

Telephone Main 7841

1898--TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR--1919

Market Adelaide 6100

SIMPSON'S---Misses' Suits in Distinctive Variety for Easter

Among which you will find the most attractive and popular modes of the season---the favored materials---and the leading shades---special honor having been conferred upon the faithful navy blue. Prices are comparatively moderate. Here are a few chosen at random from our superb stock:

At \$35.00---Clever little suit in navy, black or poilu gabardine. Box coat with simulated button back, vestee of beige silk and trimmings of smoked pearl buttons.

At \$42.50---Striking mannish tailored suits in navy or black gabardine, braid-bound vest, pockets, hem and collar, tiny bone buttons for adornment.

At \$55.00---Stunning dressy suit in black chiffon serge. Byrnie Waistcoat in exquisite parchment tricotette and groups of tucks about the coat hem.

At \$45.00---Chic suit in navy or black serge, the popular waistcoat bordered with pin tucks, Tuxedo collar and pearl buttons.

At \$49.75---Very new Russian blouse model in navy, brown or black tricotette. Waistcoat of buff corded silk, tie sash and military braid trimmings.



Special Value in Misses' Coats, Cape-Coats, Dolmans \$35

An exceptional collection, comprising many variations of the newest models, featuring unique color combinations and developed in velour, gabardine, poplin, Delhi, jerseyette or serge. Leading shades. Today, \$35.00.

Women's Georgette Dresses

Their chief glory lies in beading and embroidery of exquisite coloring and design hitherto undreamed of, while quaint bell sleeves, tucks and frills and soft girdles add charm. They come in lovely plain shades and the newest of the new printed foudard designs. Priced \$35.00 to \$55.00.

The Loveliest Easter Frocks for Misses Are in Foulard or Printed Georgettes

In which wide-flowing sleeves, broad sash girdles and Oriental motifs in beads, silk or chenille, sound a distinct Japanese note---while cunning ruffles on the basque-bodies and skirts achieve a charming effect. New shades---\$45.00 and \$55.00.

Stunning Serge Street Frocks for Women and Misses at \$35.00

An interesting variety to choose from, in fine, soft navy and black serges. The coat dress, with contrasting silk waistcoat or long redingote tunic---Grecian designs exquisitely embroidered, and loosely cord-girdled---straight tailored frocks, with novel pockets and button or braid trimming. Special value at \$35.00.

Just Arrived! Dressy Serge Skirts for Women

Pre-eminently Smart, and Priced at \$15.00. They are of fine cloth-finished serge, in navy or black. Cut on new straight, narrow lines---featuring slit sides, braid trimming---pin-tucking---novelty button effects---chic pockets and belts. Price, \$15.00.

Superior Value in Girls' New Middies \$1.50

More popular than ever---composed of strong middie twill, in white, with rose, green or cadet. Braid-trimmed collar and cuffs---patch pocket---front lacing. Sizes 8 to 14 years. Price, \$1.50.

Women's Suits \$29.75

Grouped From Regular Higher-Priced Stock---Manufacturers' Overmakes and Samples

Such a wide assortment of new styles---if you shop early you are almost sure of finding what you will best like at the moderate price. Strictly or fancy tailored---box-coated and daintily vested---semi-finished or belted. Finished with braid or buttons. Made from excellent Botany serge in navy, brown, oxford, myrtle or black. Special, today, \$29.75.

Women's Coats Attractively Priced at \$27.50

Examples of New York's latest designs in covert, velours, serges or Delhi cloth. Pleated, rippling belted and cap styles to which smart overcollars and fancy pockets add chic. Colors tan, sand, navy, black, brown or grey. Extra special value today at \$27.50.

WANTED---Experienced Saleswomen for Fridays and Saturdays
For Women's and Misses' Suits and Coats, Dresses, Millinery, Neckwear, Veiling, Gloves
Preference given to former employes living at home. Make application before Friday.
Women's Employment Bureau---Fifth Floor, Simpson's.

Just In! Tailored Hats for Easter

THEY ARE from such noted makers as Gage, Veandes and Vail---hence their exclusive style.

MOSTLY made from soft Italian Milan; in black, white and colors---their chief attraction lying in the individuality of the many different shapes.

THE SIMPLICITY of the broad ribbon bands and bows that finish them charmingly enhances their smartness. Priced \$8.50 to \$17.50.

Smart Ready-to-Wears \$3.50 to \$5.00

Dozens of styles---from the plain Knox sailor to the smart close-fitting toque. Fashioned of Milan-hemp lisle, plaited or woven straws, in combination colors. Banded with corded ribbon to match. Moderately priced at \$3.50, \$3.95, \$4.50 and \$5.

Trimmed Hats for Matrons \$5.00 to \$6.00

When mother comes to choose her Easter hat today, she will find an abundance of exceptionally smart and different styles in the collection. Clever turbans, roll side shapes and small-brimmed sailors are among them---trimmed with ribbon, flowers and feathers. Mostly black---also many nigger and taupe. Today, \$5.00, \$5.50 and \$6.00.

Children's Easter Wear

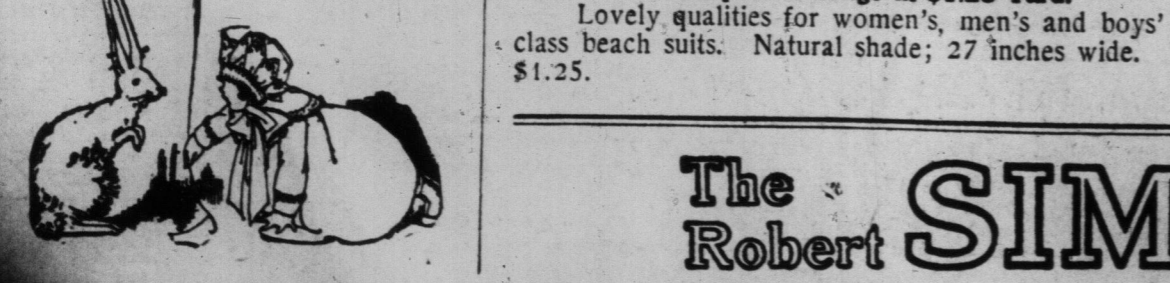
Cream Cashmere Coats \$2.95
They have cunning little silk embroidered collar and cuffs, edged with silk braid. Lined throughout. Sizes 6 months to 2 years. Today, \$2.95.

INFANTS' MERCERIZED SILK POPLIN BONNETS, lined and interlined. Dainty ruffled revers, edged with white satin ribbon frill. Sizes 12 to 16. Regularly \$1.00. Today, 69c.

Infants' \$2.00 Long Robes \$1.39
Made of exceptional quality fine white nainsook, with yokes of Swiss embroidery. Hemmed and pin-tucked skirt. Lengths 27 and 30 inches.

CHILDREN'S DRAWERS, of fine white balbriggan-knit cotton. Tight knee style, with knee cuffs, and double band at waist. Sizes 3 to 14 years. Today, 55c.

CHILDREN'S WHITE COTTON NIGHTGOWNS, slip-over style, with deep lace edge. Lace trimmed sleeves. Sizes 2 to 14 years. Exceptional value at \$1.35.



Real Shantung Silk Middies \$1.95

Attractive and wonderfully useful---made in roomy style, with sailor collar, long sleeves and two capacious pockets. Front-laced. Sizes 34 to 44. Regularly \$2.95. Today, \$1.95.

Women's English Wool Spencers \$1.95

Ideal for wear under the light Easter suit-coat. Woven in cosy Shetland weave, with long sleeves. Fastened with large pearl buttons. Colors white, rose or grey. Regularly \$2.50. Today, \$1.95.

Hand-Embroidered Kimonos Only \$1.95

A Splendid Assortment of \$2.95 and \$3.95 Styles. Made from firm cotton crepe, with real Japanese sleeves and waishes. Colors rose, pink, sky, open and wisteria. All beautifully hand-embroidered in butterflies, cherry blossoms and other floral designs. Shop at 8:30 a.m. to be sure of obtaining one. Today at \$1.95.

Wedding Rings of Quality

Obtainable here in every wanted size---the narrow Tiffany and wider English styles. 14k, 18k, and 22k. gold of various weights. 14k. gold at \$4.00 and \$6.00; 18k. gold at \$6.00, \$7.00 and \$9.00; 22k. gold at \$10.00 and \$12.00. Also fancy green and white Gold Chased Rings and Diamond Set Wedding Rings.

Women's Hand-Embroidered Jap Silk Nightgowns 6.75

So dainty and appealing are these and of wonderful quality. Richly hand-embroidered and ribbon-run button-holes and scalloped edges. Pink only. Today, \$6.75.

Hand-Embroidered Envelope Chemise, \$5.95.
Also of fine Jap. silk with designs of hand embroidery to match the nightgowns described above. Pink only. Today, \$5.95.

Women's White Cotton Drawers.
With deep frill of Swiss embroidery. Both styles. Today, 89c.

\$1.75 Camisoles, \$1.29.
Brand new garments in Jap. silk, lovely with lace yokes and insertions. Ribbon shoulder straps. Colors pink, maize or white. Today, special, \$1.29.

"Goddess" Front-Laced Corsets.
Models for the medium figure, made of real good quality white coutil. Deep unboned skirt with wide band of elastic at back. Six strong hose supporters. Sizes 20 to 30. Splendid value at \$4.00.

Women's Combinations.
New string garments made of fine lisle thread. Tight knee or wide umbrella drawers. Price, \$1.25.

Splendid Values in New Wash Fabrics

The Newest Wash Suiting Is Prunella.
It is a charming fabric with a satin surface; 36 inches wide. Plum, Alice, taupe, Russian green, brown, navy, rose, black and white.

Linen Is Again to the Fore.
And here are exquisite Irish Linens in the noncrush quality, 36 inches wide. Rose, Alice, pink and white. Scarce goods, moderately priced at \$1.35 yard.

Tropical Suitings at \$1.25 Yard.
Lovely qualities for women's, men's and boys' high-class beach suits. Natural shade; 27 inches wide. Yard, \$1.25.

50c Galateas, 29c Yard.
Strong, serviceable qualities in fast colors of staple stripes. Fawn with white or pale red, delft blue and white, etc.; 28 inches wide. Regularly 50c. Today, 29c.

Fancy White Voiles, 49c Yard.
Striped and checked designs; 36 inches wide. Qualities that have sold as high as 75c. Today, yard, 49c.

White Krinkle Crepes, Half Price.
Slightly damaged seconds of 50c quality. Needs no ironing. Today, yard, 25c.



Store Opens 8.30 a.m. Closes 5.30 p.m. Daily.

Get Your Boy an Easter Suit

Boys' Trencher Suits at \$10.00.
Cleverly tailored grey and brown mixed tweed. All-around loose belt with novelty patch pockets. Full fashioned bloomers. Sizes 7 to 12 years, \$10.00.

Boys' Waistline Suits, \$15.50.
Dark grey tweed with white and blue broken stripe patterns. Double-breasted. Full fashioned bloomers. Sizes 13 to 16 years, \$15.50.

Reefers and Raincoats for Little Fellows
Sturdy black and grey broken check tweed reefers in double-breasted model. Velvet collar. Sizes 3 to 8 years, \$5.50.

All-Wool Blue Serge Reefers, \$10.50.
Double-breasted with deep sailor collar, shawl style, having three rows of white soutache braid. Brass finished G.R. buttons. Half belt at back. Sizes 5 1/2 to 10 years, \$10.50.

Little Boys' Raincoats, \$6.75.
Fawn paramatta material---trench style. All-around belt and crescent pockets. All seams stitched, cemented and taped. Sizes 25, 26 and 27, \$6.75.

Simpson's---Main Floor.

Getting Back to Civies? Here Are New Easter Suits, Overcoats and Furnishings for Men

THE SIMPSON STORE FOR MEN is in complete readiness with unsurpassed varieties and values in newest and best clothes and furnishings. Its popularity is evidenced by the patronage of a large number of returned men who come here daily for new outfits.

Suits \$24.00 to \$38.00

At \$24.00---The conservative sac developed in smart grey and black herringbone tweed, single-breasted, three-button soft roll, semi-fitted. Regular pockets with flaps. Sizes 36 to 44. \$24.00.

At \$30.00---Waist seam suits, rich dark brown tweed, single-breasted, two-button, long soft roll lapels, snug waist, vertical pockets, panelled back. Sizes 34 to 40. \$30.00.

At \$38.00---The form-fitting sac suit, dark grey and black Bancockburn tweed, single-breasted, three-button, soft roll, semi-fitted model. Regular pockets with flaps. Sizes 34 to 42. \$38.00.

Easter Overcoats, Too

Trencher Overcoats, \$20.00.
Grey and black "Donegal" tweed, all-around belt. Vertical pockets. Half lined. Sizes 34 to 42. \$20.00.

Slip-on Overcoat, \$25.00
Dark grey and black tweed mixture, natural shoulder, full back, large pockets with flap; quarter silk lined. Sizes 35 to 42---\$25.00.

Chesterfield Overcoats, \$30.00.
Dark grey chevrot, fly front. Close-fitting collar, slightly fitted back. Regular pockets with flaps. Sizes 36 to 46. \$30.00.

Simpson's---Main Floor.

Men's Stylish Easter Shirts

Arrow De Luxe Shirts, \$3.00.
Fashioned in the finest repps, zephyr, Russian cord and Jap crepe materials. Strikingly attractive colorings and patterns. Double French cuffs. Sizes 13 1/2 to 18.

Arrow and Tookie Star Silk Shirts, \$5.00.
Jap habutai, plain or fancy stripes in three-tone effects. Also plain white with separate collar or band.

Simpson's---Main Floor.

Pyjamas, Nightshirts and Underwear

MEN'S FLANNELETTE PYJAMAS, \$2.50
Pink and blue striped patterns on white ground. French neck---frog fasteners and pockets. All sizes. Today, \$2.50.

MEN'S FLANNELETTE NIGHTSHIRTS, \$1.50
With collar attached and pocket. Blue or pink striped patterns. Sizes 14 to 20. Today, \$1.50.

MEN'S SPRING WEIGHT UNDERWEAR, \$1.00---Natural shade me-
rino. French style collar---elastic ribbed cuffs and ankles. Sizes 34 to 44. Today, garment, \$1.00.

MEN'S PRESIDENT SUSPENDERS, 75c---Cord ends---strong elastic web---neat patterns. Today, 75c.

Simpson's---Main Floor.

For Sale
Van Hornes, 204
C. F. R. Riding
12,000 sq. ft. of
one-story brick
H. H. W. W.
28 King Street East

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