

SIMPSON'S SIMPSON'S SIMPSON'S

Telephone Main 7841 Store Opens 8:30 a.m. Closes 5:30 p.m. Open All Day Saturday Market Adelaide 6100



"Riviera" Hats for Easter

The Assurance of Stunning Style at Much Lower Prices Than Are Usually Asked for Individual Models.

Each is fashioned by our own designers upon high-class hand-blocked shapes. Charmingly new off-the-face sailors, roll turbaned, and irregular brimmed designs, to which tailored elegance is given by smartly-applied trimmings.

Cire ribbon, rolled about the brim and caught in a tailored bow, facing the brim in pleated effects or made to smart ornaments, is much used—lacquered quills that top a dashing crown, waxed wings, ornaments of cellophane in some bright new shades and sometimes whole brims of cellophane with maline crowns.

Black and navy are the favored shades, with here and there a hat of lighter tone. Do not miss seeing the fresh assortment in the enlarged "Riviera" Section. Today's prices, \$15.00, \$17.50 and \$19.50.

Sports Hats Are Now in Demand

And you will be delighted with the attractive collection we have assembled, particularly the English golf hats in bright self and combined shades. Ribbon hats, too, in sports tones for wear with the gaily-hued sweater coat or pull-over.

Most of them have pert turned-up brims or are in jaunty poke effects. Moderately priced, \$6.50 to \$10.50.

Simpson's—Second Floor.

8:30 Special---British Serge

5,000 Yards British College Serge, made from the finest soap shrunk wools in guaranteed fast dyes. Ideal for children's school wear, women's dresses, skirts, etc. 40 inches wide. On sale today ... 1.89

West of England Serge, \$2.18

In a beautiful fine twill, close weave. Noted for their excellent wear in women's, misses' and children's dresses, separate skirts and gymnasium suits. Three shades of navy and black. 40 inches wide. Special value, yard ... 2.18

Simpson's—Second Floor.

The Importance of Little Things

"How far that little candle throws his beams"—how quickly a wisp of cobwebby veiling will transform the plainest little turban into a model of Frenchy chic—how soon a shabby or slightly-soiled glove will mar the smartest costume—how easily smart hose enhance the attractiveness of both frock and shoe.

Veilings for Instance

Very smart and new is a black turban veil in large square mesh, bordered with loops of black braid and corner-embroidered in large roses. Only one of many charming designs.

Or, if you prefer veiling by the yard, you are almost certain to like one in open hexagon mesh, stippled with large woven square dots. Black and colors.

New Scarfs and Waistcoats

Make a bright spot in the Neckwear Department. They are of rich tricolette, in Bermuda pink, Maeterlinck blue, rookie and navy. The waistcoats are trimmed with deep uncut fringe. You should see them!



Boys! A Nobby Blue Suit Special \$13.95

The Kind You Will Choose for Its Smartness—and the Kind Father Will Approve of for the Price.

Marching to church on Easter Sunday with a flower in the buttonhole of one of these suits, any boy will feel quite pleased with himself.

Blue cheviot serges in a reliable wool and cotton mixture. Single-breasted model with very shapely lines, vertical pockets and all-around loose belt. Bloomer pants equipped with belt loops and governor fasteners. Sizes 6 to 12 years. Today, special ... 13.95

And in Boys' Tweed Suits

Olive novelty mixed effects in single-breasted high waist effect. Bellows patch pockets with top flaps. Bloomers are full-fashioned, have belt loops and governor fasteners. Sizes 31 to 34, at ... 18.50

Skillfully-tailored gray novelty mixed Scotch tweed, distinctive in pattern and style. Double-breasted combination waistline and belted model with fitted back. Crescent pockets, full-fashioned bloomers with belt loops and governor fasteners. Sizes 31 to 34, at ... 25.50

Simpson's—Second Floor.

Wise Women Are Buying Fur Coats Now

They realize that by reason of the fast advance in the cost of skins, next season's prices are going skyward. Many of the beautiful Furs and Fur Coats in our present diversified stocks are actually hundreds of dollars below the new prices. Think of it!

Moreover, we will reserve the furs purchased, in our moth-proof Cold Storage Vaults until you require them next season. She who hesitates loses a wonderful opportunity.

Simpson's—Second Floor.



Lovely Silken Underthings for Spring

Women's Jap Silk Envelope Chemises at \$3.75 Very dainty are these envelope chemises made of excellent quality Jap silk; some have pretty lace yokes, others have lace insertions and pintucks. Fitted or strap shoulders. Special, today ... 3.75

Camisoles, Today, \$3.95

So lovely for the sheer georgette blouse. Fashioned in navy blue silk in daintiest of floral designs in harmonizing colors. Some have the fitted shoulders, others have elastic at bust and ribbon shoulder straps. Today ... 3.95

The SIMPSON Company Robert Limited

The Wedding Gift For the Easter Bride

May be very happily solved in cut glass, that will sparkle and shine with all the brightness befitting such an auspicious event.

What Spring bride or housekeeper does not smile with satisfaction and pride when she views her luncheon or dinner table shining with cut glass and snowy linen.

Rare Pieces of Belgian Glass

Possibly the finest quality of glass obtainable. Berry bowls, cream and sugar sets, flower vases, all Canadian cut, are exquisite samples of the finest obtainable in cut glass.

Flower Vases and Baskets

So lovely for the flowers that will grace the spring bride's reception table. What could make a prettier picture than gay daffodils nodding their welcome of Spring from their resting place in a tall Belgian cut glass vase.

Simpson's—Basement.



Punch Bowl of Belgian Glass

Particularly beautifully cut in star or aster pattern, perhaps one of the prettiest of all stock designs. Lovers of the beautiful will revel in its exquisite art. Priced at ... 225.00

You May Choose From

Fruit Bowls beautifully cut in star or aster patterns. 6", 8", 10" and 12" sizes. Prices range from \$5.25 to \$12.75.

Flower Vases from \$4.50 upward.

Water Sets in all designs can be easily matched. Priced at \$12.50 to \$40.75 a set. As well as daintiest designs in Rose Bowls, Fancy Baskets, etc.



Spring Additions to the Kiddies' Wardrobe

Children's Dresses, Special, Today, \$1.35 Strong white jean. Empire waisted style, with wide gathered skirt. Rose or open chambray trims the neck, sleeves and the two dainty button-trimmed pockets on skirt. Sizes 2 to 6 years.

Smart Tailored Straw Hats

To suit the small girl's taste. Round crowns are in black and white or brown and white; there are some striped effects. The convertible droop brim surmounted with black corded silk band, with streamers at back, and in color to match crown. Ages 3 to 6 years. Today, special ... 3.49

The SIMPSON Company Robert Limited

STORE QUEEN STREET Large store on the ... H. H. W. King Street

Debt

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Commons Steele's Motion Government MATTER FOR

Ottawa, Mar. 29.—Private house of commons ... government should ...

Vigorous ... Following the ...

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Royal Commission Peg Strikers Leaders

CRITICIZE

Winnipeg, Mar. 29.—Winnipeg ...

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New York, Mar. 29.—New York ...