

SIMPSON'S

Fashion Displays for Spring

Will Begin Today and Will Continue Throughout The Week



It is our aim to present at the beginning of each season a comprehensive display of the modes that are likely to be in highest favor during the following months.

Without giving too much attention to extreme creations, such as are made more for display purposes than for use, we nevertheless have arrayed for your inspection many delightful novelties from the world's best fashion shops, novelties that also possess the characteristic of utility.

We believe that the good taste and sound qualities combined in our spring merchandise will meet the approval of discriminating women.

It is to the inspection of these stocks that we cordially invite you today and the following days.

Spring Has Surely Arrived in the Frock Sections Transforming Them Into a Bower of Beauty

Beauty of color, beauty of material, and the transcendent beauty of design is seen in every Spring frock that graces the large and inviting departments devoted to their display.

Smart taffetas, clinging Georgettes, silk crepes and lovable foulards, that have won their way once again into fashion's heart, are among the most favored fabrics, while serge reigns supreme for early spring street wear. And the way in which many of the materials are combined is as fascinating as it is mysterious.

The designs are innumerable and fetching beyond all description—and as to colors, well, nature surely loaned her color box to Dame Fashion, for they are wonderful. They shade from the delicate pastel tones on up through unique shades never seen before to rich sombre shades of blue, green, grey, etc. The following frocks are typical of the new modes.

Georgette crepe in pastel blue begins one of the exquisite frocks in the Women's Section. Crystal beading in solid panel effect on skirt and bodice, and the under bodice of silver lace effectively finish it. Price, \$75.00.

Another woman's frock is fashioned from navy and white Georgette crepe in foulard design combined with navy taffeta. The double-winged tunic of crepe and taffeta, the long bell sleeves and the heavy silk tassels that adorn the bodice are a few of the adorable features. Price, \$42.50.

Dear to the heart of any miss would be one frock of navy and buff taffeta. The buff tunic is embroidered with beads to give the new plaid effect, while the navy bodice has a pert row of buttons from waist to throat and a jaunty circular collar to complete it. Price, \$75.00.

As fetching as it is simple is a misses' gown of soft taupe Georgette—made lovelier still by the rich silk embroidery on the draped skirt and bodice. An odd little braid girdle is a new note. Priced at \$65.00.

Skirts Were Never Lovelier

And no wonder, when you see the glorious materials and wonderful colors that have gone into them.

Baronette, a lustrous new material with a metallic lustre; foulards in bewitching coin spot and tear drop patterns; satin-checked, satin-striped and gingham plaid taffetas; crepe de chine, and a host of beautiful cloth materials give evidence of the vogue of the separate skirt. As to colors, they are just everything you can think, and more than you ever dreamed could exist.

The styles are delightful, showing draped, tunic, pleated, straight and gathered effects, with such adornments as crushed girdles, sashes, high waist lines and indescribable pockets. Best of all, the prices are so various as to suit every purse.

Among the New Petticoats

Of course you will not want to miss seeing them, for they are so necessary to the new suit, skirt or frock. And the section where they are displayed is such a glory of color that it is a pleasure to walk through it.

Taffetas still hold first place, and the exquisite shot effects and plain tones with which they glow are adorable. There are pussy-willow Japs, too, silk jerseys that so many love, and white tub silks for the summer frock. Last, but by no means least, are satins of lovely lustre and color.

No need to mention designs, except to say that they are the latest products of fashion, particular attention having been given to obtaining a neat effect about the hips. They range in price from \$5.00 to \$15.00.

And the New Negligee Gowns

Of course you will want to see them, for here again are displayed adorable styles for your hour of leisure.

They are Japanese made, and a great many of them are Japanese in design with exquisite embroidery in rare designs, loose flowing affairs with great sleeves that are as graceful as they are artistic. Besides are Empire effects and styles caught in at the waist with elastic.

The materials are rich silks, silk crepe de chine and delaines, in plain colors and color combinations, showing such shades as new blue, rose, maize, sky, pink, navy, tan and black, with mauve. Price \$5.00 to \$35.00.

The New Suits Are New Indeed—You Will Enjoy Seeing Them

Lines that will give added grace to the matron are seen in the women's suits—youthfulness of style and jaunty touches that will give the chic appearance that every miss craves in the suits for young women—suits for everyone at every price—suits that are a delight to behold and a joy to wear.

Serge is still the favored material for these lovely suits for women and misses, while gabardine follows closely in popularity. After them come such attractive spring materials as tricotine, Poret twill, poplin, Delhi cloth and fine tweed. Silk, too, will be as highly favored as ever for later spring and summer wear, and already we are displaying many charming models made from taffetas and corded silks.

Navy, sand, beige and greys lead the splendid array of delightful colors, with Pekin and Monaco blue, hunter's green, new browns and nigger, rookite, taupe and black in close succession. The suits are short—short of skirt and short of coat—the

latter showing such charming styles as pleated and irregular peplum effects, pony coats with smart vests, tailored designs and cunning bolero, and Eton models. Such a variety as to make it a veritable joy for you to do your suit buying.

As to trimmings—they vary in accordance with the design. The tailored models, as usual, boast little adornment, save smart buttons and stichings, while dressy models show lovely over-collars, many novelty buttons, chic panners, stichings and embroidery. To give you an idea of the smartest styles shown, we here describe a few models:

One Woman's Dress Suit is of sand serge. The coat has a peplum finely pleated at the back and sharply pointed in front. The bodice of the coat extends in long button trimmed flaps over the hips, and it is finished with a brown broadcloth collar in long shawl effect. The skirt is shirred to a broad belt, also trimmed with flaps. Price \$75.00.

Navy serge is seen in another woman's handsome suit. The short box coat is richly banded with broad military braid, while the white silk fabric vest and striking mahogany buttons give a stunning finish. The skirt has a tunic front similarly braid trimmed and gathered belted back. Price \$65.00.

Another exclusive model of sand covert cloth bears a pony jacket. There's a vest, too—this time of soft black satin with exquisite chequered border and high collar, in Paddy and nigger. The smart plainness of the skirt is enhanced by an almost invisible pocket caught with a huge button. In the Women's Section. Price \$85.00.

Youthful, indeed, is a misses' Eton suit of sand serge. The jaunty short coat just reaches the waist line at the back and is slightly pointed in front. Odd little shaded buttons adorn it, and also the prettily paneled skirt. Price \$62.50.

Dark navy serge fashions another stunning suit. The jacket has a deep peplum, showing tucked panels at the back, and plain fronts with tailored pockets. A novel feature is the gingham plaid silk vest. The skirt is as smart as it is plain. In the Misses' Section. Price \$69.75.

You will be enraptured with a misses' suit of beige corded silk. The coat is richly embroidered in navy, beige and gold, and lined with gold satin. The skirt has graceful loose side panners and a broad girdle. Price \$100.00.

Blouses

Are Growing Lovelier With Every Season.

You really must not miss a visit to the Blouse Section, where the display of new styles for wear with spring suit or separate skirt will show you the latest modes and all the exquisite materials and colors fashion is exploiting for the new season.

Georgettes, in sand, grey, beige, Nile, flesh, orchid, coral, peach, new blues, maize and such lovely shades are still favored for dressy wear, while combination colors are highly fashionable.

Then come silk crepe de chine, in all the new plain and combination colors, rajahs and delicate, indestructible voiles, in a host of pastel shades.

Among tailored waists you will find habitais and tussahs of rich weighty finish, in plain colors, white and wonderfully smart striped effects. Lingerie blouses, too, are demanding great favor among fashionable women.

It would be quite impossible to touch even the fringe of the countless exquisite designs, but some of the characteristic features of the newest are:

Collarless, slip-over designs, low flat collars, high collars and hunting stocks, gypsy and tuxedo collars; embroidering in self and contrasting colors, rich heading in exclusive designs; tiny self-covered buttons and buttons of metal and pearl, used for either trimming or fastening.

Altogether these blouses are so delightful and fascinating that you will love every single one of them. The prices vary just as widely as the designs.

Queen Quality Boots And Other Fashionable Footwear

Disclosing the Advance Models for Spring

The question of what footwear will be worn this spring is revealed by the wonderful display of new shoes in our extensive shoe department.

High boots, low boots, English walking boots, Oxfords and pumps will be shown, with a preference for the high shoe—the height of these ranging from 8 to 9 inches.

Button and lace styles share equally in favor, other interesting features being long, narrow vamps in the dressy shoes; Spanish, Cuban and covered heels, and dainty finishing touches in the way of stitching, etc.

Plain colors predominate, but delightful two-tone combinations are also shown. Dark and African brown, field mouse, mahogany, navy and grey are among these shades, with a great deal of black.

Worthy of particular note are the perfect fitting qualities, graceful lines, smartness and flexibility of every one of our "Queen Quality" shoes, no matter what the price.

Dress Goods For Every Need

New Tweed Suitings, from the fine invisible check and stripe effects to the Bonnie Heather and Donegal effects, in a multitude of colorings. Per yard, \$2.50 and \$3.00.

Rich Broadcloths, the finest collection ever brought together for both quality and colorings, every imaginable shade featured, spot-proof and shrunk. Per yard, \$3.50 to \$5.00.

Guaranteed British Serges for the tailored suit, in navys and black. Per yard, \$2.50 to \$5.00.

French and British Broadcloths, in weights for coats and in all the new spring shades. Per yard, \$4.00 and \$5.00.

Homespun Tweeds, very fashionable for spring coats, in many color combination effects. Per yard, \$2.50 to \$3.50.

Covert Twills, thoroughly showerproofed, in sands, fawns and greens. Per yard, \$3.50.

Watch This Page Tomorrow for Further Announcement of Fashion Displays

The New Silks Are Legion --and Such Glorious Colorings

Pussy Willow Foulards, in exclusive designs, for waists, dresses and linings; the softest, richest and most durable of all printed silks. Price and qualities the same as in former years. Per yard, \$3.50.

Showerproof Silk Foulards, in such favored shades as taupe, dark browns, greys and a wonderful collection of blues, etc. Per yard, \$2.50 and \$3.50.

Stripes and Checks for Separate Skirts, in the finest display we have ever seen. Per yard, \$2.50, \$2.95 and \$3.50.

The Millinery That is Receiving Such Favorable Comment

So brimful of delights is the colorful department that expresses the latest modes for milady's headgear that we can but mention a few of the leading characteristics that will charm you.

The designs favor the graceful French poke, the mushroom, the large drooping or rolling brim, the cloche, the French militaire, and a host of close-fitting shapes, in both tailored and dressy models.

Trimmings are few, but extremely smart, featuring bunches of flowers, touches of fruit, a lacquered quill, a chic bow or pretty feather novelties.

Colors run riot, showing everything from such bright shades as apple green, Pekin blue, sand and lotus to dusky tones of taupe, brown, hortensia and many greys.

Corsets

That Give the Correct and Graceful Style Lines Required by the New Frocks and Suits.

Bon Ton Corsets, for slight figure models, with girdele tops and elastic gorges; or stout figure models, with medium bust and elastic insets in skirt. Priced from \$4.50 to \$10.00.

Redfern French Model Corsets, in dainty pink baste, pink and white coutil, and fancy silk brocades; models for every figure; beautifully designed and finished. Priced from \$4.50 to \$10.00.

Warner's Rustproof Corsets, models for slight figures, with girdele tops, and heavy models with abdominal reducing straps; also tall figure models with long skirts. Price \$2.75 to \$4.50.

Modart Front Laced Corsets, in all the newest styles and fabrics. Priced from \$5.00 to \$12.00.

Band J, of fine treco and coutil fabrics, in white or pink; front or back laced. Price \$3.50 to \$9.00.

Royal Worcester Corsets, in a host of styles for every type of figure. Price \$2.75 to \$4.00.

Thompson Glove Fitting Corsets, soft boned models, with elastic skirt gussets. Priced from \$2.25 to \$6.00.

C. B. a la Spritte, in pink and white materials, for every figure; including popular front laced models. Priced \$2.25 to \$10.00.

"Godde's" Front Laced Models are greatly favored. Price \$2.00 to \$4.50.

Renga Belts, for stout and super-stout figures, with abdominal reducing straps. Prices \$3.00 to \$6.50.

D. and A. Models, from 75c to \$6.00.

C. C. a la Grace, in wonderful assortments, from \$1.00 to \$4.99.

The Robert SIMPSON Company Limited

- New Hosiery
- New Gloves
- New Laces
- New Neckwear
- New Hand Bags
- New Lingerie
- New Ribbons
- New Veilings
- New Jewelry
- New Hair Ornaments