

SIMPSON'S

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Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100



Smartest of Spring Skirts

Wonderful Sale of Beautiful Skirts Formerly Priced at \$35.00 to \$42.50.

Vibrant with color—fashioned along the most exclusive lines the season dictates, and of the most wanted fabrics—these skirts simply beggar description. When you see them today, you will appreciate their value, particularly when we tell you that skirts which are almost exact in design are actually in stock at the original prices.

Baronets and Kumai-Kumsas of gleaming beauty, and in such favored shades as flesh, pink, Bermuda, rose, nasturtium, turquoise, purple, navy, black, dove and white. With great crystal or novelty pearl buttons and pockets so unique and fetching as to deserve a whole chapter to themselves.

Rich Wool Plaids in modish browns, blues, black and white, and a few high tones. Straight and pleated models of elegant smartness, with snappy pockets and broad button-trimmed girdles.

Sizes 24 to 32 waistband in the lot, though not in every style. Also a few over-sizes. Be here when the gong goes today for choice at 24.75

Simpson's—Third Floor.



10 a.m. Sale Imported Tricolette Frocks



A Most Exclusive Collection of \$75.00 to \$110.00 Models Representative of Some of the Stunning Models Displayed in Our Salons for Imported Gowns. These Tricolette Frocks Are Quite the Smartest for Dressy Summer Afternoon Wear Four of the Charming Designs Are Illustrated Above.

Every woman concedes first place to the ultra-fashionable frock of tricolette, and inwardly longs to possess one. But under ordinary conditions, frocks of this rich, supple material are so priced as to be beyond the more limited income.

Think, then, of the glorious opportunity this great sale presents—made possible by one of those value-making special purchases for which our Dress Department is famous.

Exquisite dresses in perfectly-woven plain or drop-stitch weaves of heavy all-silk qualities. The special price, together with the illustrations which picture a few of the many models, should alone suffice to clear these frocks with a rush. But we are so enraptured with them, we must mention a few of their lovely features.

—Dressy long bodices, inset with Oriental designs.

—Handsomely tasselled girdles of self or silk cord.

—Graceful tunics, heavily embroidered in silk and gold.

—Novel panelled effects, with large buttons for trimming.

—New and stunning coat designs.

—Dainty new necklines, and in many cases the modish short sleeves.

Colors, navy, taupe, brown, black, and a few midnight blue, and sizes 16 to 40 in the assortment, though not in each style. \$75.00 to \$110.00 styles on sale at 10 a.m. this morning. 59.75

Simpson's—Third Floor.

Women's Stunning Spring Coats \$25.00

Regularly \$32.50 to \$45.00 Values.

Favored Spring designs in most attractive assortment—developed from velours, serges, chevots and fancy mixtures, in colors, navy, sand, copen and rookie. Extra value today 25.00

Simpson's—Third Floor.



Little Chaps Look Well in Reefers

Boys' Natty Blue Reefers

Handsome styles in boys' blue serge reefers, developed in a dressy wool and cotton mixed material that will hold its shape and color. Double-breasted models, some with patch pockets, others with vertical style, finished with brass button and black velveteen collar. Sizes 2½ to 8 years. Today, at 9.45

Boys' Blue Reefers

All-wool, Irish Serge Reefers. Absolutely fast color. Double-breasted, notch collar model with brass G.R. buttons, vertical pockets and plain or half-belted back effects. Sizes 2½ to 10 years. Today 13.50

Boys Like "The Dover"

An attractive all-wool, high-grade serge reefer, made with deep sailor collar, trimmed with three rows of white braid. Double-breasted model with brass buttons, ½-belt at back. Sizes 2½ to 10 years. Today 15.00

Simpson's—Second Floor.

Tennessee Red Cedar Chests

This is the time to invest in a genuine Tennessee Red Cedar Chest in which to store your winter clothes and fur.

These chests afford absolute protection from moths and dust, and are constructed of a selected cedar which will retain its fragrant aroma indefinitely. Here are the measurements of a very convenient size—32 inches long, 18 inches wide, 17 inches high. Priced at 26.75



See the New Chintzes Today

If you have not yet selected the chintzes you are needing for new side draperies, slip covers for furniture, portieres, cushions, etc., we strongly advise you to inspect the fine collection we are now showing. It is representative of the best productions of the world's foremost manufacturers.

No matter what particular coloring or class of design is required, you will have no difficulty in making a choice that will be satisfactory both as to price and quality.

30 to 36-inch chintz, 59c to \$2.98 yard.
50-inch chintz, \$1.49 to \$7.50 yard.

Draperies—Fourth Floor.

FREE KNITTING DEMONSTRATION

Miss Rhoda James
Expert Teacher of Knitting

Will be in the Art Needlework Department, Fourth Floor, daily, to demonstrate new stitches and teach the art of knitting any garment desired.

Hours—9 to 12 in the morning,
2 to 5:30 in the afternoon.

Simpson's—Fourth Floor.

Misses' Spring Coats

Many Jaunty Styles in All the Fashionable Weaves.

Truly remarkable value—being developed from the fashionable polo cloths, velours and tweeds in modish tan shades.

Leather belts, pintuckings, box and inverted pleats, shaded buttons and contrasting-colored fabric—these are among the smart features. Sizes 14 to 20 years, and leading shades. Priced, \$19.95, \$25.00 and \$29.75.

Misses' \$12.50 Raincoats, \$9.95

A timely selling, indeed, for a month like April.

The coats are of light-weight, water-proofed Para cloth, in the popular trench style with inverted pleat-back, belt, and raglan sleeves with strap cuffs. Sand only. Special, this morning 9.95

Simpson's—Third Floor.

The Robert SIMPSON Company Limited

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