

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

For The June Bride



Choosing the Appreciated Gift of Furniture for the June Bride

There is added charm about the gift that lasts, and is a daily reminder of the giver. Such a gift may be one of the many lovely pieces of furniture with which the department is so happily stocked.

Wonderful Chesterfields—just the sort you sink down into with the softest of cushions to make them all the less resisted—arm chairs to match, that make you long for a rainy day, a good book and a cosy fireplace, and ever so many smaller pieces that will be the joy of every happy bride in the new home or small apartment.

Martha Washington Sewing Tables, in black walnut, have three drawers, with pockets on ends. Regularly \$37.50. Today **33.50**

Tea Carts, in oak and mahogany and walnut, have large rubber-tired wheels, separate trays. Prices from **\$18.50 to \$39.50**.

Reed Rockers, have high backs, roll arms, in natural, green and brown finishes **12.75**

Three-Piece Wicker Set, consisting of settee, arm chair and arm rocker, in ivory finish. Has wide arms, and deep seats. Backs upholstered, and loose seat cushion, covered in blue velour **107.00**

Chesterfield Tables, in walnut, have turned legs and shaped stretchers. Size 60 x 20 inches **35.00**

Table Lamps

For the June Bride



Hand-decorated shades supported by beautiful stands. The decorations are really wonderful and being the product of the famous Handel and Pairpoint factories, the finishes, tones and harmonies are authoritative.

Here Are a Few From the Big Variety.

Boudoir Size—Height 14 inches, shade 9 inches. Stand, brushed brass and black. Shade, butterfly and flowers in old rose, yellow and blue on soft white ground **27.50**

Boudoir Size—Height 15 inches, shade 9 inches. Stand, brushed brass and green. Shade, rosy amber, green and yellow on white ground **24.00**

Boudoir Size—Height 15 inches, shade 10 inches. Stand, old ivory finish. Shade, butterflies and flowers in natural color on cream ground **28.50**

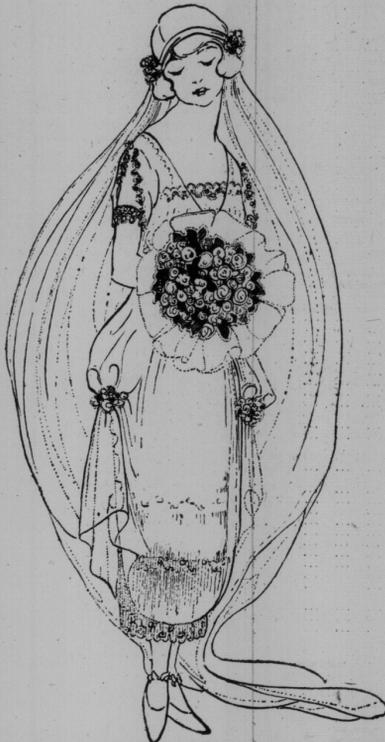
Boudoir Size—Height 14 inches, shade 9 inches. Stand, brushed brass. Shade, yellow, pink on white ground, suffused pink **19.50**

Table Size—Height 20 inches, shade 16 inches. Stand, bronze or verde antique finishes. Shades amber or green panels with overlaid metal work **33.50**

A big variety of other sizes and styles in bronze, verde, ivory, and silver. Stands which support shades, 9 inches wide up to 14 inches wide, depicting in natural colors of absolute permanence, scenes, conventional designs, flowers, landscapes, seascapes, etc. Prices, **\$25.00 to \$95.00**.

Simpson's—Sixth Floor.

The **SIMPSON** Company Limited



The Gift of the Groom Was---

Any perplexities which the groom may have regarding an appropriate personal gift to his fair bride, will be banished when he finds himself among the sparkling gems in our Jewelry Department. Here are lovely jewels (and jewels were ever linked with happiness) at so many prices as to meet every requirement.

Diamond Bar Pins from **\$25.00 to \$125.00**.

Diamond Lavallieres from **\$30.00 to \$100.00**.

Diamond Dinner and Dress Rings, **\$25.00 to \$350.00**.

14k Gold Necklaces, pearl set, **\$10.00 to \$40.00**.

String of Cleopatra Pearls, 22 inches long, **\$22.00**; 30 inches long, **\$30.00**.

For the Bridesmaids

14k Gold Bar Pins, set with pearls and peridots or amethysts, **\$7.00 to \$18.00**.

14k Onyx Rings, with pearl centre, **\$7.00 to \$12.00**.

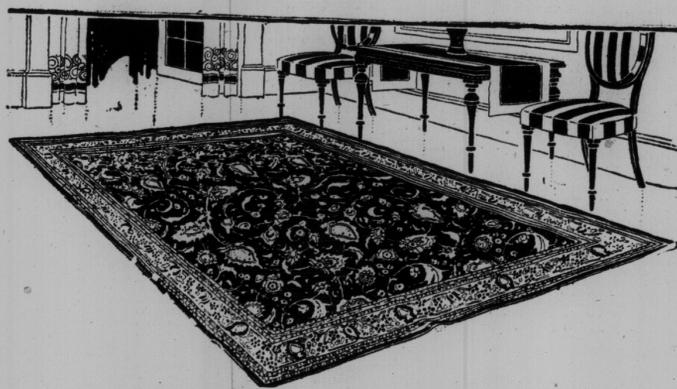
Onyx Rings, with diamond centre, **\$15.00 to \$35.00**.

14k Pendants, set with pearls, **\$8.00 to \$20.00**.

Pearl Rings, set with one, three or five whole pearls, **\$4.50 to \$25.00**.

18-inch Cleopatra Pearls, graduated, **\$12.00**.

Simpson's—Main Floor



Rugs for the New Home

For the Dining-Room.

English Wilton rugs that are the latest in carpet manufacture. Different designs and colorings harmonize with modern decorative ideas. Particularly attractive is a beautiful Persian floral pattern, with a broken stripe running through the ground, giving the rug a charming effect that is quite original.

English Wilton—6 ft. 9 ins. x 9 ft., \$67.50; 6 ft. 9 ins. x 10 ft., 8 ins. **\$78.75**; 9 ft. x 9 ft., **\$89.50**.

Inexpensive Axminster Rugs.

Of deep heavy pile, in warm rich colorings; these Axminster rugs are splendid value both as regards their appearance and durability.

Splendid Oriental designs that are well suited for dining-rooms, 9 ft. x 10 ft., 6 ins. **59.75**

Oriental Rugs for the Living-Room.

Kandahar, a very fine hand-woven rug. Soft shades of blue, rose and cream, with shades of green and gold in the designs:

Small room sizes **75.00**
For larger rooms **145.00**

Small Chinese Rugs.

Most attractive for bedrooms, ground shades of gold or blue. In the typical Chinese designs, carried out in yellow, black and rose:

2 feet x 4 feet **25.00**

36 inches x 72 inches **57.50**

For the Bedroom.

Neat and attractive two-tone Wilton Rugs, small all-over designs, including the popular shades of rose and mulberry:

6 ft. 9 ins. x 7 ft. 6 ins. **45.75**

4 ft. 6 ins. x 7 ft. 6 ins. **32.50**

Smart Reversible Cotton Chenille Rugs.

Mauve, gold, green, blue or gray ground, with chintz effect borders, colored to harmonize with the newer bedroom hangings, 27 x 54 inches, each **5.95**

For the Kitchen—Congoletum Rugs, in the new range of art designs, bearing the Gold Seal guarantee. Congoletum remains flat on the floor without tacking; will not bulge or shrink in wear and is instantly cleaned with a damp mop:

6 feet x 9 feet **11.25**

12 feet x 9 feet **21.75**

The Wedding Invitation

—though somewhat limited by convention, reflect the taste of those whose names it bears. "Simpson" Wedding Stationery is always correct, with a tone of distinction, hedged about with the prestige of numerous lovely weddings of the past.

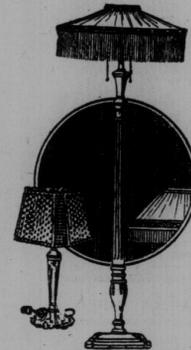
Invitations or announcements will be supplied either engraved from copper plate or printed from type. Prices as follows:—

ENGRAVED		PRINTED	
25 complete, 8 lines in script	10.75	25 complete	3.50
50 complete, 8 lines in script	12.75	50 complete	5.50
75 complete, 8 lines in script	15.00	75 complete	6.50
100 complete, 8 lines in script	16.00	100 complete	7.50

Stationery Department—Main Floor.

Beautiful Gift Lamps

For the Bride's Boudoir



Shown for the first time, in a collection of newest designs—all pink and blue and white and gold—spelling the daintiness and charm any bride might crave in a lamp to harmonize with the delicate furnishings of her bedroom. Truly a lovely gift, certain of appreciation.

The Floor Lamps have their tall graceful standards deeply-grooved and tinted in pink and with white, gray, ivory or gold—while the rich silken shades in plain, brocade or gay chintz designs take on the soft pastel lines one associates with a pretty boudoir—pastel pinks and blues, maize, rose, French blue, ivory, gray and soft green. These cleverly-tinted to give an effective combination and an exquisite shading when the lights are lit—sometimes with a hint of the Oriental in black banding or galoon and again with a ravishing glitter of old gold or antique silver tracings.

Little Table Lamps are made with standards to match, and with shades in the same softly-colorful tones, of silk or chintz. We were in raptures over one with shade of pink and blue brocade, dotted up and down and all around with French rosebuds—while very new and very attractive was one whose natural pongee shade was run round with a rose silk ruching.

Wee Candles, which are positively fascinating, are also included in this delightful collection of gift lamps. They too, have little bases in white, ivory, pink and blue, while their tiny shades are mostly in finely patterned bedroom chintzes with mono-toned silk linings and dainty edgings.

You may choose from this lovely display or have us make-to-order a lamp to match special boudoir color schemes, as you desire.

Drapery Department—Fourth Floor.

While in the Drapery Department, do not miss seeing our special displays of chintz covered bedroom boxes and cedar chests for bridal gifts. Also our handsome new velour portieres in ten wonderful two-tone combinations.

Simpson's—Fourth Floor.

Special Values in Trousseau Linens

Which Will Surely Appeal to Thrifty Brides.

\$10.50 Hemmed Sheets, \$7.95 Pair.

Excellent quality, Irish-made, linen-finished Sheets, of close, even weave. Size 80 x 100 inches. Regularly \$10.50. Today, special, pair **7.95**

Table Cloths \$8.45.

Of pure linen, beautifully finished, and of medium weight. In favored designs of spot, fern leaf, shamrock and carnation. Size 68 x 86 inches. Specially priced, today **8.45**

Madeira Tray Cloths \$2.48.

About 100, hand-embroidered, fine linen Tray Cloths, in clover leaf design, with scalloped edge. Oval and oblong shapes. Size 16 x 24 inches. Specially priced, today **2.48**

Bath Towels \$2.89 Pair.

Fancy Turkish Bath Towels, in bordered designs and stripes of pink, blue, gold or lavender. Large sizes. Today, pair **2.89**

Summer Bedspreads \$5.50.

Dainty krinkle seersucker stripe effects. Easily laundered, requiring no ironing. Size 90 x 99 inches. Today **5.50**

Simpson's—Fourth Floor

The **SIMPSON** Company Limited

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