

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

Simpsons' Salons  
for  
Imported Gowns

### 'Round the Store

The sun and showers of these May days, have brought out a host of new blooms in this beautifully appointed exclusive section, translating it into a veritable garden of gloriously colorful individualized frocks for every Spring and Summer occasion. Particularly replete is it, with apparel for the bride.

### Navy Blue Tricotine

Fashions a little French street-frock of striking originality. Panels of exquisite Persian embroidery are done in old blue silk and scarlet beads on skirt bodice and sleeves, and there's a wonderful tasselled rope of the beads for a girdle.

No wardrobe is complete without a tricolette frock. One chic model in navy has its skirt in rippled flounces, while falling from the hip and caught in at the hem are loose panels richly embroidered in self-toned silks. These panels are repeated on the back and front of the bodice and there's an exquisite lace berth.

### Half the World

Appears in smart taffetas this season, and one does not wonder when there are such frocks to choose from as a model in navy, with applique ornaments of embroidered toile cirée (black oilcloth). A wired frill below the girdle gives the distended effect, and there's a surplice collar in cloth of gold.

Printed Georgette is a reigning favorite, and you can imagine the loveliness of one with all-over leaf pattern in woodsie brown tones. Alternate leaves are centred with bronze crystals and outlined with natural wooden beads. An Egyptian girdle and Tuxedo collar in brown taffeta completes the stunning effect.

### Wash Frocks Are Arriving

And among them the sweetest thing imaginable—a vivid pink organdie whose double skirt is inset with bands of creamy lace. An organdie surplice veils a lace underbodice. The short lace sleeves have deep organdie cuffs and there's a "sweet bunch of daisies" caught with streamers at the waistline.

The **SIMPSON** Company  
Robert Limited



### Baby Week The Movie Show

The special attraction for today and tomorrow of our Baby Week will be a movie show, when, through the courtesy of the Ontario Department of Public Health, a very interesting film will be shown on the care, clothing and feeding of the Baby.

Three half-hour performances daily, 3:30, 4:00, 4:30 o'clock, in the Special Lecture Room Fifth Floor.

Free tickets may be procured at the Main Floor exchange desk or the Layette Room, Third Floor.

### Mothers—Second Day of the Huge Sale of Boys', Girls' and Small Children's Boots and Shoes

The Entire Stock of the Adams Shoe Co. at a Fraction of the Normal Price



Boots and shoes—hundreds and hundreds of pairs—of every description and size imaginable. Each pair absolutely guaranteed seamless without tacks or nails and on perfect lasts to fit all the requirements of small growing feet. No cramping or pinching, but good sensible shoes, the kind every mother is looking for.

This is the opportunity of the season to buy guaranteed specialty shoes for children, both for present and future wear at a price which will almost be doubled later on.

#### Leathers

—Excellent quality box calf, dongola kid, gunmetal and patent leather.

#### Styles

—Sturdy laced and buttoned boots for everyday, and pretty dress-up slippers for party occasions, sensible low and spring wedge heels—Goodyear welted soles—very flexible—round, full fitting toe.

#### Absolutely New Spring Stock

#### Sizes:

11 to 2 ..... 3.19      4 to 7 1/2 ..... 2.49  
8 to 10 ..... 2.79      1 to 5 (Small children) 2.19

Simpsons—Second Floor.

### Misses' Snappy Suits

An exceptional grouping of tricotines, gabardines and serges from regular stock.

Newest Spring types—silk-embroidered, braid and button trimmed, silk lined.

With particular attention to tailoring and finish.

In the favored navy, and in sizes 14 to 20 years, Regularly \$50.00 to \$65.00. Extraordinary value, today ..... 35.00

### Misses' Topcoats

Broken sizes from regular stock, in manufacturers' samples and overmakes—in silver-tips, polo cloths, velours and fancy coatings.

Snappy sports coats, longer, dressier coats, featuring the newest of collars, pockets and trimmings.

Colors, taupe, rookie tan, brown, fawn, navy, pearl gray and light tweeds. Sizes 14 to 20 years in the lot. Regularly \$35.00 to \$45.00. Shop early for choice today, at .. 25.00

### Women's \$50.00 to \$67.50 Suits

A wonderful assortment—purchased at a great reduction on the manufacturer's cost—offering truly worth while value to the woman who comes suit-buying tomorrow.

Tricotines, gabardines, Poiré twills, serges in a host of tailored and dressy styles—navy, black, and a few sand—sizes 32 to 42 in the lot. Today, sharp, at 10 a.m. .... 42.50

### Women's Coats

#### Strikingly Reduced

100 choice garments selected right out of stock, together with a number of manufacturer's overmakes which we have underpriced to make a rousing Thursday-Sale.

Tweed Coats, regularly \$25.00, today ..... 16.75

Sports Coats, regularly \$30.00 to \$35.00, today 21.50

Dressy Coats, regularly \$45.00 to \$57.50, today 35.00

Imported Coats, regularly \$100.00 to \$125.00, today ..... 77.50

### Misses' Leatherette Coats

Snappiest imaginable for motor and sports wear. In bright tan shade with fawn velour convertible collar, leather belt, nice linings and double-stitched seams. Sizes 14 to 20 years. Regularly \$35.00. Extra value, today ..... 29.95

Simpsons—Third Floor.

The **SIMPSON** Company  
Robert Limited

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