

1898---Twenty-First Anniversary

# SIMPSON'S

Coming-of-Age Year---1919

## Featuring New Spring Millinery, Dress Fabrics and Silks Today

If your eyes need attention, visit the Optical Parlors, 2nd Floor.

Telephone Main 7841 to all departments. Market phone, Adelaide 6100.

### Formal Display of New Silks and Dress Fabrics

The most wonderful collection we have ever displayed—thousands upon thousands of yards exquisite spring weaves—renowned "Simpson" qualities—unrivalled in charm.

You might well believe that all Nature had contrived to glorify the new spring silks and dress fabrics—so innumerable riotous and altogether irresistible their colors.

New fawns, new greys, new blues, new reds, in a maze of tones, for frocks, suits and coats; beautiful evening shades, revived from olden days, and new high colors for sports wear vie with each other for milady's favor, and leave absolutely nothing to be desired.

Fan-ta-si—Dew-kist—Kumsi-kumsa, and Willow-faille are the newest of the new where spring silks are concerned—Peau-de-Peche, a velvety fabric of rare beauty, takes first place in cloth fabrics.

Dozens and dozens of other weaves in wool, silk and wool and pure silk—plain shades and the most exquisite printed designs we have ever seen—add their loveliness to the great gathering, featuring all in such a variety of prices as to make choosing a delight.

### Leading Shades Are These

- |              |              |              |                         |
|--------------|--------------|--------------|-------------------------|
| <b>FAWNS</b> | <b>GREYS</b> | <b>BLUES</b> | <b>REDS</b>             |
| Dust         | Aluminum     | Scarabee     | Victory Red             |
| Antelope     | Taupe Fox    | Poila        | Mahogany                |
| Gazelle      | Stone        | Overseas     | Lincoln Purple          |
| Mica         | Pewter       | Marine       | Simpson's—Second Floor. |

### Stunning New Frocks For Every Occasion—Many Prices

In the enlarged new department that caters to all dress needs feminine—from the frock for tiny girl of six years to charming models for grandmother. New designs—new colorings—better in every quality point—priced according to your need. Note these Tuesday-items:

#### Women's Charming Afternoon Frocks

Are fashioned of georgette—combined with taffeta or satin in dozens of lovely designs. Most of them show exquisite beading or embroidery in self or rare Oriental tones. Colors taupe, brown, grey, navy, reindeer and black. Priced \$35.00 to \$45.00.

#### Special! Misses' \$25.00 Dresses \$19.95

Cleverly tailored from fine wool serge in navy or black. Braid and button trimmed. Extra value, today, \$19.95.

### NEW Victor Records for March



The best list in many months. Hear these and others in our Victrola Department.

- First Record by Ruthven McDonald (Canadian Baritone)—The Admirals' Room—1.00
- McDonald; Up From Somerset—R. McDonald—1.00
- There is somebody Waiting for Me—Lauder—1.50
- My Irish Song of Songs—John McCormack—1.25

#### Dance Records

- Fill Me With Again (Waltz)—Orchestra—1.00
- Beautiful Ohio (Waltz)—Orchestra—1.00
- I'm Always Chasing Rainbows (Fox-Trot)—Head Over Heels—1.50

#### Popular Songs

- Hindustan (Tenor Solo)—Henry Burr—1.00
- Kisses (Tenor Solo)—Henry Burr—1.00
- I Found the End of the Rainbow—Charles Harrison; In the Land of Beginning Again—1.00
- I'm Waiting for You, Lisa Jane—Vernon Dalhart; Mummy, Mine—Sterling Trio—1.00

#### Blue Label Records

- Dear Little Boy of Mine—Olive King—1.25
- Margaret Dunlop; Beautiful Ohio—Ella Baker—1.25
- Serenade (Cello Solo)—P. Pollain; The Butterfly—1.25

**40-inch Factory Cotton, 23c Yard**  
1,200 yards, fine quality, even weave. Note the wide width. Rush price, today, yard 23c.

**Striped Ceylon Flannelette, 25c Yard**  
Fine quality in narrow and wide stripes, for shirts, pyjamas, etc. 33 inches wide. Regularly 35c yard. Today, yard 25c.

**White Saxony Blankets, \$4.95**  
Extra size for double beds—70 x 84 inches. Ribbon bound or whipped ends, with pink or blue borders. Regularly \$6.00 pair. Special, pair, today, \$4.95.

**Cream Flannel, 95c Yard**  
30 inches wide. All pure wool. Regularly \$1.50 yard. Special, today, yard, 95c.

### Simpson's Market List for Tuesday—Phone Adelaide 6100

<b>MEATS AND FISH</b> Canada Food Board License No. 8-7531 Government Inspected Meats Only Sold in Simpson Market. Shoulder Roast, Simpson quality beef, per lb. . . . . 22 Blade Roast, per lb. . . . . 22 Rolled Boneless Pot Roast, per lb. . . . . 24 Round Steak, sliced, per lb. . . . . 22 Prime Corned Beef, mild, per lb. . . . . 22 Front-quarters Young Lamb, per lb. . . . . 28 4,000 lbs. Finest Creamery Butter, 1 lb. . . . . 35 4,000 lbs. Finest Canned Pumpkin, 3 lbs. . . . . 29 4,000 lbs. Finest Canned Peas, tin . . . . . 14 4,000 lbs. Finest Canned Tomatoes, 3 lbs. . . . . 17 Scotch Raisins, packet . . . . . 15 California Nidget Raisins, a substitute for currants, lb. . . . . 19 Finest Cooking Molasses, tin . . . . . 14 Finest Hawaiian Sliced Pineapple No. 2 tin . . . . . 24 Magic Baking Powder, 1 lb. tin . . . . . 36 Dominion Canned Vegetable Soup, 2 lbs. . . . . 17 Red Salmon, 12 lb. tin . . . . . 40	<b>GROCERIES</b> Canada Food Board License No. 8-7531 7 bars Lenox Soap, 5 tins Old Dutch Cleanser, 3 pkts. Ammonia Powder . . . . . 97 One car Standard Granulated Sugar, 29 lb. bag . . . . . 2.29 Five Roses Flour, 24 lb. bag . . . . . 1.60 Morris' Oleomargarine, 3 lbs. . . . . 1.00 4,000 lbs. Finest Creamery Butter, 1 lb. . . . . 35 4,000 lbs. Finest Canned Pumpkin, 3 lbs. . . . . 29 4,000 lbs. Finest Canned Peas, tin . . . . . 14 4,000 lbs. Finest Canned Tomatoes, 3 lbs. . . . . 17 Scotch Raisins, packet . . . . . 15 California Nidget Raisins, a substitute for currants, lb. . . . . 19 Finest Cooking Molasses, tin . . . . . 14 Finest Hawaiian Sliced Pineapple No. 2 tin . . . . . 24 Magic Baking Powder, 1 lb. tin . . . . . 36 Dominion Canned Vegetable Soup, 2 lbs. . . . . 17 Red Salmon, 12 lb. tin . . . . . 40	<b>FRUIT SECTION</b> Extra Special, 10,000 lbs. Finest Yellow Grapesfruit, 10 lbs. . . . . 23 Carrots, 15 lbs. . . . . 20 California Navel Oranges, 3 for 25 Brazil, dozen . . . . . 48 6 qt. baskets Finest Apples, each . . . . . 2.50 Strawberry Rhubarb, 2 bunches . . . . . 27 Unwrapped Chocolate Bars, dozen, 36c or 2 for 5c. Chocolate-covered Peanut Cluster, regular 50c. lb. . . . . 40 All Kinds Chewing Gum, 2 pkts. . . . . 40
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### 5 Good Values in Perfect Fitting Trousers For Men and Youths

Youths' Trousers, made from dark brown, firm finished tweed. Sizes 28 to 31. \$3.50.

Youths' and Men's Trousers, made from dark grey worsted, with neat darker stripe effect. Sizes 28 to 44. \$3.75.

Men's Trousers, made from medium grey worsted with lighter grey stripe. Sizes 32 to 44. \$4.50.

Men's Trousers, made from dark grey worsted, with neat black stripe. 5 pockets and belt loops. Sizes 32 to 44. \$5.00.

Men's Navy Blue Trousers, developed in blue worsted. Sizes 30 to 44. \$5.50.



### The Sale of Shirts at \$1.29, 4 for \$5.00

100 dozen men's negligee shirts. Plain and fancy stripes of black, blue, helio and tan. Fine cambric, cord and Jap crepe materials. All colors are guaranteed fast dyes. Double French cuffs, coat style. Sizes 13 1/2 to 18. Regularly \$1.75, \$2.00, \$2.50, \$3.00 shirts. Today, \$1.29 each, 4 for \$5.00.

### Boys' Suits of Simpson Standard Grade

AT \$9.50—Medium grey tweed with a blue and silver hairline stripe. Single-breasted, patch pocket, all-around belts. Bloomers are finished with belt loops and Governor fasteners. Sizes 26 to 30, 8 to 12 years. \$9.50.

AT \$10.50—Serviceable fawn tweed, with brown and grey broken hairline stripe. Single-breasted, novelty Norfolk model, with yoke back and front, with twin loose pleats to waist. All-around stitched belt. Bloomer pants. Sizes 31 to 34, 13 to 16 years. \$10.50.

AT \$17.00—Dressy blue tweed with red and silver hairline stripe. New waist seam model with vertical pockets. Bloomer pants with self belt and Governor fasteners. Sizes 31 to 34, 13 to 16 years. \$17.00.

### The Formal Presentation OF New Spring Millinery

ANNOUNCING THE ARRIVAL OF THE MOST AUTHENTIC MODES—IMPORTED CREATIONS OF DISTINCTION THAT REFLECT TO AN UNLIMITED DEGREE THE MASTER ART OF THE DESIGNER—AND NEW ORIGINAL STYLES OR DIRECT REPRODUCTIONS FROM OUR OWN WORKROOMS.

Entirely "different" in every point of interest, with a joyous abandonment about them that is positively enchanting, the new hats fairly breathe spring—in their shapes, their colorings, and the many flowers that adorn them.

FRENCH MODELS—Exclusive creations from such master designers as Talbot, Hamar, Lewis, Marguerite & Leonie, Mary & Annie, Louison, etc. Note the three exquisite models illustrated:



The chic little model from Hamar in soft, woody brown shades, enwreathed with pine needles and tiny cones.

The stunning tailored hat from Lewis—in black satin and liere—surmounted by the Chanticleer of Victory.

An exquisite dress hat from Talbot—the new poke in shaded green braid with crown of rare French flowers.

NEW YORK HATS—Of tailored elegance to which Rqwak, Bendel, Joseph de Marinis, and other leading makers have contributed many of their favored models.

"SIMPSON'S" HATS—Stunning original designs in tailored and dress hats and exquisite reproductions.

Every new feature finds a place—scuttle shapes, Directoire pokes—flowers, single clustered and in flat applied effect—the new tinsel cloth—new braids—new shades of jade, jay blue, henna, etc.

In fact, hats for every occasion—from the jaunty drooped sailor to the handsome restaurant or theatre hat—at such a range of prices as to meet every need.

## The Robert SIMPSON Company Limited

A RARE S.W. CORNER 3 story, modern 100 ft., assessed for \$34,000. H. H. W. 38 King St. E.

PROBS: Sir

Col. Machi legiance and is People plaining Govern Regulation With Pen

The legislatu double action session, when Manitoulin vint its policy and Kenora, now e connection with act, renounced. Conservative p. Heest prohibit Colonel Machi vintat tones, with the clow sides of the he heard to drop v. On resuming Dr. G. L. Mus said the govern or other to pla books at cost. of the rural p perhaps 50 per farmers need b count of falling prices would be and poultry. Benah Bowm from Manitoulin he rose to anal He heartily agr declarations me help the return farmers did not ing money and the house that win more hear comere than t assisting the b overseas to fir liberty. The U.F.O. m government on man aspect of I priced," he said are accused of this house, it that the govern ile about the b and I did not about the by of all the efforts of by-elections—an efforts were in election—such as have heard tod I will say is th who laughs last do not want to c After all the fig up, we won out to be accused of the house? (A phrase has been trying not spent one d tion, and I mad said I would st the interests of that declaration wonder whether that expression noon is not ma A Declar Mr. Bowman tion of the faith including the and recall, and democracy gove for the people did not deny it could serve a g sined by high s when party g mere scramble fall to display a polls system. Farmers, seeing political system added to use the good men and serve the gener ally the intere soldiers. (Appl Colonel Machi that the last th house was the had then left Arthur to come because he leat ment intend to the legislation v liquor traffic. E on the question on the basis of agreement of the witen. He had, in caucus, and order of the r the first occasi speak out in th do so. He then conti speak out no brench of faith elected me, and prepared for a measure, which ure of suspensio ed in British fa He went on to regulations prec which placed th great expense t demands made t not regard the adopted afterw plainable unless province desire (Concluded on STEAMER Rochester, Ne Powhatan, Ne Savannah, Ne Minnekahda, Lo