

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

# Simpson's Wonderful "May Day" Programme, Saturday

**\$50.00 Dresses at \$25.00**  
**\$62.50 Dresses at \$32.50**

Many of these dresses are individual models—of others there are two or three of a kind and, at most, not more than a half-dozen of one design. You can easily imagine just how many, many styles you will have to choose from when you note the great number of dresses in the sale.



### The Afternoon Dresses Revel in Rare Embroideries and Beadings

One in taupe georgette has the new accordion-pleated tunic and is exquisitely beaded in amber, red and black crystals.

Buff and marine blue georgette combine in a lovely dress elaborated by embroidery in brown and gold and an old gold rope girdle.

Flesh Georgette in a Summer tea-frock dotted here and there with great jet-beaded flowers and finished with a black cord-girdle.

Navy Georgette, heavy with jet beads, in handsome lattice design.

Navy satin, with elegant vestee in old gold and Oriental-toned brocade.

These and scores of other equally fascinating models in navy, taupe, midnight, black, pastel shades and enchanting combinations. Each at just half-price today.



**\$75.00 Dresses at \$37.50**  
**\$85.00 Dresses at \$42.50**

### Handsome Black Dinner Gowns

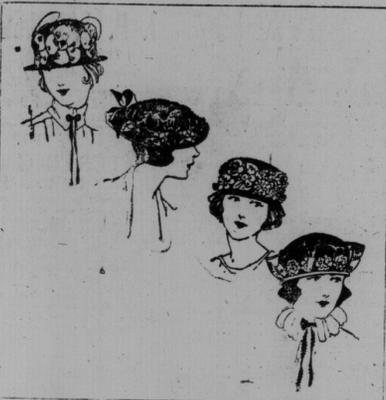
About 40 in Satin Charmouses and Charmante of luxurious qualities, with a decolletage of satin and tulle, and brilliant touches of sequins, jets, silver, gold, French flowers and ostrich. All at half-price today.

### Loveliest Evening Frocks for the Summer Dance

—and each perfectly new, fresh, clean and delicately beautiful. In ostrich, peach, maize, apricot, pink, baby blue, Nile and white duchesse satins and shining taffetas with bouffancies and bodices of silk and tulle, rich lace, sparkling tinsel bandings and vivid flowerets. These on sale at half-price today, in the Salons for Imported Gowns.

In this great assortment the sizes range from 16 to 20 years and from 36 to 40, for women and misses. On sale the minute the gong goes this morning at half-price, **\$30.00, \$35.00, \$37.50 and \$42.50.**

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### Seven Glass Show Cases of Trimmed Hats \$7.45 and \$11.45

So many clever styles as to beggar all description—indeed, there are no two alike. The best selling colors of the season are here and many of them are in the fashionable transparent effect with flower or fancy feather trimming. Some are in solid black.

Regularly \$10.50 to \$12.50. Today **7.45**  
Regularly \$15.00 to \$20.00. Today **11.45**

### \$4.50 Banded Sailors at \$1.95

Dashing styles in bright finished fancy braids, and reds, blues, sand, taupe, etc. Regularly \$4.00 and \$4.50. Today **1.95**

### Handsome Flower Wreaths From Overseas

A wonderful assortment of beautiful styles in the new mixed colors. Each, **\$1.00 to \$3.50.**

## 350 Wonderful Frocks at Half Price

Beautiful afternoon frocks in Satin Charmeuse, Satin Charmante, Taffeta, Crepe Meteor and Georgette—resplendent black dinner gowns in Satin and Net—bewitching Summer dance frocks of transparent loveliness in exquisite pastel shadings—every single dress a fresh, new and charming adaptation of the leading modes for Summer and early Autumn.

## New Neckwear in Colored Organdy

Daintiest colored ORGANDY PETAL FRILLINGS for round-neck dresses. The prettiest shades imaginable, in coral, peach, Saxe, orchid and flesh, with designs embroidered in white. Today, yard **1.25**

VESTICES with collar, fine cretonne net with Valenciennes lace ruffles, in white or cream. Special, today **1.25**

CHILDREN'S COLLAR AND CUFF SETS of Guipure lace. Neat designs, round or square shape collars. Today, set **1.50**

## New Victor Records for May

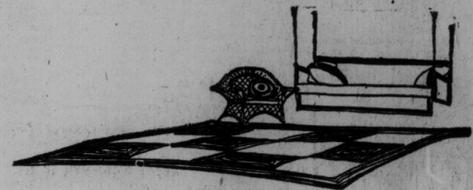
Listed below are a few of the best:

- \$1.00, 10-Inch, Double-Sided**
- 216096—Hawaiian Nights—Waltz ..... Ben Hokea
- 216107—Sweet Hawaiian Moonlight—Waltz ..... Ben Hokea
- 216107—I Like To Do It—Fox Trot ..... Billy Murray's Melody Men
- 216132—Somebody—One Step ..... Billy Murray's Melody Men
- 216132—Medley of Popular Songs ..... Peerless Quartet
- 216140—Down on the Farm ..... Peerless Quartet
- 216140—Left All Alone Again Blues—Fox Trot ..... Radzman's Novelty Orchestra
- Saxopation—One Step ..... Benny Krueger

- \$1.25, 10-Inch, Red Seal**
- 64864—Sunrise and You ..... Edward Johnson
- 64863—Duna ..... Werranrath

- \$2.00, 12-Inch, Red Seal**
- 74608—Lo, Here the Gentle Lark ..... Gall-Curel
- 74607—Song Without Words ..... Mischa Elman

Phone Main 7841  
Simpson's Victrola Department—Sixth Floor.



## The Empire Grass Rugs

A heavy weave of prairie grass in green, blue and brown. Plain centres, key or lined borders, also medallion centres. An excellent veranda rug or for a living-room and dining-room of the summer cottage. Sizes:

- 12 ft. x 9 ft. .... **9.75**
- 8 ft. x 10 ft. .... **7.50**
- Small Rugs, 2 ft. 6 in. x 5 ft., at ..... **1.35**

### Reversible Japanese Matting Rugs

Various colorings, reversible figured matting, suitable for bedroom use. Sizes:

- 9 ft. x 11 ft. 8 in. ... **7.29**
- 6 ft. x 8 ft. 8 in. ... **3.95**

### Plain Japanese Matting

A cool, clean and durable summer floor covering, 36 inches wide, at **45c** yard; also figured matting, 36 inches wide, at **65c** yard.

### Colonial Braided Rugs

Heavy Cotton Braided Rugs in just the right color effect for summer use, oval shape. 24 x 36 inches, at **3.95**

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