

Simpson's Spring Fashion Display

Today's displays will feature the accessories that are so important in Milady's scheme for her spring wardrobe. We also direct special attention to the Opening Display of Misses' and Women's Suits, Coats and Dresses at the range of prices that most people are planning to pay

Exquisite Lingerie

Displaying Newest Materials and Designs in All Fashionably Delicate Colors

No enchanting is the new lingerie that a visit to the dainty section of our Whitehead Department, where it is being displayed, will be a real treat.

Rich silk crepe de chine, heavy habutais, glove silks, washable satins, and hand-embroidered nainsooks, in white, pastel blue, and the most lovely shades of pink are cleverly fashioned into dainty drawers, camisoles, chemises, combinations, pyjamas and boudoir caps. The following will give you a bit of an idea as to what you may expect to find:

A simple dresser of white crepe de chine has a Dutch neck and tiny sleeves; finished with rosebuds and hemstitching. Price, \$6.00.

Another gown of flesh crepe has a deep yoke, giving empire effect, richly elaborated with fillet lace, and embroidered in lavender flowers. Price, \$9.00.

Heavy silk crepe de chine, with much be-ribboning and fillet lace, made a camisole the dainty thing it is. Price, \$2.00.

Very dainty is a cover of palest flesh crepe de chine, made over with hemstitching and Valenciennes. Price, \$3.50.

Envelope chemises of white crepe de chine have a camisole top, hemstitched shoulder straps, and exquisite embroidery in lavender and blue. Price, \$7.00.

A dear little bonnet cap of pastel blue crepe de chine is much be-ribboned with dainty Val. lace. Cunning, too, is the satin bow that drops over one ear. Price, \$2.50.

Among the Fashionable Accessories

in Smart New Hand Bags



They Give Added Charm to Suit or Coat

If you have any doubt as to the smartest and newest ideas in Spring Handbags, a glance into our well-stocked Leather Goods Section will dispel it immediately. For if there was ever a time when bags were designed to charm feminine eye and heart, it is this season. Among the many styles are:

Handsome Beaded Bags from Paris, in unique designs of solid beading, in wonderful color combinations; with metal frames or beaded draw-strings, and lined with exquisite silks. Price, \$15.00 to \$28.00.

Silk Handbags are necessary to the spring frock, and one shown in such colors as grey, brown, green, navy, mauve, black, etc. Price, \$3.00 to \$25.00.

Checked Taffeta Utility Bags, capacious in size and rich in coloring, are greatly in vogue. They have heavy metal frames, and are lined with artistic silks. Each, \$8.00.

Rich Mocha Leather Handbags are smart, dressy, and durable. We are showing them in the fashionable shades of brown, beaver and grey. Lined with dainty silks. Priced from \$5.00 to \$12.00.

Genuine Morocco Strap Purses are decidedly smart with the tailored suit. They are shown in tan, green, purple, navy, brown and black. Each, \$5.00.

For the 8.30 a.m. Shoppers Infants' and Children's Wear

Underskirts of lovely quality flannelette, in soft pink or blue striped designs. They have attached waists of fine white cotton; scalloped flounce of goods on skirt, ornamented with pretty silk solid embroidery; sizes 2 to 6 years. Regularly 65c. Today, 35c.

Girls' \$1.50 Princess Slips of beautiful fine nainsook; skirt has deep flounce of lovely embroidery, with nainsook underlay; fine Val. lace edges on neck and armholes; silk draw ribbon in neck; sizes 6 to 12 years. 240 only, to clear. Special at 95c.

Infants' \$1.00 Wool Overalls, are woven in a fine close weave of white pure wool, and are without feet; wool draw cord with tassels in waist; wool crocheted edges. Today, 65c.

Infants' Hand Crocheted Wool Jackets, loosely woven of white pure wool in a dainty design; draw cord with tassels at neck; white, pink or blue, silk stitched edges. Regularly 65c. Today, 35c.

Infants' Bibs, safety padded and quilted, deep edge of imitation torcheon lace all around, tape tie at neck. Special today, 6 for 25c or 50 each.

Women's, Misses' Stunning New Suits

Lovely materials and colors and graceful strikingly smart designs are the most characteristic of the new Spring Suits we are displaying for matrons and young women.

You will be interested in the smart copies of the high-priced New York models we are showing at the moderate price of \$30.00 and \$35.00. There are strictly tailored suits, suits with ruffled, pleated and irregular puffed, pony suits with jaunty vests, and dressy suits with touches of rich embroidery. They are made from serge, gabardine or tricotine in all the leading shades.

Here military braid is employed to give a clever finish—where you see novel little buttons used in the most unexpected way. Again, it is the over-collar of contrasting fabric and color that gives a charming finish. You will be sure to find what you want in either the Women's or Misses' Departments.



Spring Frocks That Are Moderately Priced

There are serges, foulards, taffetas, georgettes, crepe de chine, serge and foulard, serge and taffeta, taffeta and georgette, and taffeta and crepe de chine combinations.

The colors are quite as various and delightful, including sand, clay, Pekin, Belgian, Monaco and navy blue, lotus, peach, greys, mahogany, taupe, brown, green and black.

We would direct your particular attention to the host of frocks in these materials and colors priced between \$25.00 and \$35.00. Two that are typical of the many chic styles are:

A woman's frock of soft taffeta with circular tunic, surplice waist and georgette sleeves. Finished with dainty embroidery. Price \$27.50.

A misses' tailored dress of heavy taffeta has a smartly draped skirt and bolero bodice with long shawl collar crisscrossing over and caught at the waistline with a huge buckle. Price, \$27.50.

Now is the Time to Choose Your New Spring Coat

Whether you be matron or miss—of full or slenderly girlish figure—you will find among the great array of new spring coats just the style that will suit you best at the price you will gladly pay for such extremely smart and becoming styles.

One of rich wool velour falls in full graceful ripples from novelty belt to hem; its smartness emphasized by short ruffles, double panniers over the hips. Colors sand, Pekin and Monaco blue, shoe-top tan or sage. In the Misses' Section. Today's selling price, \$32.50.

Another ruffled coat is of Quaker grey poplin. The short fitted back is caught with a half belt, from which the skirt falls in graceful ripples. There is a dressy over-collar of plaid silk. This coat may also be had in sand, open and navy. Price, \$35.00.

Among the Women's Coats is a strictly tailored model of covert cloth that is as smart as it is plain. It is slightly fitted, and boasts no adornment except the large military flaps on the hips, and shaded fawn buttons. Price \$30.00.

The new Delhi cloth is seen in another Women's Coat. The fancy cut normal waist-line is trimmed with rows of stitching. A smart collar of self or satin, and one large pearl button to close it, complete the striking model. Colors Pekin and Belgian blue, sage, sand and suede. Price, \$35.00.

A Million Yards of Wash Goods

Dainty voiles, prints, poplins, linens and other wash fabrics, showing literally thousands of designs at prices that will be impossible to duplicate when present stocks are sold.

Crum's Standard Prints, 32 inches wide, light and dark grounds, suitable for house dresses, aprons, men's shirts, children's rompers, etc. Per yard, 35c.

Duro Pique, 28 inches wide, in stripes and checks. Are suitable for afternoon suits, skirts, and for children's wear. They can be boiled without fear of their fading. Per yard, 50c.

Real Irish Pongee Linens—We are not likely to have any more for a long time; 28 inches wide. A full line of colors. Per yard, 50c.

Supremacy Suiting, 62 inches wide, pink only. This should be interesting, as the price is the same as it has been sold at for the last three years. Fast to the sun and tub. Per yard, 55c.

Fine Mercerized English Poplins, a lovely quality for suits, shirts, linings, etc. Green, coral, sky, cream, Alice, Burgundy, helio, grey, brown and navy; 36 inches wide. Per yard, \$1.00.

Cikpakka, a fine mercerized cloth for dresses, also much in demand for trimmings. Shades of sky, cream, white, maize, pink, Alice, mauve, amethyst and brown. Per yard, 35c.

Palm Beach and Poplin Suitings, in stripes and checks, suitable for skirts and suits; etc.; 36 inches wide. Regularly 30c and 35c. Per yard, 25c.

American Parasol Prints. Based on today's cost the price should be 45c per yard. These are 36 inches wide. Suitable for aprons, house dresses, children's wear, etc. Per yard, 25c.

Silk Chiffons, a beautiful fine quality for fancy dresses, theatrical affairs, etc.; 40 inches wide. Sky, brown, green, peach, white, black, yellow, rose, grey, red and navy. At half-price today, per yard, 25c.

White Mercerized Voiles, permanent finish, half-inch tape selvedge; 40 inches wide; for waists and dresses. Regularly 35c. Today, per yard, 25c.

All-white Palm Beach Suitings, a most popular fabric for suits, skirts and children's wear; 36 inches wide. Today, per yard, 25c.

The Ever Increasing Vogue of The Tailored Hat

is strikingly exemplified in the stunning models we have received from New York and are displaying today. Such renowned makers as Burgess, Hawk, De Marinis, Bruck Weiss, Farrington & Evans, Earle and many others have contributed to the smart assemblage.

The shapes, which are mostly fashioned along strict lines, are relieved from their severity by the use of such lovely straws as Italian, Milan, Mackinaw, Liseret and other pretty braids—also by the simple but lively trimmings. There are graceful wings, beautiful vulture mounts, flat ribbon effects, bunches of flowers and clusters of fruit.



"Cherry Ripe" and apple green are the most pronounced of the spring colors shown, while there are other such fashionable shades as taupe, hortensia, nigger, field mouse, suede, clay, sand and a splendid variety in black. Prices from \$12.50 to \$25.00.

Gloves

For Every Woman For Every Occasion

Despite war conditions, the difficulties of transportation and delayed shipments, we are ready for the spring opening in our Glove Department with one of the finest displays of Women's Fine Gloves we have ever shown. When you see them, you will understand why we are so proud of them. To describe a few:

Perrin's French Glove Kid and Suede Gloves; for dressy wear, finished with prettily embroidered backs. Colors tan, white, grey, navy and new blues, brown, black, white with black and black with white, in kid. Colors black, tan, grey in suede. Price \$2.50.

Washable Leather Gloves are very smart. They come in black, butternut, grey and white, with contrasting stitchings and welts, or all grey. Price \$3.00 and \$3.25. Also a dressy washable leather glove, in pearl grey, with colored turn-back cuff, and large pearl dome fastener. Price, \$3.50.

Another French Kid Glove, "Perrin" make, shows all the new spring shades to match suit or coat, as well as black and white combinations. Price, \$2.25.

English Walking Gloves, of tan leather, are finished with spear-point backs, and one-dome fastener. Price, \$2.75.

New Silk Gloves, in gold, champagne, sand, grey, ponce, white, black, etc. with self or contrasting stitchings. Price \$1.25 to \$2.00.

The New Neckwear

The opening display of lovely new neckwear reveals dozens of fetching styles in the newest materials. Dainty collars, smart sets, jaunty ties, modish vests for the spring suit or frock are here, introducing the cleverest modes of the season.



Among the Many Delights Are:

White and Colored Satins in collars, sets and vests. Of course, every woman knows how great has been the popularity of white satin neckwear, and now fashion has added colored satin in the most exquisite tones of rose, mauve, Kitchener, banana, Nile and maize. Priced from 75c to \$1.00. Georgette Collars are as highly favored as ever and are shown in smart large shape with dainty fillet insertion. Price, \$1.25 to \$3.00.

The Gipsy or Cowboy Collar is very smart for frock or blouse. They roll softly about the neck, forming a "v" front, and fasten in a jaunty bow-knot. Those of white satin are priced at \$1.25; of colored satin are \$1.65.

Organdy is Very Chic

Its sheer crisp daintiness makes it adorable, while the new tones of Joffre blue, shell pink, lotus, and maize are as bewitching as they are summery.

There are tuxedo collars, long rolling, flat collars and Buster Browns finished with hemstitching, buttons and tiny pin-tucks of net and organdy. Also clever sets in both colored and white organdy. All range in price from 75c to \$2.25.

Organdy Pleatings are decidedly new and among the cleverest trimmings in vogue for summer frocks. They also make lovely fichus, vests or collar and cuff sets. In the shades mentioned above. Per yard, 75c to \$1.50.

Embroideries and Laces

For Every Spring Need

Hosts of crisp, new Swiss Embroideries are now displayed ready for the spring sewing, and the fact that they are becoming so scarce makes them all the more attractive. There are Baby Skirtings in 30 lovely patterns, featuring dainty scallops, hemstitching, open and blind work, as well as dozens of other widths and designs for every need. Per yard, 53c, 58c, 65c, 75c, 85c and \$1.10.

Torchon Laces

500 doz. Nottingham Wash Laces, specially priced to sell today at, per yard, 3c, 4c, and 5c.

Also Valenciennes, Torchon, Cluny and Cotton Maltese Laces, from 1/2 in. to 4 inches wide; edgings, beadings and insertions; large range of cotton fillet laces, camisole points and brassiere laces. Priced from 10c per dozen yards to 50c per yard.

8.30 a.m. Rush Specials

Women's Nightgowns Half Price

They are made of fine cotton and nainsook in pretty slipover styles, with Y, round or square necks, dainty yokes of Swiss embroidery, embroidery medallions and lovely fine laces. The lot also comprises many serviceable high neck gowns with embroidery and tucked yokes; short or long sleeves. Regular \$1.75 to \$3.50. Today, 88c to \$1.75.

Women's Brassieres

These are made of excellent quality white cambric, with V-shaped neck and hooked front. There are deep yokes front and back, trimmed with linen lace in beautiful designs. The arms are reinforced double ply; sizes 34 to 44. Regular \$1.50. Today, 65c.

Misses' Combinations

They are made of fine elastic ribbed cotton, with high neck, button front and long sleeves; the drawers are ankle length; colors white, cream or natural; sizes 10, 12 and 14 years. Regular \$1.50. Today, 75c.

Nurses' Uniforms at \$1.49

Practical and smart are these uniforms of white linette. They are made with high or low neck, long sleeves with deep buttoned cuffs, and gored skirts finished with neat belts; sizes 36 to 44. Regularly \$1.99 and \$2.25. On sale today at \$1.49.

The New Blouses are Prettier Than They Have Been in Many Seasons--Here are Examples



Blouses De Luxe That You'll Delight In

Shown in our superb alcove glass cases is a bevy of beautiful blouses which are absolute dreams. Delicate orchid georgette stands next to a lovely peach shade—pearl grey forms a fitting companion for the flesh pink, while the yellows run from pale primrose up to deep pumpkin.

No less than 50 distinct examples of georgette and crepe de chine, showing every conceivable style of the moment. The trimmings are exquisite, showing adorable embroidered and beaded effects.

What will most surprise you are the moderate prices, which range all the way from \$5.95 to \$17.50.



Another charming illustration, indicating another range of designs, also in georgette crepe, produced in black, white and some lovely colors. Prices \$8.95 to \$16.50.



A smart example for the up-to-date miss, in fine striped voile, with tucked white organdy front and collar, which is priced at \$2.95.



A magnificent showing of rich, heavy crepe de chine, in at least 12 exquisite designs, and in all the leading shades. Today's sale prices \$6.95 to \$9.75.



These are advanced samples for next winter's selling, and we have marked them at most moderate prices as an added attraction and to show the new location of this department, situated on the third floor.

Exquisite Negligees A Bewildering Variety

We were fortunate in securing a complete range of fine Silk Japanese Negligees and Kimonos, showing a perfectly magnificent range of individual examples. We can only describe them as a riot of rich colorings so beautifully blended that the general effect is superb.

These are advanced samples for next winter's selling, and we have marked them at most moderate prices as an added attraction and to show the new location of this department, situated on the third floor.



This slip-on blouse is one of New York's and is shown in the smart stores of 5th Avenue. We show it in heavy georgette, in some lovely colors at \$9.75.

The Robert SIMPSON Company Limited