

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

Just the Softest Glow of Light

Fast-Flying Fingers Are Making Handsome Lamp Shades of the Loveliest Silken Fabrics Which Radiate the Spirit of Spring.



And never was there a better time to order yours than right now, when silk colorings are surpassingly lovely and when wonderful galleons and gumpes in vast array are here again from Paris.

All the newest shapes are here also—large cart-wheel, pagoda, Japanese hat and pagoda for the tall floor lamps and miniatures of the same striking designs for the table.

The trimmings are lovelier than ever, ranging in width from 2 to 6 inches and showing a predominance of gleaming gold, silver, steel and antique metallic laces. Rich colored insertions, too, for the woman who prefers them.

Select your own materials to harmonize with your rooms, and we will complete the order within ten days. Or, if preferred, you may make your own shade in our own workroom under expert supervision.

Window Shades Made to Order

We will make any number of special size window shades to order in four days, using either imported Scotch Holland or heavy opaque cloth in all the most popular plain and combination colors. Guaranteed Hartshorn rollers used on all shades. Phone Main 7841, Drapery Department, for a man to measure your windows. Estimates free.

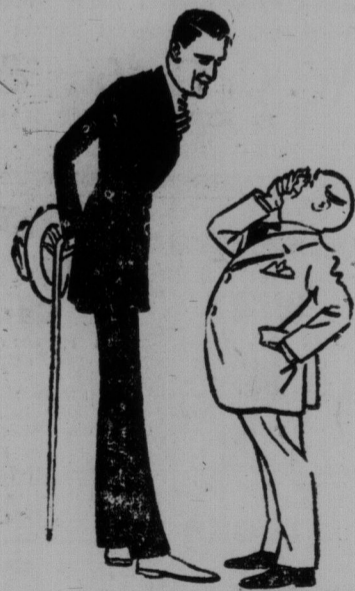
"Two-Color" Window Shades at \$1.45 Each

500 for a special sale today—hand-made from durable oil-finished opaque cloth, showing white or cream to the street and green inside. Best Hartshorn rollers, together with brackets, nails and ring pull. 37 inches wide and 70 inches long. Today, each 1.45

Simpson's—Fourth Floor.

McCall and Pictorial Review Patterns

Just think of how many garments you can make for Spring and Summer wear at a very small outlay by using these patterns.



Men of Every Age and Every Figure

The Derby, fashioned from a dark navy blue worsted; single-breasted, 3-button, semi-conservative sacque model, with soft roll lapels and regular pockets with flaps. Sizes 36 to 44 42.00

The Konservo for Tall Men—A rich dark brown fine-finished worsted, in a neat check pattern effect; single-breasted, 3-button, conservative sacque model, soft roll lapels and regular pockets with flaps; trousers can be finished up to 37 inside leg. Sizes 36 to 44 50.00

The Haldane for Stout Men—A dark navy blue fine-finished worsted, single-breasted, 3-button sacque, with soft roll lapels and regular pockets with flaps. Sizes 38 to 46 52.00



Imported Model Blouses Half Price!

Regularly \$10.50 to \$50.00 at \$5.25 to \$25.00

Conforming to our regular routine, we periodically clear our cases, regardless of values or merit. Today we are placing on sale the foremost blouses of the season. No description is necessary—the original prices tell of their smartness and exclusiveness. We might add, though, that many are individual models and the colorings are simply wonderful.

Materials—Georgettes, Crepe de Chine, Jersey Cloth, Satin, Tricolette, in a glorious range of black, white, pastel and all the bright Spring shades. No phone or C.O.D. orders, please. Be here when the gong goes for choice today at these half prices:

\$10.50 Blouses at	5.25	\$30.00 Blouses at	15.00
\$15.00 Blouses at	7.50	\$35.00 Blouses at	17.50
\$19.50 Blouses at	9.75	\$40.00 Blouses at	20.00
\$22.50 Blouses at	11.25	\$45.00 Blouses at	22.50
\$25.00 Blouses at	12.50	\$50.00 Blouses at	25.00



Keep the Little Feet Always Trim

In shoes that are constructed to fit the shape of growing feet; splendid quality, smart appearance, combined with the satisfying knowledge that small feet are not being cramped, are all a comfort to mother. And the kiddies like them, too, because they are so "grown-up" looking, smart little snappy cut Oxfords, stylish dress-up pumps and sturdy high boots for every day wear. Let them choose their own footwear.

Snappy Oxfords
Quite the smartest Kiddies' Oxfords we have shown for some time. Its medium pointed toe and long vamp in no way cramps little feet; flat heel and turned sole. Sizes 11 to 8, B, C and D 5.00

Patent Leather Instep Slipper
Such a good slipper for little feet, square toe, flat heel, turned sole and perforated stitchings are some of its charms. Sizes 4 to 7 1/2, \$3.00; 8 to 10 1/2, \$3.50; 11 to 2, \$4.25.

Black Kid Dress Oxfords
Full round toe, smart perforated stitchings, make it really quite an "occasion" shoe, flat heel, Goodyear welt sole. Sizes 8 to 10 1/2, C and D widths, \$4.75; the same style in brown calf, \$5.00.

White Buckskin Pump
So lovely for spring and summer wear. It has ankle strap, full toe, flat heel, so easy for walking, turned sole. Sizes 4 to 7 1/2, \$2.50; 8 to 10 1/2, \$3.50; 11 to 2, \$4.25.

Simpson's—Second Floor.

Remarkable Opportunity! Women's Gray Kid Boots

Brooklyn-made. Regularly \$10.00—Smartest of soft gray kid boots with gray cloth tops, so dressy worn with a navy suit these bright sunny days. The Fenton Cush-Flex sole and high wooden heel are a splendid combination of comfort and good appearance. 300 pairs only for rush selling today 3.50

Simpson's—Second Floor.

Simpson's Salons for Imported Gowns

Taffeta is the Prop of the Misses' Spring Wardrobe

And accordingly, the crystal cases of the Salons are filled with bewitching models. As simple as you please with but a frill or two and a wee lace collar—or richly elaborated with embroidery, beading, flutings and bouffancies galore.

No miss could fail to be charmed with a frock in midnight blue taffeta, whose skirt is divided into panels by ruchings that run from girdle to elastic-gathered hem. The low round neckline and sleeves are also ruched and there's a smart sash. Price 50.00

Brown taffeta is a favorite this season, and here is one with the cunningest knife-pleated frills over the hips. Between these is exquisite embroidery of Persian design in brown, marine blue and silver. For a demure touch is a Dutch neck bordered with wee lace points. Price 110.00

A very Frenchy affair in black has the front bodice closely moulding the figure (as in the manner of French frocks this season), but turn to the back and lo! a yoke, and from yoke to hem an inset panel, accordeon pleated and bound by a hugely bowed sash. The front of the skirt is just one puff after another. Price 135.00

Simpson's—Second Floor.



Your Summer Wardrobe By the Yard

Duro Wash Fabrics in all the delicate summertime tints and hues—and best of all "Old Sol" has no terrors for them. They defy the elements and are guaranteed to retain all the glory of their colorings.

Duro Gingham in a wide assortment of plaids and pretty contrasting tones. 40 inches wide. Today, yard 1.00

Duro Pique in pink and white, and blue and white stripes, 36 inches wide. Today, yard 1.85

Duro Ratines, when it's a question of a golfing suit these heather weaves have scarcely a rival. 40 inches wide. Today, yard 3.00

English Nurse Cloth in the fast navy and white and alicé and white stripes, also in plain shades of navy and alicé. 28 inches wide. Today, yard76

Fancy White Skirting in pretty plaid effects. 36 inches wide. Today, yard 1.75

The Robert **SIMPSON** Company Limited

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