

SIMPSON'S **SIMPSON'S** **SIMPSON'S**

Telephone Main 7841 Store Opens 8:30 a.m. Closes at 5:30 p.m. Open All Day Saturday Market Adel. 6100



"Riviera" Hats Spell Exclusiveness

Two Features Which Women Joy at Finding in New Millinery.

Our designers have just returned from New York with fresh, new, original ideas for the fashioning of "Riviera" hats. You will find these expressed in stunning liere-brimmed models with mohair crowns. Summer mohair and maline effects and smart all-liere hats.

These smartened by glycerined or fancy feathers or enriched and embroidered by gaily-colored flowerets. Among the assortment is a number of pretty outing hats in bright shades, but colors run mostly to the favored black, navy, nigger and sand. Prices, \$15.00 and \$16.50.

Stunning Tailored Hats

"Veandes," the famous sports and tailored hat house, made these characteristic and refined tailored hats of fine hand-sewn liere. All banded and finished with silk cord ribbon. Black, navy, brown and taupe. Today... 12.50

Simpson's—Second Floor.

The Palm Room

High in the secluded Palm Room, while the day's new traffic clatters in the streets below, the Business Man enjoys his breakfast and his morning paper—served together.

Simpson's—Sixth Floor.



A Suit for the Small Boy

Mothers! Here are wonderful values in gray and blue corduroy suits for your little chaps. They come in Oliver Twist model, finished with white pearl buttons and detachable white pique collar. These make ideal play suits, being both dressy and serviceable. Sizes 2½ to 8 years. Regular value \$6.50. Today, special... 3.95

Boys' Suits at \$7.95

Suits that can be romped and played in without the fear of ripping and tearing. Developed in gray and brown shades of sturdy cottonade that will wear well. Designed in Belter model with bloomer pants, having belt loops and governor fasteners. Sizes 26 to 30. Today, special... 7.95

The **SIMPSON** Company Limited



Simpson's Salons for Imported Gowns

Springlike Taffeta Frocks

Present Scores of Bewitching Individual Models to the Miss in Quest of Her Spring Wardrobe.

Stunning, indeed, is a frock in tete de negre taffeta latticed from neck line to hem with exquisite crystal beads in the fashionable henna shade. Three rows of box-pleated ruffles upturned about the hem and beige facings on the broad girde and short beaded sleeves are a chic feature. Price... 125.00

To many taffeta frocks, life is just one ruffled pleating after another. Emphasized in a navy model, whose bolero bodice, sleeves and hips are adorned with triple fan-shaped pleatings, centred with ornaments in blue and gold brushed silk. The skirt, too, is divided into little panels, up which run these fetching pleatings, and there's a pleated frill about the round neck. Price... 97.50

A bolero bodice which grows into a sash, a scalloped tunic with bouffant hips, and toast-tinted georgette points on neck and sleeves, are clever features of a smart navy taffeta. Price... 65.00

Simpson's—Third Floor.

\$35.00 and \$42.50 Frocks Going Out at \$24.75

Such a variety as to supply nearly every Spring need, and a price so moderate as to meet the demands of the most limited income, are the reasons why these frocks will likely sell with a rush today.

Ruffly taffetas—pretty satins—exquisitely beaded georgettes and clever combinations of these fabrics, in a host of newest designs and favored shades. Also dainty evening frocks of pastel hues that have become slightly soiled.

No Phone or C.O.D. orders, please. Be here when the gong goes today for these lovely frocks at... 24.75

Simpson's—Third Floor.



Boots That Defy the Sturdy Romps of Childhood

Goodness, son, you do wear your shoes out so quickly! How many times have little eyes cast rueful glances downward while mother repeats the old story. But, though mother may scold, she really does understand, and that means a trip to Simpson's, where the sad story may be forgotten in shoes that fulfil every requirement.

Strong School Oxfords. Brown kid oxford with sensible square toe, so necessary for growing feet. MacKay sewn sole. Flat heel. Today, special, sizes 8 to 10½, \$3.19; 11 to 2, \$3.69.

Brown Kid Boots, so serviceable for school wear, Full-fitting toe, flat heel. These boots are high cut. Today, special, sizes 11 to 2... 4.49

Instep Strap Slippers

Black Patent Slipper for party or "best" occasions. Goodyear welt sole, sensible instep strap. Smart silk bow. Full-fitting toe. B, C and D. Sizes 11 to 2... 5.50



Marten Scarfs Are Very Smart for Spring

They give the finishing touch to your Spring suit. We are showing a splendid variety ranging in sizes from the one-skin choker at \$35.00 to the larger scarfs at \$150.00. Handsome Fox Furs in choice peltries, and in the season's latest shades. \$45.00 to \$650.00. Gray Squirrel Ties, \$40.00 to \$75.00. Simpson's—Second Floor.



Daintiest of Lingerie Blouses

One Cannot Have Too Many of These Blouses—They Are so Fresh and Cool Looking.

Made by exclusive blouse makers, these dainty styles offer a wealth of smartness at an unusually low price—a rare opportunity worth taking quick advantage of.

The materials are sheer English voiles, beautifully trimmed with the fine Swiss embroideries and laces, so hard to obtain nowadays. Square, round, tuxedo or convertible collar effects of exceptional chic. Stock up for the coming Summer at today's prices. For misses and small women. Sizes 34 to 42. Regularly \$5.00 to \$7.50. Today... 3.79

Simpson's—Third Floor.

The **SIMPSON** Company Limited

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