

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



**Baby Week--
May 3rd to May 8th**

"Good Morning, Little Baby,
With Your Lips All Dew Empearled."

Do you know we are holding a special party for you down in the Baby's Shop at the Simpson Store all this week. Just a little celebration all for your dear wee self—of course, mother will be here, too, and the nurse, because she is going to tell mother lots and lots of ways to make you grow so big and strong.

Dear little white cases hold ever so many pretty things all ready for you to choose. There's your new christening dress—it's all lace and has fluffy little blue bows all over it. Oh, they'll love you to death in it—and the dearest little soft woolly sweater coat that will make you look just like a tiny white snow drop.

The good fairies have touched the sun with their magic wands and it's going to be lovely and bright and sunny, so tell mother to hurry up and bring you down, we'll be ready waiting for you.

A Message to Mother

Commencing today, we hold our annual Baby Week, featuring a daily bargain list in high-grade children's apparel.

The most beautiful display of everything that is new and attractive in children's wear will await the careful inspection of mothers and happy kiddies alike.

A certificated nurse, whose expert advice is free for the asking, will be in the Layette Room every day:

9:30 a.m. to 12:30 noon
2:00 p.m. to 4:30 p.m.

**Baby's First Shortening Dresses
Less Than Cost Price, 83c**

Truly wonderful value—less than the cost of material alone. 900 dresses in all, including fine white nainsook or white voile dresses, having yokes and skirts trimmed with fine lace and daintiest of embroidery insertions and edges. Tiny flower rosettes adorn the yokes. Sizes 6 months to 3 years in the lot. Today 83c



Baby's Long Slip

Regularly \$1.85, at 98c

Suitable for night or day wear are these lovely long slips made of very fine white nainsook. They button at back and neck, while the yoke and sleeves are trimmed with dainty Swiss embroidery. Length 27 inches. Today 98c



Baby's Celluloid Rattles and Doll Novelties, a wonderful variety of styles, such as every baby loves to own. 600 in this lot. No Phone orders, please. Regularly 25c to 50c, today's price, 2 for 25c; regularly 65c to \$1.00, today, 35c.



**Maytime! And the Millinery Department
is En Fete for Summer**

Picturesque, airy, light as Summer breezes and colorful as an old-fashioned flower-garden—the Maytime modes, the modes of happy Summertime present an Opening Display Today which far surpasses in loveliness even the gay dreams of the designers who created them.

- Hats in Pastel-Toned Georgettes of Filmy Beauty*
- Rose-Strewn, Broad Brimmed Organdie Garden Hats*
- Great Leghorns Encircled With Field Flowers*
- The New Shining Vista Straws in Vivid Colorings*
- Hair and Maline Hats of Gossamer Transparency*

One and all express the unprecedented vogue for broad picture-brims, and 'twould seem that nature had divested the fields of flowers and grasses just to shower them with careless grace on brim and crown.

The Mellow Gray of the French Room

enhances the exquisite hats of jade, orchid, walnut and beige vista—the new woven straw which looks like satin-lacquered wicker. Here an orchid hair hat with broad leghorn crown and one bewitching rose for adornment—there a big pink organdie hat with picot edge and French flowers exquisitely applied. Each an individual model—so many designs one scarcely knows how to choose—and what a treasure-trove for brides and bridesmaids!

In the Many Crystal Cases of the Show Room

one finds leghorns massed with field flowers, laden with sweeping strands of pastel-toned ostrich or caught in a maze of shimmering ribbons. Hair and maline hats, too, alone or in lovely combination with leghorn or ribbons.

For Sports, the Motor and the Bride's Travel Wear

The sports section abounds in chic, smaller-brimmed models of white georgette with little wings, narrow white ribbons and touches of ostrich. We saw one fetching white taffeta hat in a boyish shape, whose upturned brim was covered with velvet daisies and a gleaming yellow taffeta Hindoo turban with roll of yellow pheasant feathers.

Simpson's—Second Floor.



Who Could Be Low Spirited in Taffeta?

So fresh and brisk and Springlike is this fashionable material, 'tis no wonder women are considering their new wardrobe incomplete without a taffeta frock. Particularly when very chic styles are obtainable at \$32.50.

One has its bolero bodice and short sleeves bordered with knife-pleated frills.

Sweetly simple is a frock with French blue velvet ribbon run through the lace collar and cuffs and about the broad girdle.

Another attractive model has frills about the double tunic and surplice bodice.

Navy, midnight, taupe, brown and black are shown in the various styles, all of which are priced moderately at 32.50

Simpson's—Third Floor.

Extra Smartness and Value Obtainable in Women's Suits

Most of these charming suits are reproductions of imported models—you can trace their individuality in every line.

They are carefully tailored from tricelines and Botany serges—some braid-trimmed, some in new tucked effects, some embroidered. Also a number of very smart narrowly-belted styles, their simplicity enhanced by braid bindings and buttons.

Sizes 32 to 42 and colors navy, sand or black. All marked below regular value for today, at 50.00

Simpson's—Third Floor.

Women's Plain Pumps, Colonial and Lace Ties, \$6.45

Women's Plain Pumps, colonials and lace ties, in gunmetal, brown calf, black kid and patent leather. All good styles and splendid fitting lasts, wide and narrow toes, Goodyear welt and McKay sewn soles. Sizes 2 1/2 to 7. Regularly \$8.00, \$10.00 and \$14.00. Today 6.45

New Patent Oxfords, Today, \$8.00

Just arrived, Women's All Patent Leather Lace Oxfords, with Baby Louis heel, smart plain toe vamp, turn sole. A splendid shoe for growing girls. Widths B and C. Sizes 2 1/2 to 8. Today 8.00

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