Today, yard .49

A shy little rose may peep out at you or a demure conventional design in light and dark coloring is sure to appeal to everyone. 27 inches wide. Today, yard .39

After all, there really is nothing smarter than a gingham frock, and these Anderson Gingham are particularly attractive in color combinations of blues, pinks, greens, etc. 27 inches wide. Today, yard .65

Simpson's—Second Floor.

Misses' Stunning Coats

Are in Many Cases Silk Lined Throughout.



Besides, they are fashioned from soft velours, silvertips and polo cloths, in the snappiest sports styles imaginable—you can understand how good are their values.

Leather belts are shown on many of them—there are also chic cord tuckings, chenille stitchings, box and inverted pleats and big buttons.

Colors, taupe, sand, brown, rose, copen, Pekin and French blue. Price 37.50

Simpson's—Third Floor.



Spring "Undies" for Women

A Timely Sale of Spring Underwear, Including Combinations, Drawers, Vests etc.

Women's Drawers

Special offering of women's drawers. Beautiful quality soft white cotton drawers, wide umbrella style. Deep frill is of same material, pin-tucked and edged with pretty Swiss embroidery. Both styles. Today .79

White Cotton Underskirts

White cotton, neat-fitting style, with wide full flounce of self; some are pintucked and lace-edged, others are of Swiss embroidery. Today 1.49

Directoire Bloomers

Just the kind for present day wear. Excellent quality knitted cotton, very roomy. Elastic gathered waist and knee. Pink, sky, black or white. 98

Simpson's—Third Floor.

The Robert SIMPSON Company Limited

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