

**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



## New York Styles for Spring and Summer Street and Sports Wear, in the Quality and Colorings Which Spell Smartness and Service

### Slim Leather Belts Are Used Wherever Possible

And 'tis just amazing how much they can accomplish in the smartening of suit or sports coat. Serge street dresses are adopting them, too, and here and there one sees the cleverest of navy taffeta frocks with a tiny leather belt in some vivid shade. Reports from the leading style centres tell us that summer garb of every description is "going strong" for the leather belt in white, black or color.

### The Leather Goods Department

is replete with all that is newest in these snappy belts. Here you will find little "half-inchers" in shining patent leather piped with kid in contrasting tone. For instance, jade with white, jade and black, turquoise and white, rose and black.

While wee belts of teal duck blue (a soft greenish-blue) suede piped with black patent leather, are fetching beyond words.

Jade green, "favored child of Fashion" this season, is found in velvety suede belts which give the touch of color that makes the whole suit smart, and there are little black patent belts galore for your choosing.

If your fancy travels toward a mannish sports belt, you will be interested in our inch-wide belts of solid cowhide in tan and black. This season also hails the return of the white kid belt to a place in the sun. It ranges in width from one to three inches.

And just imagine! Dozens of these chic belts are selling for as little as . . . . . 35

Simpson's—Main Floor



### Phenomenal Sale of New Wool Jersey Frocks, Half Price

A Special Purchase of \$32.50 and \$35.00 Styles at \$16.25 and \$17.50.

From three important standpoints, it is one of the most fortunate purchases we have ever made.

**First**—We secured the frocks just fresh from the maker's tables—hence the styles are exponents of the newest designs of the Spring Season.

**Second**—The quality of jersey which went into their making is pure wool, and of a fineness one rarely sees in dresses, even at the regular prices here quoted.

**Third**—Wool jersey dresses have revived their former popularity to such an extent as to be a positive rage where Spring and early Summer wear for the house, the street or the links are concerned. And, by the way, the styles are just a bit advanced—they'll be ever so smart for early Autumn.



### New Millinery

Black Hair and Maline  
Hats Are on the Peak  
of Fashion

We are offering three exceptional values today at \$9.95, \$10.95 and \$11.95.

So dainty and springlike are they—so attractive for every dressy occasion.

The styles are well varied, and the trimmings are flowers or black feathers, with ribbons. A few navy and a sprinkling of the lighter colors may also be obtained. Priced for special selling today, \$9.95, \$10.95 and \$11.95.

Two Splendid Specials in High-Class Untrimmed Hats, \$3.50 and \$5.50

The favored large hats for summer, smart off-the-face models, in medium or small sizes, and hats with transparent brims. Mostly in black and navy, but you'll find a gay spring shade here and there. Very low-priced today, \$3.50 and \$5.50.

Beautiful Flower Mounts and Wreaths

In a new large shipment have just arrived, and you must see them to appreciate the exquisite harmony of their blended colorings. But one of these mounts is required to complete a stunning hat. Prices, \$1.50, \$1.75, \$2.00, \$2.50 to \$3.50.

Simpson's—Second Floor.

### The Vogue of the Georgette Blouse

Demands a pretty camisole to shine through its sheerness. All the delicate pastel shades of pale pink, white, mauve and yellow are displayed in our lingerie department.

Lovely little creations are they of ribbon and lace. Some have pretty yokes with gaily colored butterflies wandering in and out in a dainty little flower garden of ribbon roses and forget-me-nots. Priced at \$4.50 to \$7.50.

Simpson's—Third Floor.



### Four of the Clever Designs Are Illustrated

Note that one of them boasts the modish caseque, also that it is embroidered in wool to give a novel beaded effect—the other frocks in always favored chemise style with lustrous bonaz-embroidery for chic. This frock might be worn of a cool Spring day or upon even a dressy occasion. Others have novel pockets, silk embroidery in contrasting shades and smart buttons.

To sum it all up—there are 200 charming frocks in such highly-popular shades as sand, reindeer, brown, navy, grouse, taupe and French blue. More wonderful still, the sizes run all the way from 16 to 44, for women or misses.

Most important of all, these dresses are just exactly half what they would be if sold in the regular way. No Phone or C.O.D. orders, please. Be here when the going goes for best choice at \$16.25 and \$17.50.

Simpson's—Third Floor.



### What a Comfort

Are practical bloomers. No need to wear an underskirt with the new Spring suit if your wardrobe boasts of these.

One pair we fancied in white washable satin with skirt effect in wide georgette, hemstitched frill.

On another, perhaps, a wee bit of fussiness comes in pale pink satin, with the cunningest little inserts of georgette crepe and lace, festooned with bobbing little bows of pale blue and pink ribbons. Priced at \$6.50 to \$15.00.

Simpson's—Third Floor.



### Correct Spring Togs

For Men, Young Men, and the Younger  
Fellows of 15 to 19

#### For the Young Fellow

Single-breasted sacque, with yoke back, all-round belt, patch pockets with flaps and soft roll peak lapels. Made from a rich gray tweed mixture. Sizes 33 to 36 . . . . . 25.00

#### For the Young Man

Single-breasted, 2-button, form-fitting sacque, with soft roll peak lapels, slanting pockets and outside ticket pocket with flaps. Made from medium gray tweed with a net stripe pattern effect. Sizes 34 to 42. Today . . . . . 37.50

#### For Regular Men

Single-breasted, 3-button, semi-conservative sacque model. Made from a rich dark brown worsted with a neat colored stripe effect. Sizes 36 to 44 . . . . . 42.00

Simpson's—Main Floor.

### Exquisite Embroideries From Switzerland

Dainty as can be are the French designs which give such charm to these wonderful embroideries. Floral designs in daisy patterns and medallion effects are here in a wide variety of choice—while those who prefer plainer ideas will be delighted with the button-holed, scalloped edges and eye-let embroideries which have the appearance of Madeira.

There are beautiful sets for the bridal trossseau, or the daintiest of insertions and edgings for the baby's layette.

Crisp, fresh Swiss and batiste flouncings, also French in design, are so lovely for the sheer summer undershirts and kiddies' frocks.

Exquisite flouncings, 18 inches. Dainty French designs, beautifully finished scallop, Swiss, batiste and organdy. Today, yard, \$1.00 to \$2.50.

Baby flouncings, 27 inches wide, with pretty frill and fine Val insertions, also plain scalloped border. Today, yard, \$1.25 to \$2.50.

Simpson's—Main Floor.



### Grand Opera at Home Tonight?

No doubt you have been trying to recall many of the wonderful arias and choruses you enjoyed so much during last week's grand opera festival. Snatches of *Visti d'Arte* from La Tosca, the bewitching *Cavalleria Rusticana* song from Carmen, and the exquisite *Intermezzo* from *l'opéra*—why not let Geraldine Farrar, Melba or Calve recall them for you in these records.

- FAVORITES FROM LA TOSCA.**
- 64420—Recondita Armonia (Strange Harmony), by Martinelli . . . . . 1.25
  - 88075—Visti d'Arte (Love and Music), Soprano aria by Melba . . . . . 2.00
  - 87044—Lucevan le Stelle (The Stars Were Shining), by Caruso . . . . . 1.25
- CELEBRATED SELECTIONS FROM CARMEN.**
- 87210—Habanera (Love's Like a Bird), by Geraldine Farrar . . . . . 1.25
  - 82317—Prelude by La Scala Orchestra and Card Scene by de Casas . . . . . 1.00
  - 88327—Toreador Song or Gypsy Song, by Calve . . . . . 2.00
  - 88208—Air de la Fleur (flower song), by Caruso . . . . . 2.00
  - 85000—Selections From Carmen, by Sousa's Band . . . . . 1.65
- HEAR CARUSO SING THE PROLOGO FROM PAGLIACCI.**
- 88029—Prologo (prologue), by Antonio Scotti . . . . . 2.00
  - 88061—Vesti la Giubba (On With the Play), by Caruso . . . . . 2.00
  - 85343—Gems from Pagliacci and Cavalleria Rusticana . . . . . 1.65
- INTERMEZZO FROM CAVALLERIA RUSTICANA.**
- 64544—Stelliano (Thy Lips Like Crimson Berries), by Martinelli . . . . . 1.25
  - 82613—Intermezzo, Orchestra record . . . . . 1.00
  - 81062—Brindisi (Drinking Song), by Caruso . . . . . 1.25
  - 80466—Turridu (Farewell), by Enrico Caruso . . . . . 2.00
  - 30343—Gems from Cavalleria Rusticana and Pagliacci . . . . . 2.00
- Phone Main 7841.  
Victrola Department—Sixth Floor.

The **SIMPSON** Company  
Robert Limited