

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



In the Kiddies' Shop

Charming little Spring Millinery creations, serviceable Print Dresses for playtime hours, Sweater Coats for cool Spring winds and dainty Voile Frocks for party wear. Our Kiddies' Department is replete with them all.

Spring Millinery for the Little People of 1 to 6 Years. Manufacturers' sample ranges and broken lots. Wonderful choice of silk braid straws, milans, crepes de chine, georgettes, silk poplins, piques and lingerie hats. Smart little boyish styles and sailor models are included in this offering. Regularly 65c to \$5.00. Friday bargain, 25c to \$1.49.

Children's Print Dresses for Playtime Wear

Splendid quality pink, saxe or navy striped prints, trimmed with chambray to match. Half-button front styles with collar and pocket, or in V-neck style. Dainty cuffs and wide roomy skirts. Sizes 3, 4 and 5 years. Regularly \$1.15 and \$1.35. Friday bargain69

Children's Pure Wool Sweater Coats

Exceptional value pure botany wool yarn in splendid weight. Belted style, with military collar and pockets. Double cuffs. Colors, saxe, rose, silver gray, turquoise and old rose. Sizes 2 to 6 years. Friday bargain. 2.98

Little Girls' Voile Frocks

Sizes 6 to 14 Years

So Pretty and Dainty for Party Wear

Really a remarkable opportunity may be realized by every mother whose small daughter is in need of just such a dress as these are. Smartly box-pleated, the skirt is finished with deep hem and tuck. Smart square collar, turn-back cuffs and broad waistbelt, tying behind with the biggest bow and flaring streamers. Regularly \$5.00. Friday bargain 2.98



Simpson's—Third Floor.

Clothes That the "The Boy" Will Favor

Boys' Blue Serge Reefers

Sizes 2 1/2 to 10 Years Regularly \$10.50, \$11.50 and \$13.50, at \$8.45

250 Blue Serge Reefers. All-wool and wool and cotton mixed serges in double-breasted models with brass-finished buttons. Some have black velveteen collars, but most of them have collars of self-material, in both 1/2-belted and plain-back models. Sizes 2 1/2 to 10 years. Regularly \$10.50, \$11.50 and \$13.50. Friday bargain, at 8.45



Boys' Spring Overcoats

Friday Bargain at \$14.65

75 of the newest and most attractive boys' overcoats that have been shown this season. All-wool tweeds and wool and cotton mixtures, in fawn check, gray and black. Donegals and gray mixtures.

Double and single-breasted models with all-round loose belt having buckle fasteners. Sizes 26 to 36. Regularly \$17.00, \$19.00 and \$20.00. Friday bargain 14.65

Simpson's—Second Floor.



Striking Suits for the Young Miss of 14 to 20 Years

The young woman who has not yet obtained her Spring suit should study the extreme savings effected in this bargain, and be in the Department the moment the sale begins.

For here, actually, are stunning youthfully-tailored suits of the fashionable tricotine and finely-woven men's serge—beautifully embroidered, braid-trimmed, novelty-vested, finished with high-class buttons and silk-lined.

Navy, and a few black, and sizes 14 to 20 years in the lot. Regularly \$49.75 to \$62.50. Friday bargain 35.00

Topcoats for Every Occasion

Stunning models that defy the elements, and shield the prettiest of summer frocks from dust.

Wraps for present street wear, for cool Summer evenings, for the motor—all to be had in this wonderful collection, at a saving to you of dollars and dollars.

Sports, finger-tip and longer coats, with such new trimmings as leather, angora, inverted and box pleats and saddle stitchings.

Made from polo cloths, velours, silver-tips and tweeds of excellent quality—many nicely lined. Excellent assortment of shades. Sizes 14 to 20 years in the lot. Regularly \$36.50 to \$42.50. Friday bargain 26.50

Simpson's—Third Floor.



Suiting Fabrics and Sports Materials at Attractive Values

An extraordinary clearance of all-wool velour-finished broadcloth, all-wool Bedford cords and all-wool tricotines. Colors, rose, wine, amethyst, reseda, Burgundy, gray and black. Widths 50 and 52 inches. About one-half the regular price for a rousing Friday bargain, yard 2.89

Sports Tweeds and Plaids—All-wool British-made homespun tweeds with smart checks and stripes. 40 inches wide. Also new sports plaids in worsted finish with newest color combinations, in over-plaid and check designs. 42 inches wide. Regularly \$2.50 and \$3.00. Friday bargain, yard 1.95

Simpson's—Second Floor.

Narrow Leather Belts Are Very Smart

Attractive variety of half-inch belts in black, white, black and green, black and red, green and white, rose and black, and other chic combinations. Friday bargain 35

Simpson's—Main Floor.



Lovely Underthings for Women

Spring Lingerie That Will Delight Every Woman Whose Wants Are Included in This List

Women's Dainty Corset Covers

Special purchase of women's corset covers of real soft white cotton. Wide yokes, front and back trimmed with heavy lace extending over the shoulders and forming small sleeves. Ribbon draw tape at neck and poplin finished at waist. Regularly \$1.25. Friday bargain 69

Women's Nightgowns

Excellent value are these nightgowns fashioned of fine soft white cotton. Some plain design with neat stitching at neck and sleeves, others are trimmed with pretty laces and Swiss embroideries. Slip-over styles with short kimono sleeves. Friday bargain 1.69

Vests and Drawers

Light Summer weight garments. Fine white ribbed cotton. Vests have lace yokes or beading trimmed. Wide umbrella drawers finished with lace. Friday bargain . . . 63

Women's Combinations

Splendid value are these women's combinations. Extra fine ribbed cotton. The neck and arms are finished with beading. Wide or tight knee drawers. Regularly \$1.50. Today 1.19

Simpson's—Third Floor.



Fur Storage

Protect your furs from the destroying moth, from fire and theft, by placing them in our huge storage vaults, where a constant current of icy cold dry air filters through them. Phone Main 7841, Women's Fur Department, for particulars. Simpson's—Second Floor.

Beautiful Georgette Blouses Greatly Reduced

Regularly \$6.95, \$7.95, \$8.95 and \$9.75

A wonderful lot of pretty blouses in the most wanted light and dark colorings. Most of them have long sleeves, but there are a number of charming designs with the new short sleeves. Beautifully hand-embroidered in flowers or conventional designs or elaborately pin-tucked and lace-trimmed. Sizes 34 to 44 in the lot. Regularly \$6.95 to \$9.75. Rare Friday bargain 5.95

300 Lingerie Waists

Regularly \$2.50 and \$2.95

A delightful lot of sheer white voile waists, featuring ten of the very newest and most popular designs. Pretty embroidered, pin-tucked and lace-trimmed. Sizes 34 to 44. A bargain worth shopping early for today 1.89

Simpson's—Third Floor.



The SIMPSON Company Limited

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