

Telephone Main 7841 Store Hours 8:30 a.m to 5:30 p.m.

Store Open All Day Saturday Market Adel. 6100

"Gay Paris" Herself
The very spirit of Gay Paris seems fluttering over her glorious creations in our French Salons.

The Robert SIMPSON Company Limited

Our Palm Room—The Spring Shoppers' Mecca
A refreshing luncheon served in our Palm Room, of delicious food, daintily served, will chase away the weary Spring feeling.



Spring Notes

A Garden Fair
is the colorful department devoted to the Spring displays of Wash Fabrics. The drifting pink of apple-blossoms, great soft roses or morning glories or wee nosegays of many flowerets scatter their loveliness on grounds of sheerest white voile.

Iris "Daughter of the Marshes"

on voile of aquamarine blue—big fragrant sweet peas against a deeper rose or tan—tan poppies with black leaves in bold relief on a beige ground—chrysis red, flowers on dove gray. What wonderful frocks for Spring and Summer wear, they are going to fashion! You will realize it when you see them.

The Favoritism of Foulard

is carried into beautiful foulard voiles in the same exquisite combinations of design and coloring you see in the silk fabric. There's a lot of the very smartest and newest effects in black and white.

History Repeats Itself

and so, first thing you know, you will find yourself among "Cleopatra" crepes—printed in the rich Oriental colorings one associates with the costumes of this famous Queen of ancient days. One notes the scarab green, Egyptian red and dusky blues and lemon softened and made lovelier by backgrounds of gray or taupe. Truly an inspiration, and so exquisite a frock-fabric as to equal the most elaborate of summer functions.

Did You Know

that the "adorablest" of Japanese Crepes for kiddies' Summer frocks or your Spring-time lingerie is in snowy white with wee bouquets of pink and blue flowers, or little cornflowers or circles of nosegays? 'Tis very new and very moderately priced at \$1.25 yard.

Spring's Fairest Charms Are Reflected in the New Suits for Misses

Of Which a Galaxy of Stunning Exclusive Models Await Your Inspection. Here Are a Few Rare Designs to Enrapture You

A handsome tailleur in dark navy serge is smartened by unique irregular strappings of rich military braid on Tuxedo collar, wide hip pockets and back panels. Price 99.00

Great pockets made in cartridge pleats and caught with buttons—the new tight-fitting bolero bodice with high, narrow belt—and touches of tailored embroidery—are fascinating new features of a navy tricotine tailleur. Price 112.50

A handsome dress model is in navy tricotine—the collar pointed in the back and embroidered in vivid sunset effect of wool and silk. The same idea is carried out on tassel, pointed panniers over each hip, and in the exquisite lining. Its crowning achievement is hand-painted buttons. Price 165.00

The vogue for the three-piece suit is gloriously displayed in a navy tricotine with box coat cut short in front over a handsome bodice of bugle-beaded navy tricolette. The box-back is knife-pleated, and there are knife-pleated side panels on the smart skirt. Price 275.00

Simpson's—Third Floor.

A Spring Frock at \$23.75

A description where so many fetching styles are available would be impossible. The very newest ideas are expressed in beautiful dresses of taffeta, georgette, satin, or smart combinations.

There are the new long bodices, fluted apron panels, lovely crystal beading and contrasting embroidery, unique drawings, bouffant hip ruffles and short sleeves.

Navy, taupe and brown and light Spring tones, Shop early. Today at 23.75

Women's and Misses' \$7.50 Skirts, \$5.95

100 only—of these very smart, attractive skirts in rich silk poplin. Made with shirred elastic top, pretty pouch pockets, and button-trimming. Colors, taupe, navy or black. We could not duplicate them at today's low price 5.95

Simpson's—Third Floor.



Vogue Demands Cuir Cire

The vogue for the shiny hat accounts for the very furure with which they are received, and in keeping with the demand, we have assembled the smartest of smart styles in wide variety, at a very special price. Trimmings of cire ribbon, bright, small flowers and ornaments give added chic to dashing sailor or pretty mushrooms or close-fitting models.

Three of the chic styles may be mentioned—a broad model with crown of pleated cire ribbon, a cunning off-the-face model with shiny crown and transparent brim, and the new Nizal sailor in cuir cire with flowers and ribbon. All offer exceptional value today at \$10.50.

Boys' Stylish Suits \$15.65

Boys' stylish and dependable Spring suits, with all the wearing qualities so necessary in real live boys' garments. Worsted finish and wool and cotton mixed tweed in patterns that boys desire. Light and dark gray and brown mixtures, designed in single-breasted models with loose-fitting back with all-around belt at waist. Bloomer pants with belt loops and governor fasteners.

Ages 6 to 12 years. Sizes 24 to 30. Regularly \$18.00 to \$24.00. Special today \$15.65.

Blue Serge Reefers, \$13.95

The ideal top coat for kiddies' Spring wear. All-wool Irish serge reefers, neatly tailored in double-breasted models with brass Canada buttons. Emblem on sleeve. Sizes 3 to 10 years 13.95

Simpson's—Second Floor.

A SHOE may make or mar the smartness of Spring tailleur or dainty frock. How important, then, that it be chosen with extremest care as to graceful becoming modishness! Comfort, too, is absolutely essential, and moderate pricing, above all, a thing to be desired.

These three features are so charmingly united in "Biltmore" footwear as to make their appeal irresistible to particular women. Moreover, the fact that they are designed and fashioned in Canada by leaders in the Canadian Shoe Industry makes for lower-than-usual prices. "Biltmore" Shoes are sold exclusively by Simpson's. Today we particularly feature pumps and oxfords, which you will find in all the wanted styles and widths.

The Popular Oxford Tie

is shown in a cleverly-built model of black patent leather. The vamp is gracefully long and plain. Celluloid heels with metal vanity plate and hand-turned soles are dressy features. Price 8.50

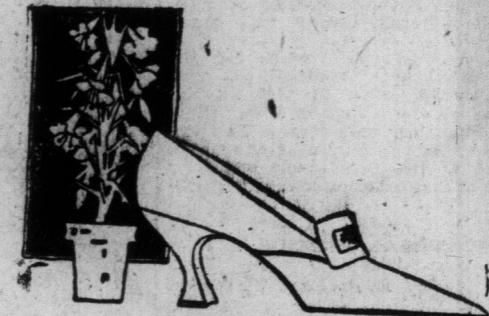
The Pretty "Shimmy" Pump

The "Shimmy" Pump has won unqualified favor with the woman who longs for faultless grace combined with enduring comfort. Here it is seen in a new "Biltmore" model with long vamp, celluloid heel with metal vanity plate and hand-turned sole. Price 10.00

Same in black vicci kid 10.00

Chic Two-Eyelet Ties

The acme of smart, new style is expressed in graceful "Gibson" two-eyelet ties, in the style illustrated to the right, but of soft patent leather. Beautifully finished with plain slender vamp, circular foxings, celluloid heel with vanity plate and hand-turned sole. Extra value at 8.25



New Spring Marabou at Old-Time Prices \$8.95, \$9.95 and \$11.95

The favoritism of marabou for Spring wear makes this offer specially appealing. An extensive range of new, pretty cape effects and long stole shapes in fine quality marabou. Many with ostrich edges or ostrich insertions are shown. Finished with silk cord and ostrich tabs. Colors are natural, nigger, gray and black. Special value, today, \$8.95, \$9.95 and \$11.95.

Simpson's—Second Floor.

Read "September"

One of the younger British novelists, whom Hugh Walpole, the celebrated critic, will discuss in the Central Technical School Auditorium on the 29th of March, is Frank Swinnerton. Possibly you know his writings, his and others.

If you do, you will read September. Nothing can prevent you.

Those who do not know him yet will delight in this new book of his. A masterly analysis of character, refreshing in dialogue, it reads like Galsworthy.

September 2.00

To Beautify Beauty

Dr. Partin's Preparations

- Skin Food of Jac Rose .75
Antiseptic Cream .75
Cream de Latigue (Vanishing) .75
Cleansing Cream .75
Neck, Shoulder and Arm Bleach 1.04
Whitening Cream 1.56
Kitty Gordon Cream .52
Suede Cream (for the nose) .52
Menthol Cream .52
Camphor Cream .52

(War Tax Included) Simpson's—Main Floor.

Blue Suits for Men

At \$35.00

A dark navy blue mill-finished serge made up in the Belter saque model, popular with the young man adopting his first "Longs." Sizes 33 to 36.

At \$42.00

A dark navy blue fine-finished worsted, in single-breasted, 3-button, semi-fitted saque model with soft roll notch lapels and regular pockets with flaps. Sizes 35 to 44.

At \$52.00

A dark navy blue, fine-finished chevrot in single-breasted, form-fitting saque model with soft roll peak lapels, regular pockets and outside ticket pocket with flaps—deep centre vent—bell sleeve effect. Sizes 34 to 40.

At \$65.00

A dark navy blue fine-finished worsted with invisible shadow stripe effects, in the single-breasted, 3-button, soft roll, semi-fitted saque model with soft roll, notch lapels and regular pockets with flaps. Sizes 36 to 44.

Simpson's—Main Floor.

SIMPSON

SIMPSON

