

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

Spring Display of Rugs, Floor Coverings and Exquisite Chintzes



Women's and Misses' High-Class Suits

Two Wonderful Groups Chosen Straight Out of Regular Stock, Many of Them Individual Models—Offering One of the Best Suit Opportunities of the Season to Women and Misses. In the Women's Department Will Be Found Sizes 32 to 42—For Misses Are Sizes 16 to 20 Years—All at One Strikingly Moderate Price for a Rousing Sale This Morning.

Favored Materials

—Tricotine, gabardine and fine wool serge.

Smartest Styles

—With nipped-in waistlines and rippled poplins, distended hips — straight, narrowly-belted, jaunty box-effects and semi-fitted belted.

Lovely Trimmings

—Rich silk, cloth and novelty woven vestees, rows and rows of military braid, silk arrow-heads, handsome embroidery. Snappy tuckings and cordings, unique pockets, handsome buttons.

Most of these splendid suits come in navy and with a few charming Summer styles in sand. Every garment is beautifully silk-lined and tailored with unusual excellence. Many of these suits were considered special value at the original prices, \$60.00 to \$92.50. Today, when the gong goes **47.50**

Simpson's—Third Floor.

Dignified Mourning Frocks

Expressing the Quiet Charm of Good Taste

All-black frocks of grace and charm for she who wears mourning—frocks brightened by little collars or vestees of white lace or toast-tinted georgette—and frocks with a vivid glimpse of the Orient in colorful Eastern embroideries and beadings. These in georgette, crepe de chine, taffeta, and satin of rarely good qualities, priced from **\$22.50 to \$49.75.**

Simpson's—Third Floor.

The **SIMPSON** Company Robert **SIMPSON** Limited



The Wealth of Rugs

New Importations, collected by our buyers from the great rug markets of the world, reveal a wealth of ancient design, and glorious coloring—they express in the highest degree the true, inborn artistry of these Eastern weavers. Beautiful Chinese rugs shipped direct from China to Simpson's, rare rugs from Persia, heavy Turkish rugs, together with the better-grade willows and axminsters made specially for us by English and Scotch manufacturers of note, make up the most magnificent collection we have ever exhibited, to designate:

Akbar Rugs From British India

Very attractive and unusual rugs in bright colorings of blue, rose and green effects. A heavy type of rug with long pile that is guaranteed for good service.

6' 3" x 3'	40.00
7' x 4'	62.00
10' 7" x 9' 2"	220.00
12' 2" x 9'	245.00

Beautiful Anatolian Rugs

Perhaps the most popular of all Oriental rugs for modern furnishings, their well-known rose colorings with rich shades of deep blue and biscuit tints, and their handsome medallion centres, or perhaps all-over designs.

8' 6" x 6' 11"	435.00
9' 2" x 6' 8"	495.00
10' 11" x 7' 10"	645.00
11' 10" x 9'	765.00

Rich Persian Rugs

Rare and beautiful with their exquisite lustre and soft colorings. Nothing could be more attractive than one of these fine Persian Rugs with all their true Oriental beauty for up-to-date furnishings.

10' 5" x 8' 7"	550.00
9' 1" x 12' 10"	695.00
10' 1" x 11' 6"	795.00
11' 6" x 15' 1"	1,175.00

Heavy Turkish Rugs

Splendid rugs for living and dining room wear, with their heavy weave and rich colorings of deep blue and copper shades, and moderately priced.

6' 9" x 9' 9"	375.00
5' 7" x 7' 10"	247.00
7' 6" x 11' 5"	485.00
8' 3" x 11' 2"	525.00

Simpson's—Fourth Floor.

Have Your Wash Frocks Ready for Every Summertime Frivolity

Spring time, with its wonderful blue skies, brilliant flashes of sunlight and soft balmy winds, is reflected in these new wash fabrics, so cool and inviting in all the softness of their Spring-time colorings.

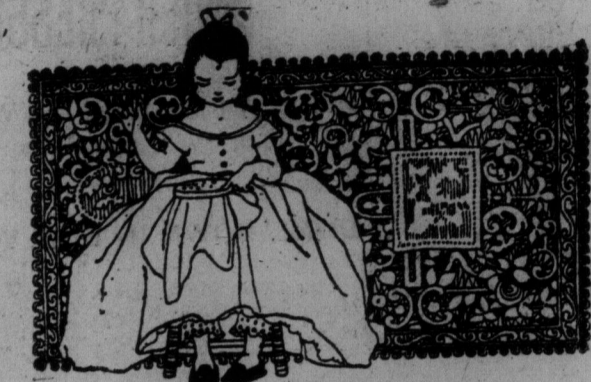
Dot-tinted, splendid cotton fabric, in all the delicate shades of sky, French blue, gray, mauve, navy, pink, rose and copen. 32 inches wide. Today, yard **1.00**

One of the smartest fabrics for Summer suitings and sports wear is linen crash. While there are many pretty shades of rose, gray, mauve, French blue and navy, the soft coral green shade and the natural color are particularly inviting. 36 inches wide. Today, yard . . . **1.75**

Simpson's—Second Floor.

So very dainty for afternoon frocks are the selfstriped voiles. The pin-stripes come in clusters, with a wide stripe of the material intervening. Colors, pink, mauve and black. 36 inches wide. Today, yard **1.00**

A silk and cotton fabric that depends on little round silken rings for its charm is novelty Bengaline. The pink variety is perfectly plain. In pretty afternoon shades of light and dark green, rose, white and pink. 32 inches wide. Today, yard **1.50**



New Chintzes Emphasize the Spring "Fashion" for Vivid Colorings

Hundreds Upon Hundreds of Glowing New Designs Leaving Simply Nothing to Be Desired Where Any Chintz Requirement is Concerned.

Can you vision an old castle set among mountains whose snowy peaks stretch into a dazzling blue sky and about the base of which grow gnarled old trees in dusky wood tones? Can you see a graceful heron drinking in a deep shadowy pool with verdure-clothed banks?

For each fascinating scene, you need only to peep into the wonderful department where the new chintzes are displayed. The old world weaves released from war-restraint, seem riotous with joy and accordingly, chintzes, cretonnes and shadow-cloths alike have gone "mad" with vibrant glorious colorings.

Broad, Deep Stripes Are Much Shown

Often entwined with flowers and leaves—Roman stripes running like ribbons up and down some dim background—birds flying among flowered lattices, whole gardens of flowers translated from some Italian rose garden, orange trees in natural tone, conventional achievements nothing short of amazing, and rare old designs which found their inspiration in Egypt, Arabia, China or Greece.

Rich One-Color Fabrics for Use With the Chintzes

Are Also Here in a Wealth of Colorings.

Featured particularly for today are English Moroccan Repps, in green, blue, gray, rose, mulberry, brown and cerise. Yard **2.98**

Exquisite Satin Cloths, in rose, green, brown and helle are much to the fore. Yard **3.75**

Drapery Velours of exceptional beauty in the season's newest tones, including greens, tans, browns, mulberry, taupe, blue and rose. 50 inches wide. Yard, **\$2.95 to \$12.50.**

"Sunresista" Casement Cloths—the ideal drapery for the sunroom. Green, blue, natural and cream predominate. Yard **1.75**

Simpson's—Fourth Floor

Daintiest of Summer Blouses

In Sizes That Range All the Way From 34 to 46.

Such sheer white English voile—made up with a large square collar, around which and down the revers to waist runs heavy guipure lace. Fastened with heavy pearl buttons, and finished with 20 pin-tucks on each side. All seams hemstitched and the smart cuffs are finished with lace. Unsurpassed value today **3.95**

Simpson's—Third Floor.

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