

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



Youth and Spring in Suits and Coats

Each an Example of the Smartest Spring Modes and the Apex of Good Value at the Special Prices.

The Miss in search of a suit of tailored smartness and superior quality at a price, need go no further than these attractive models.

A host of semi-fitted, ripple and narrowly-belted types—many with the chic braid trimming Fashion favors so highly this season. Silk stitchings, braid bindings and buttons, too, and slim little belts.

Navy and black, and sizes 14 to 20 years. Special at 45.00

These Splendid Coats.

Polos, goldtips, velours and wool jerseys in box-pleated, inverted-pleated and rippled styles. Featuring self or leather belts, cord tucks, raglan or set-in sleeves and buttons.

Sports or knee-length designs in sand, rookie, taupe, brown, Pekin, copen and navy. Half or full lined. Sizes 14 to 20 years. Extra Value at 39.75

And in Raincoats

Popular french style with a sand-colored, rubberized fabric, with raglan shoulders, inverted pleat in back, ventilation vents under arms, and neat belt. The yoke is lined and there is a strap cuff and tailored collar. Sizes 14 to 20 years. Special, today 9.95

Simpson's—Third Floor.



Stunning Suits, Dressy Coats for Women

A limited number of high-class suits in tricotines, gabardines and men's serges, featuring new braid trimmings, rich embroidery, clever tuckings and pleatings and shawl or mannish-tailored collars.

Navy or black. Today 50.00

Chic Jersey Suits

Four styles that may be worn with equal smartness for sports, business or dressy wear—developed from a fine wool jersey. Many with the new pleated back effects and trimmings of novelty buttons, pockets and narrow belts.

Colors, tan, gray, navy, Pekin blue or black. Reduced for quick selling today 39.50

Smart Dressy Coats

AT \$35.00—Smart polo cloths inverted-pleated backs and great shades buttons or with narrow belts, shawl collars and raglan sleeves.

AT \$45.00—Velours with cord tucks and triple belts and with yoked backs and big buttons. Or serges with braid and buttons.

AT \$65.00—Graceful goldtone velours with narrow leather belts and big bone buttons, new pleated backs and pleated sleeves that button to the elbow or with huge covered buttons that fasten to the throat and border the panelled back.

Simpson's—Third Floor.



Pearls!

A fortunate purchase enables us to offer very fine French Pearl Strings at extraordinary reductions—many at half-price or less.

Regular \$10.00 Pearl Strings, 15 inches to 27 inches long, and graduated in size. Sale price 4.95

Uniform Strings of Pearls, 15 inches long. Regularly \$3.00. Today 1.50

15-inch Graduated Pearls. Regularly \$2.00. Today .95

Special 20-inch Strings, graduated. Extra special .70

Two Big Values

Beautiful Iridescent Pearl Strings with 10-k. gold safety clasp, 22 inches long. Regularly \$8.00. Today 3.95

15-inch Iridescent Pearl Strings with sterling silver safety clasp. Regularly \$5.00. Sale price 2.40

Simpson's—Main Floor.

Suit the Boy for \$16.50

Natty, practical suits, well-tailored on sprightly lines, carefully finished and well-fitting. Thoroughly reliable fabrics that will prove satisfactory in duration of service. A host of patterns in gray, brown and olive mixtures and stripes with some check effects, in wool and cotton mixed tweeds. Single and double-breasted styles in belter and waist-line models, having bloomer pants equipped with belt loops and Governor fasteners. Sizes 6 to 14 years. Extra special value at 16.50

All-Wool Blue Suits

Our blue suits are made on boyishly smart lines, distinguishing them from "just ordinary" suits. They possess just enough "pep" to make them most acceptable for spring wear. All-wool, fast color Irish serge in regulation Norfolk and belter models, with form-fitting back. Bloomer pants having belt loops and Governor fasteners. Sizes 26 to 30, at 19.50. Sizes 31 to 34, at 21.00

Boys' Bloomers

Reliable Boys' Bloomers, developed in a brown wool and cotton mixed tweed that is dressy and serviceable. Lined throughout, have belt loops and Governor fasteners. Sizes 28 to 30, at 3.00. Sizes 31 to 34, at 3.25

Simpson's—Second Floor.

Never Was Quality of More Moment

Than at Present as Far as Men's Clothing Is Concerned.

In paying for a suit of clothes you feel that you should be getting the highest degree of value possible. You hope to wear it a long time. With this in mind, you can come to Simpson's Men's Store knowing that a reputation for quality goes into the garments we sell.

Three Inviting Prices

AT \$36.50—A fine-finished dark brown worsted with a neat, narrow-colored-stripe effect. Single-breasted, form-fitting sacque, with soft roll peak lapels. Sizes 36 to 40.

AT \$39.00—A dark green chevrot with a narrow double-stripe pattern effect. Single-breasted, 2-button, semi-fitted sacque. Sizes 36 to 42.

AT \$55.00—A dark navy blue worsted, with neat narrow stripe effect. Single-breasted, 2-button, semi-fitted sacque. Sizes 36 to 42.

Simpson's—Main Floor



Re-upholstery!!

Now is the ideal time of the year to have your furniture re-covered by our expert upholsterers. It costs you nothing to get our estimate and you will be surprised to learn how inexpensively your Chesterfield and chairs can be done over. Phone Main 7841, Drapery Department.

Furniture Made-to-Order

A very important branch of our drapery department service is the making-to-order of luxurious Chesterfields and roomy arm chairs or rockers. You may choose the particular style and size to suit your rooms from the finished examples on the fourth floor, and also select your own tapestry or silk covering.

Upholstered Chesterfields made-to-order from \$125.00 up.

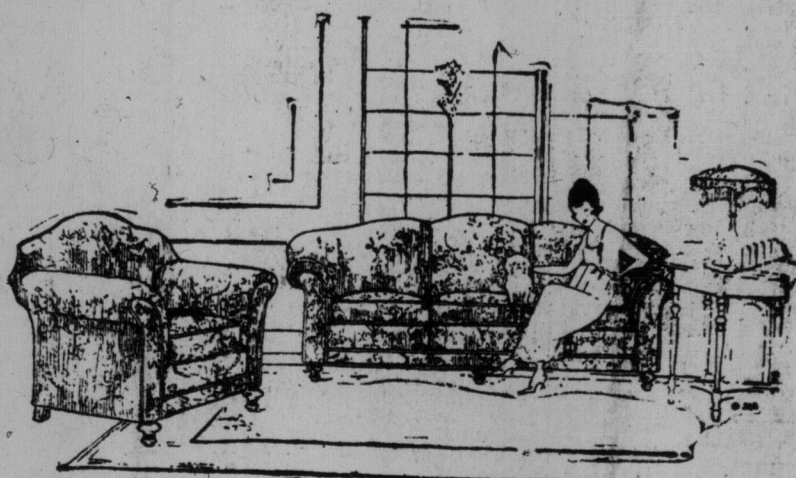
Upholstered Chairs and Rockers made-to-order from \$49.00 up.

Window Shades in 4 Days

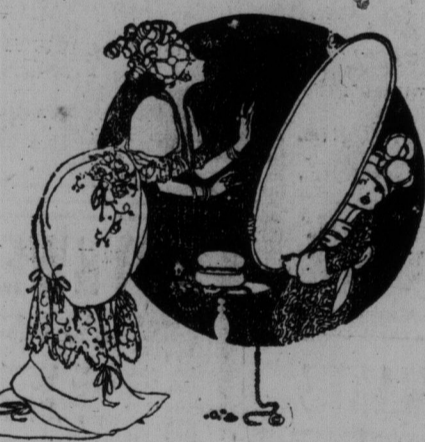
We will measure your windows free of charge, make and hang any number of shades in four days from the date our estimate is accepted.

Finest imported Scotch, Holland or heaviest oil-finished opaque cloth in all plain and combination colors to choose from. Guaranteed Hartshorn rollers always supplied. Phone Main 7841.

Simpson's—Fourth Floor.



The **SIMPSON** Company Limited



Ivory Values

Scores of dainty articles to choose from. Every one useful and perfect in workmanship.

- Jewel Boxes, lined and unlined 12.50
- Ring Boxes, to 1.70
- Bud Vases 1.25
- Trinket Boxes, to 2.50
- Hand Mirrors, to 8.00
- Hair Brushes, to 6.50
- Shoe Horns 1.00
- Clocks, to 17.50
- Photo Fram. to 4.00
- Trinket Trays, 75c up.
- Brush Trays, to 7.00
- Puff Boxes, to 2.75
- Hair Receivers, to 2.75

Every Article at Manufacturers' Prices.

(No Exchanges or Refunds)
Simpson's—Main Floor.