

SIMPSON'S

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Telephone Main 7841

Store Opens 8:30 a.m.

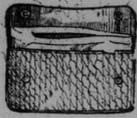
Closes at 5:30 p.m.

Open All Day Saturday

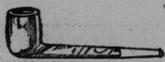
Market Adel. 6100

Half a Page of Smokers' News

Showing That in Simpson's the Man Will Be Able to Secure Pipes of the Best Manufacture, Pouches He Will Like and a Great Choice in Accessories.



Real Leather Tobacco Pouch, lined with rubber. Size 5. Special value at 1.00



Kola French Briar Pipe, dark brown finish, black vulcanite mouthpiece, bent or straight stems. Special value 1.00



Metal Ash Tray, in silver and brass finish. Each85



Metal Smoking Set, copper and gunmetal finish, fitted with ash dump and match box. Special 3.00



French Briar Pipes, black vulcanite mouthpieces, straight or bent stems. Special value .50



Simpson's—Main Floor



American Meerchaum Pipe in plush-lined presentation case, Bakelite mouthpiece, straight or bent stems. Special value, each, \$6.50 and \$7.00.



G.B.D. Briar Pipes, finest quality French briar, black vulcanite mouthpieces. Each pipe guaranteed. \$2.25 and \$2.50 each.



Companion Pipe Set, containing two good quality briar pipes with vulcanite stems 7.50



Tan and Brown Cowhide Cigar Case, to hold five cigars. Special value 1.25



Nickel-Plated Cigarette Cases, fitted with rack to hold ten cigarettes. . 2.50

What can compare (says the smoker) with that rare exaltation that comes of a fine Spring morning as, a good breakfast well disposed of, you tramp briskly to the office with the favorite briar drawing full and free? The cheery little influences of the season, the sunshine, and the pipe—even Robert Louis Stevenson rhapsodized a bit over this combination of delights.

When a man buys a pipe nowadays, he seeks one that will stand by him. One that will ripen into age. He desires a good pipe.

Simpson's specializes in high-grade smoking outfits. Reliable briars; reliable makes; attractive prices. You will be pleased with the assortment.

Bridal Lingerie

"Happy the bride on whom the sun doth shine," it is true—but happy the bride whose good fortune it is to choose her lingerie from the gloriously colorful collection of new and exclusive designs which have just reached the Department devoted to their showing.

Here are the drifting pinks and snowy whites of apple and cherry blossoms—there a glimpse of Summer sky in a fetching blue satin chemise.

Nymph-Like Garments

Then, as if to tell of Fashion's delightful whimsicality, come dainty nymph-like silken garments, which combine such rare colorings as gray and rose, lavender and flesh, vivid jade and peach, orchid and Nile. So radiant a symphony that you just catch your breath with admiration and long to know just which to choose.



SIMPSON'S

\$100 to \$150 Suits \$89.75

Individual Models and Exponents of the Most Exclusive Dressy Tailored Modes.

They are developed from rich tricotines, gabardines, poret twills and cloth-finish serges, in deep-dyed tones of the favored navy. You will note such lovely features as:

- Tasselled satin girdles
- Novelty-cut coats
- Striking tailored models
- Exquisite hand-embroidery
- Elaborate braid-trimming
- Vestees of silk, metallic and duvetyne
- Handsome button-trimming
- Rich plain and printed silk linings.

Sizes 14 to 20 years in the lot. A host of styles, but early shopping today is imperative for choice at 89.75

Misess' Coats at \$37.50

Two very smart sports styles—one with cartridge-pleated belt, the other with novelty stitched, box-pleated back. Both finished with snappy collars and big buttons. Beautifully lined thruout. Colors, rose, fawn, camel and French blue. Today 37.50

Simpson's—Third Floor.



School's Out!

Then the mad race from class rooms. Stones are kicked over, toes are stubbed, in the mad rush to get "home." Boots and shoes are the least of the small boy's and girl's worries, but mother thinks quite differently. She will appreciate the wonderful service and superior quality of the Simpson shoes.

STURDY BROWN BOOTS, strong, Goodyear welt, low heel. High cut straight last so necessary for growing feet. B, C and D widths. Sizes 3 to 10½, \$6.00; 11 to 2, \$8.00.

CUSHION SOLE SLIPPER, for the wee boy and girl. Mother may choose either a buttoned or laced style, a patent or kid top, or the little toddler may wear an all kid model. The cushion sole is so comfortable and sensible for the growing feet. C and D widths. Sizes 4 to 7½, \$3.75; 8 to 10½, \$4.75.

KIDDIES LOVE SANDALS. It's such fun not to have to wear stockings. Little chubby bare feet feel so good in these comfortable slippers with suede lining and spring heel. Sizes 4 to 7½ 3.25

Simpson's—Second Floor.

In the Kiddies' Gingham

So Bright and Fresh for School Wear. Charming Styles Filled With Novelty Effects.

Six hundred dresses fashioned in about five different styles is the unusual opportunity afforded in this special selling. The gingham are splendidly woven in fashionable stripes and plaids, featuring all the new Spring shades.

One style may be had in brown or pink striped gingham. Pretty rounded collar. The little blouse and sleeves present a novelty contrast of blue chambray piped with white pique. Two serviceable pockets and belt.

There are four other styles, each prettily trimmed with white pique or colored chambray. Size 6 to 14 years. Regularly \$4.50. Today 2.25

Infants' and Children's Wear Reduced

(No Phone Orders, Please)

A noteworthy clearance of high-grade children's wear, including manufacturer's samples and slightly counter-soiled garments from regular stock. Infants' long and short clothes and woolies up to 2 years, white and colored dresses up to 6 years, and nightgowns, drawers, combinations and undershirts up to 14 years. Not all styles in each size. Today, half-price, at 17c to \$4.49.

Simpson's—Third Floor.

"Linda" Smocks

Though but recently arrived in our Blouse Department, they have already created a sensation—for never has Dame Fashion exploited anything quite so original, so unique, so daringly barbaric in the way of a sports smock. Any girl might well long for Summer sports just for the sheer joy of donning one of the colorful creations, or if she is "out of the game" but wants to be "in the picture" she will find quite as much fascination in the wearing of it.

"Linda" Smocks

are sold in this City exclusively by Simpson's. Each is different, each wholly new. In choosing one you are assured of having quite the smartest thing procurable in Smockland, as well as something charmingly exclusive in your wardrobe. And breathes there a woman who doesn't just dote on that?



SIMPSON'S

Men's Gunmetal Oxfords

We are showing the snappiest line of gunmetal Oxfords for men that can be found anywhere. These shoes have Goodyear welted leather soles and are made in three fashionable shapes—the recede, the round toe and the broad toe. Sizes 5 to 11. Price \$9.00

Simpson's—Second Floor.

Men's Victor Oxfords

These are wonderful value and are having the approval of our most critical customers. The brown calf uppers are made of fine selected stock, the leather soles are Goodyear welted. The lasts and patterns are correct in every detail. These are shoes that combine comfort, style and value. All sizes 5 to 11. Price 10.50

Simpson's—Second Floor.

Men's Work Boots

We have a few pairs of men's black box kip laced boots with plain vamp. An ideal work boot for men who like comfort and good wear. Please note sizes 9 to 10 only. Regularly \$6.00. Today 3.95

No phone, mail or C.O.D. orders on these. Simpson's—Second Floor.

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