

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Simpson's Kiddies' Shop
 Our Happyland, filled with lovely things for all ages, from the tiny toddler to his grown-up sister and brother of eight years of age. Not the slightest want has been neglected.

The Robert **SIMPSON** Company Limited

Chat About it at Luncheon in Our Palm Room
 You will appreciate meeting your friends there, and enjoy a little chat over the daintily cooked food served you. Our slogan—Stylish, pure food, courteous service.



Foulards Were Never Half So Lovely

As they are this Spring season. If it were not that fresh weaves are flowing in daily, we could not keep pace with the demand for frock-lengths of this popular fabric.

And the designs—well, it seems as if every conceivable medium from the wee flower nodding by the wayside to exquisite examples of mediæval art had been seized upon by the weavers and translated, printed and woven into patterns of rare beauty.

While color embraces a wide variety of combinations in delicate or practical tones, the foulards in navy, taupe, brown, gray or soft blues with contrasting-colored designs are favored. These are also seen in other beautiful new fabrics of the Foulard family, Pussy Willow, Printed Floriswah, and the incomparable "Morning Glory" Silks. Prices range all the way from \$4.50 to \$9.50 yard.

These Silks Are Attracting Rapt Attention

- SILK FAILLES, 36 and 40 inches wide. Yard, \$4.50 and \$5.00.
- SATIN CHARMANTE, from C. J. Bonnet of Lyons, France. Yard, \$7.50.
- CHARMEUSE SUITING SATINS, from, yard, \$5.00 to \$7.50. With a special value in 40-inch navy blue Satin Grenadine at, yard \$6.50.
- CHIFFON TAFFETAS, in plain and wide-wrap effects. Yard, \$3.50 to \$6.50.
- COLORED SILK TRICOLETTE AND JERSEY. Yard, \$8.50 to \$12.50.

Two Splendid Values in Black Silks for Today
 800 YARDS ONLY, OF 38-INCH BLACK SWISS CHIFFON TAFFETA. Lovely qualities. \$4.50 value. Today, yard 3.88
 BLACK DUCHESS DRESS AND SUITING SATINS. Regularly \$4.50. Today, yard 4.15
 Simpson's—Second Floor.



"Monarch" Wools

In New Colorings Redolent of Springtime

'Tis a far cry from the faint bleat of woolly lamb to the rainbowed thicket of beautiful wools in a great corner of our Art Needlework Department, Fourth Floor. But there they are—big, fluffy balls that set your fingers atingle with longing to transform it into gay sports coat or pullover, and your heart aglow with anticipation of the fun that goes with such jolly apparel.

What Color Shall It Be?

Your bewildered, literally enchanted gaze roams from one vivid shade to another, and you decide that nothing could be smarter than a coat of jade green—it's so new, so fashionable and just a match for Summer day. But, oh! that Bermuda pink is so adorable. And here's henna and the most exquisite turquoise and more than a score of other equally fascinating tones. You're almost prone to decide on a Joseph's "coat of many colors" so you can have them all, when your eye catches sight of the rarest old China blue lying next to vivid yellow gold. What a combination! It's got to be a coat of that and a pullover of the jade. As to qualities, there isn't any more to say.

Floss, Down and Dove

—a remarkable trio to choose from, so you are certain of absolute satisfaction. And another important point, there are books on "Art in Knitting," with the very latest ideas for coat, pullover, negligee or scarf, purchasable for 25c.

Simpson's—Fourth Floor.



The Newest Street Frocks

Are of Navy Serge or Tricotine—and the Stunning Models Which Have Just Reached Our Salons Do Most Charmingly Typify the Mode and Meet the Urgent Demand for a Smart Combination of the Practical and the Distinctive.

- One has its long tunic richly bonaz-embroidered in Greek design.
- Another gleams with iridescent steel beads.
- A tailored model has slit pockets in box-bodice and straight skirt, all faced with atzec (deep henna) satin.
- Of bewitching youthfulness is a bolero frock with a broad crushed girdle of black and gold brocade and a simple round neckline.
- Some dressy tailored frocks go in for a great deal of navy or black embroidery with touches of gleaming gold.
- All are expressed in serges and tricotines of the fine, supple qualities better dresses demand, and in deep navy shades. Prices, \$57.50 to \$110.00.

Junior Misses' \$10.00 Skirts at \$7.50

50 only, made in the favored pleated style from good-looking navy wool serge of a quality that will stand all the romps of Spring school wear. Button trimmings for smartness.

Sizes 24 to 29 waist and 26 to 32 length. Regularly \$10.00. Morning special, today 7.50

Simpson's—Third Floor.

Dainty Curtains for Spring \$7.49 Pair

Regularly Up to \$13.00

About 150 pairs of these high-class voile and marquisette curtains. A score of extremely effective styles, including drawn thread borders, motif corners, panel effect borders and dainty styles with lace and insertion trimming. White, ivory and ecru colors in the lot. 2½ yards long. Today, pair 7.49

Plain Opaque Window Shades, 89c Each

Made of durable opaque cloth, in either white or cream. Standard size for the ordinary window, 37" wide, 70" long, complete with an easy-running spring roller, brackets, nails and ring pull. Today, each 89

Imported Art Chintzes, Special, 79c Yard

2,500 yards, in a big variety of very desirable patterns and good color combinations, including dainty floral designs for bedrooms, fine verdure effects for dining-rooms, and a lot of appropriate patterns for parlors and living-rooms. Today, special, yard 79

Drapery Voiles, 69c Yard

One yard wide, in a fine even weave and soft finish that will make up into curtains for the bedroom or dining-room. White, ivory or ecru colors. Today, yard 69

Brass Extension Rods, 15c Each

500 strong Brass Curtain Rods, complete with ends and hook brackets. Will fit any window from 28 up to 48 inches wide. Today, each 15

Simpson's—Fourth Floor

Announcing That in Future the RAWAK HATS May Be Purchased Only at Simpson's

Inspired by Paris and made in America, the Rawak Hat has the beauty and elegance that is distinctly French, coupled with the practicability that the Toronto woman has always demanded in her millinery. The collection now on exhibition in Simpson's is one of the most complete that has ever gone out from the House of Rawak. You will find it in an infinite variety of the simple tailored hats or smart lines that the well-dressed woman likes to don with her day-time suit or frock for general wear. Also hats for more formal occasions that are the essence of grace and charm and the last word in becomingness. There is a hat for every face, and a hat for every occasion, from morning shopping to the most pretentious afternoon bridge or evening reception.

The Unusual in Hats Comes From SIMPSON'S

The Robert **SIMPSON** Company Limited



Spring Lingerie

Early Morning Shopping Opportunity

Women's Vests, 35c
 Fine ribbed cotton, cotton lisle and lisle thread, light weight vests. Manufacturer's seconds, slightly defective, but of excellent wearing value. Daintily trimmed with laces and beadings. Regularly 50c to \$1.35. Very special value 35

Women's Combinations, 79c

Women's combinations of fine light weight ribbed cotton; a few are porous knit. Low neck; sleeveless, lace yokes, beading-trimmings and wide umbrella style drawers. Today, special 79

Women's Nighties, \$1.19

Slip-over and button front styles, fine white cotton. The slip-overs have round neck and short sleeves edged with lace. Button fronts have V-shaped neck and three-quarter sleeves. Today 1.19

Women's Cotton Bloomers, \$1.48

Fine cotton, extra roomy, elastic gathered at waist and knee, ribbon bows. Colors, pink, blue or white. Today 1.48

Simpson's—Third Floor.

FOR
 FACTORY SITE,
 Immediately north
 and east by average
 1/2 mile. Railway siding
 on E. R. W. 1/2
 on King Street East
 PROBS: Free

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