

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

You Are Invited

to take advantage of the festive Spring atmosphere of Simpson's Store. Bird songs, delicate decorative effects, and the glory of all manner of merchandise invite you to Come and See.

The Robert SIMPSON Company Limited

To Gain a Flying Start

at the pile of business correspondence waiting in the office, a man should begin his day fortified by a Palm Room breakfast. Delicious food, fragrant coffee, shining napery, and dainty service. The memory will linger all day.



The Short Sports Coat

is Fashion's favorite and the jaunty models that form the greater part of our vast coat assortments for the Spring Displays are almost certain to contain the style you will most want.

They Are Mostly of Polo Cloth—the soft woolly fabric of camel-hair finish and shade, which is so immensely fashionable. The smartest trimmings are of leather in the way of belts, collars and bandings.

Bolivias, tricotines, gold tones and jerseys are also shown in the short lengths and in colors of jade, heather, fawn, rookie, tan, Pekin and navy.

The Dressy Wraps Are Exquisite

Developed along dolman lines from finest of cloths and richest of silks. For instance, one gorgeous black satin model with great flowers, embroidered with chenille in old tapestry shades. Or one of taupe satin with tasselled monk's hood falling to the waistline. Linings are as gorgeous as the wraps—often of silk veiled in georgette.

Very smart coats are obtainable at \$25.00, with increasingly attractive models marked on up to \$250.00.

Special! Women's Sample Coats, \$37.50. Made to Sell at \$45.00 to \$60.00

As these lovely coats are models from which ranges of Spring garments were copied, they represent the newest ideas in fabric, design and color. Many full-lined. Extraordinary Opening Special, today... 37.50 Simpson's—Third Floor.

Sumptuous Tailored Suits

for Women and Misses surpass in originality of design, extravagance of adornment and beauty of finish, all previous Opening Displays. Only the designers who inspired them knew such suits could exist.

The tailleur dominates the mode—but not the tailleur of the past seasons. Even the fact that nearly every model is in navy tricotine bears no significance when we tell you that the most unique lines, exquisite embroideries and even such novel details as hand-painted buttons are shown.

The Coats range all the way from tiny Eton, which in one fetching model for the Miss is elaborated with tomato-colored wool, and faced with the same shade—to a model almost knee length, whose tight bodice is all-over embroidered in Japanese design of gold and colored threads.

As to skirts, they may be straight and plain, accordeon-pleated, panelled and tasselled or richly embroidered to match the coat.

3-Piece Suits of Rare Elegance

are strongly featured—one handsome model for women having an Oriental-embroidered beige tricotette underbodice—another for Misses with gold embroidered black satin overblouse, which falls below the short coat.

An Opening Special! Misses' \$45.00 Suits, \$37.50

Made from very fine Men's-wear serge in a host of newest designs. Trimmed with tucks and soutache or military braids and nicely lined. Special, today... 37.50 Simpson's—Third Floor



"Color" Cries the Mode,

And the Millinery Department is all abloom with the brilliant materials and vivid colorings that mark the Spring Opening Displays. But one and all express the unprecedented influence the Eastern world has upon the dawning season's fashions.

"Color, color, color!" is the dominating note of the wonderful display. Turquoise, emerald, brilliant-toned metal-cloths, peacock shades, burnt yellow, Chinese blues, jade and scarab greens, all the tones of brown, with an occasional dash of cherry and the inevitable black. These caught and held in shimmering cellophane, lacquered liseré, cired silk or leather, toile ciree (oilcloth) and other gleaming straws or fabrics to enchant femininity.

Design, too, runs rampant, from the trim and ultra-tailored sailor in astonishing variety to the unique sphynx-like turban with its novel "ears." Charming adaptations of the modes of great historical periods are much to the fore, and so varied, indeed, are the models displayed as to make it possible for every choice to be satisfied.

Stunning Tailored Hats

are attracting more than usual attention. Never before have we been able to gather such a vast assortment of individual designs—some unadorned, save for a dashing bow—others with the smartest of novelty pins or crisp glycerined feathers. Most of them are hand-made.

Blouses of Great Charm

Have set the Department abloom with their flower-like colorings, and feature new designs that are enrapturing.

The "Garibaldi," which falls loosely from rounded neck to below the waistline in simple but fascinating design, was originated in the monastic robes of olden days, and exploits the tendency of designers to revive ancient periods.

The "Cossack" overblouse, which won fame last season, continues in un-wavering popularity with little innovations—one of which is the length to which it may travel to make itself bewitching.

The "Monkey" or hip-blouse sounds the newest note this season. It craves particular favor—when worn with a dressy skirt it forms the long-waisted frock of newest mode.

Georgette—Tricotette—Crepe de Chine and Satin Duchesse

vie with each other for favor—one and all forming exquisite backgrounds for the elaborate embroideries in self, contrasting and Oriental shades that adorn them.

Colors, lovelier than ever, bespeak the popularity of Bermuda (deep coral), jade, rose, orchid, turquoise, beige, Maeterlinck blue, Aztec, burnt orange, canary, taupe, brown, navy, flesh, white and black—alone or in glorious combinations.

Prices range all the way from \$5.00 to \$35.00.

Never Were Such Petticoats

As Fashion has exploited for the new season. They take a delightfully conspicuous place in the Spring Opening Displays.

These chic bits of apparel, without which no Spring suit is complete, are mostly fashioned from silk jerseys and habutais—but 'tis the colors and designs that captivate.

For instance, you will see Algerian red with Italian green, teal duck blue with beige, pearl with rose, green with purple, in a host of Vandyke pointed, black stripe and novelty flounced effects.

Newest of all are exquisite Oriental medallions and the dresden ribbons set in the deep plain or accordeon-pleated flounces.

The Petti-Book

is also featured in jerseys and soft silks of many colors. They have knicker or broad frilled knees and elastic tops. All are priced between \$9.50 and \$17.50.

Simpson's—Third Floor.

SHOPPERS' DAILY GUIDE

BASEMENT.

Simpson's Market.
Laundry Specials.

MAIN FLOOR.

Hostery Specials.
Men's Penman Underwear \$1.95.
Lace Specials.
Unusual Values in Notions.
Reductions in Books.
Men's Raincoats at Special Prices.
Springtime Toiletries.

SECOND FLOOR.

Millinery Opening.
Women's Oxfords on Sale.
Great Values in Silks and Serges.

THIRD FLOOR.

Lingerie on Sale.
Women's Sweater and House Dress Specials.
Women's and Misses' Evening Dresses on Sale.

FOURTH FLOOR.

Great Rug Values.
Lace Curtain Sale.
White Nainsook, 23c yard

FIFTH FLOOR.

Specials in Brass Beds and Equipment.

SIXTH FLOOR.

Violin Strings, Half Price.
Demonstration Sewing Machines.
Paint Specials Reduced.
Palm Room.

The Robert SIMPSON Company Limited

Exclusive Hats From Paris

hold all the magic of which French models are capable, and are far, far more exquisite than ever before. We were just breathless with admiration when we saw them. Do you wonder when you know that

One model from Germaine, in brown raffia, held the quaintest ornament on its abruptly upturned front rim. It was a little Chinese scene cut from wood in Oriental shade.

Evelyn Varon sent a clever hat—its shape borrowed from 1880, but entirely modern in that it is formed of cellophane in black and turquoise and finished with just one languid feather.

The Egyptian Turban from Hermance, with outstanding "ears" of crisp "l'oiseau" blue ribbon—the new coronet from Germaine in lacquered brown braid, with a little "deception" veil—another rare Egyptian creation with top of glittering black cellophane, border of black and scarab green foliage and lacquered grapes for ear-drops—they merely hint of the wonderful collection.

But newest of all is a hat of alligator leather turned right off the face, surmounted by a scarab ornament in natural shades and boasting a soft crown of metallic batavia-cloth.

These, together with a host of striking models from our own designers—faithful reproductions of French designs—or smart originalities—form the most entrancing assortment we have ever shown. We invite your inspection.