

# You'll Appreciate These Easter Opportunities at Simpson's To-Morrow

## The Supreme Interest of this Department is in the New Things for Women

**DAINTY SILK SUITS FROM NEW YORK**—Several suits just received feature the most approved designs; the styles that New York will wear this Easter. They are smart garments in the most wanted shades and materials. Beautifully silk lined and in every way up to the minute. Special display Thursday of suits at \$85.00, \$100.00, \$125.00 each.

**200 DRESS SKIRTS \$3.75**—Smartly tailored skirts in several new models, including the new flare or pleated styles, some with yokes. These skirts are shown only in superior quality imported serge, black or navy. Special Thursday \$3.75.

**WOMEN'S SWAGGER COATS \$12.50**—One of the best models of the season in imported serge, spring weight, the deep yoke giving an Empire effect and full flare; finished with several rows of large self-covered buttons. Others in Norfolk or Military Styles, full or half belted. Shades are navy, black, sand, black and white or covert. Chic models at a popular price \$12.50.

**MISSIE'S NORFOLK SUITS \$15.98**—Of navy serge in fine English quality, full satin lined. Coat made with wide full flare and pockets. Sizes 14, 16, 18, 20 or bust 32 to 38. Special \$15.98.

**MODISH FROCKS FOR AFTERNOON WEAR**—An attractive collection of new dresses for afternoon and informal evening wear, in fashionable styles and materials for this season. Silk crepes, chiffon taffetas, new faille and Gros de Londre silks, in shades of rose, marine blue, sand, Dreadnought grey, pale pearl grey, putty, black, tan, navy and green. Styles are all the very latest, featuring the popular coat and new Empire skirts, with quaint ruchings and trills, or dressy models with sheer sleeves of chiffon or tulle and full skirts with shirred yoke. Youthful styles with "bebe" waists and very wide Empire skirts with trimmings of tiny ruche; also styles for misses and women. Reasonably priced at \$17.50, \$20.00, \$27.50, \$32.50, \$35.00, \$40.00.

## MILLINERY NOW!

The Easter Millinery is at high tide, every feature here that will be new before Easter. The Paris novelties, flowers and ornaments have never been so fascinating as at present; full shipments of New York goods have been received. More than this, our workrooms will be under increasing pressure from now until Easter. Here is a sample of our values:

**A SMART HAT AT \$10.00.** 40 hats in a lot of which every hat is a gem. Very fine Italian milans, or milan tagels, with some smart novelty hats and soft transparent effects, with flower trim. Special Thursday, each **10.00** at

**Jap Silk Blouses**  
Made from lustrous white silk, open front, fastened with crocheted buttons. The low roll collar and vest front are edged with black hemstitching; sizes 34 to 42 inches. Thursday **1.99**

**Out-Sizes Sateen Petticoats \$1.50**  
Soft finish, lustrous black sateen, cut extra large for stout figures, hips measure 52 inches; founce of anti-pleating and pin-tucking; underpiece depth of pleating, lengths 38 to 42. Thursday **1.50**

**NURSES' WHITE UNIFORMS, \$2.95.**  
Fine quality linen, white only, patch pocket, Gibson pleat, deep six-button cuff; full, good fitting skirt; sizes 34 to 44. Thursday **2.95**

**Some Exquisite Materials for Spring In Silks, Dress Goods and Wash Goods**

**NEW SHOWERPROOF FOULARDS AND PUSSY-WILLOWS SILKS.**  
Favorite summer silk, and in charming variety of designs. Among the new colors are Belgian blue, new navy, grey and Russian green with cluster and spray figures; 40 inches wide. Yard **2.50**

**Stripes in Black on White and White on Black, the better grade materials.** Yard **2.50**

**Oriental Broche Silks, in true eastern designs and colorings.** We feature some exclusive patterns on Thursday.

**Suiting Silk Failles, many of the popular shades are already considerably reduced in quantities, and we advise earliest possible selection from these goods.** Per yard **2.50**

**Dollar-Silks—**For a big showing in the various sections we have reduced our \$1.25 standard qualities, giving choice in 36-42 inch Black Duchesse Satins, 36-42 inch Liberty Satins, 36-42 inch Colored Satin Brocades, 28-32 inch Ivory and Black India Silk, 38-42 inch Striped Silks and many others. Regularly **\$1.25**. **1.00**

**FRESH-LOOKING WASH FABRICS**

28-inch White Crepes, with small polka dot. Regularly 25c. Thursday **9c**

28-inch Ratione, white with checks or stripes of black, pink or tan. Less than half-price at **9c**

36-inch Black Lawn, heavy weight, a manufacturer's clearing. Regularly 25c and 35c. Thursday **11c**

36-inch Mosquito Netting, imported, strong and firm; green, white and black. Price **10c**

28-inch Diaper Cloth, absorbent and antiseptic. Thursday 10 yards for **1.00**

28-inch Pongee Suitings, pale blue, Alice, brown, mauve, etc. Thursday **9c**

36-inch "Suvoresita" Poplins, navy, pink, Alice, green, mauve, black, tan and natural. Price **25c**

48-inch Mercerized Poplins, mauve, Alice, pink, tan, green, natural and black. Yard **75c**

**ADVANCE SHIPMENTS OF CREAM SERGES AND PENCIL SUITINGS.**  
Materials that are already in steady demand for suits and spring and summer coats. Charming Cream Vigogne Suiting, Cream Worsted Suiting, Dainty Pencil Stripes, Dressy Bedford Cord, Smart Diagonal Twills, West of England Suitings and others. Also many materials for spring coats in all the newest weaves.

**TWO EXTRA SPECIALS.**  
French and English Dress Crepe de Chine, 58c Yard—Superb range of new shades for spring and summer. 42 inches wide. Thursday, yard **2.50**

**Poplins and San Toys 75c Yard**—Fabrics that we could not purchase to-day for one dollar a yard, in all the new spring and summer shades; 42 to 44 inches wide. Thursday, yard **75c**

**Gloves and Hosiery**

**FOR EASTER WEAR.**  
Women's American Make Pure Thread Silk Hosiery, samples of a well-known brand, full silk to the top, reinforced heels, toe and sole; the season's newest shades; sizes 8 1/2 to 10; **\$1.25** and **\$1.50** value. Thursday **98c**

Women's Silk Black Cashmere Hosiery, two-tone accordion pleat; black and white, black and green, black and red; extra fine English yarn, soft elastic weaves; sizes 8 1/2 to 10; **75c** value. Thursday **49c**

Men's and Girls' All-Wool Ribbed Black and Tan Cashmere Stockings, seamless, extra fine knit, close weave; sizes 5 to 8 1/2; 40c value. Thursday, 30 pairs for **2.50**

Women's Real French Kid Gloves, "Perrin" make, made from selected real kid, perfect workmanship and finish, two dome clamp, gusset finger; black, tan and white; sizes 5 1/2 to 7 1/2. Thursday **1.50**

Women's French Suede Gloves, extra soft pliant, made from form skin, perfect finish, two dome fasteners, oversewn seams, silk point back; black, tan and grey; sizes 5 1/2 to 7 1/2. Thursday **1.50** and **1.25**

**Buy More Shoes**

They're an investment at these prices Thursday, even if you are already well supplied.

**Easier Low Shoes for Men, \$2.95—500 pairs from Hart Shoe Trot Moe and a London factory, this spring's newest and best styles; every leather and all newest colors and patterns. New ivory white leather and piano felt soles and heels. Leathers heavily with cloths of different shades. Sizes 6 1/2 to 7 1/2. Regularly \$4 to \$7.00. (No phone or mail orders.) **2.95****

**Women's \$4.00 to \$6.00 Low Shoes for \$2.49—400 pairs of simple pumps, Colonial, Oxfords and La Vallier low shoes, spring 1915 styles, new leathers and fabrics; hand turned and Goddysar web soles; baby doll, spool, Cuban and French heels; "Queen Quality," "Empress" and "Buffalo" made brands. Widths A to C. Sizes 3 to 4 1/2. Regularly \$4.00 to \$6.00. (Slipper section.) Thursday **2.49****

**Received This Week—"The Broker," a straight last kid lace section.) Price **2.49****

**A New Stock Arrival—A spear tongue, gunmetal colonial pump, with side ornaments. Sizes 2 1/2 to 7. (Oxford section.) Thursday **3.95****

**Ladies' \$4.00 to \$7.00 White Boots, \$2.95—300 pair buckskin, vivid kid, Nu-buck, Sea Island duck and mercerized cravenette. Button, military, lace and Blucher styles. Hand-turned, Goddysar web and New Method McKay soles. College Girl, military, Cuban and kidney covered heels; beautifully lined, and the maker is one of New York State's leading manufacturers. Widths A to C. Sizes 3 to 6. Regularly \$4.00 to \$7.00. **2.95**** (No phone or mail orders.)

**Children's Boots, Sizes 5 to 10 1/2. Thursday, 99c—A complete line of fine domestic kid lace boots; good soles, low heels; patent leather toe caps; foot form toe shapes; easy fitting widths. Sizes 5 to 10 1/2. Phone orders filled. **99c****

**Weston's Kid Corset Lace Boots for weak ankles; an ideal boot for a heavy or a delicate child. Sizes 2 to 4 1/2. Thursday \$1.19; and sizes 5 to 7 1/2. Thursday \$1.38.** Phone orders filled.

## Parisian Corsets

**LESS THAN HALF PRICE.**  
A seldom occurring chance to secure most elegant corsets at a fraction of the usual cost. Our fitters will fit them if desired.

200 Paris "Paris" and "La Diva" Corsets, magnificent models in latest styles, silk brocades, all elastic or elastic and brocade, chambray or other high-grade materials, low or medium bust, long and medium lengths, richly trimmed, \$8.00 to \$12.00 a pair. Thurs. **2.95** day

**THE "GOSARD" CORSET DEMONSTRATION.**  
While in the Corset Section ask to see the famous "Gosard" front laced corsets. Two expert corset-makers are here all this week explaining their many points of excellence and why you should wear "Gosard" model "Good in front." See "Gosard" announcement elsewhere in this paper.

**A SALE OF GIRLS' SAMPLE DRESSES.**  
Rich choosing for mothers of girls here to-morrow morning. A maker's Spring range of newest styles will be marked at factory cost. No phone or mail orders.

About 400 New Spring Dresses, fine gingham, chambray, white pique, madras cloth, also in heavier materials; serge, velveteen, and poplin, not more than four dresses of a style, all the best, goring, sizes 4 to 14 years. Thursday choice at **Less Than the Factory Price.**

**WHITEWEAR PRICED BELOW COST.**  
Odd styles of pretty lingerie which we are satisfied to price so low that you must come early for it Thursday morning.

Princess Slips, fine nainsook, trimmed with fine-lace and embroidery, sizes 34 to 42. Regularly \$2.50 each. Thursday **95c**

Hand-embroidered French Night-dresses, fine nainsook, slip-over neck, kimono sleeves, embroidered front and pleated, hand-embroidered scallop edges, sizes 22 to 42. Regularly \$4.00 each. Thursday **95c**

Drawers, umbrella style, fine nainsook, handsome embroidery finishes, sizes 22 to 27 inches. Regularly \$1.00 pair. Thursday **63c** a pair

## Pearls and Diamonds

**10K, 14K, 18K, GOLD AND PLATINUM SET.**  
10K and 14K Gold Pearl Set Necklaces, a few have amethysts, pearls and emeralds in combination with pearls, lovely knot, bow, bird, leaf, cluster and spray designs. Regularly \$14.50, \$16.00, \$17.00 and \$18.00. Thursday **9.95**

**Perfect Blue-white Single Stone Settings in Tiffany Gold in platinum heavy design. 4 1/2, 5 1/2, 6 1/2, 7 1/2, 8 1/2, 9 1/2, 10 1/2, 11 1/2, 12 1/2, 13 1/2, 14 1/2, 15 1/2, 16 1/2, 17 1/2, 18 1/2, 19 1/2, 20 1/2, 21 1/2, 22 1/2, 23 1/2, 24 1/2, 25 1/2, 26 1/2, 27 1/2, 28 1/2, 29 1/2, 30 1/2, 31 1/2, 32 1/2, 33 1/2, 34 1/2, 35 1/2, 36 1/2, 37 1/2, 38 1/2, 39 1/2, 40 1/2, 41 1/2, 42 1/2, 43 1/2, 44 1/2, 45 1/2, 46 1/2, 47 1/2, 48 1/2, 49 1/2, 50 1/2. Thursday **47.00****

## Here's a Dandy Navy Blue Suit at \$12.50 Thursday

Cut in the smartest spring model from Clay worsted suiting, in three-buttoned single-breasted sack style, with soft front to roll to the second button, and natural width shoulders. Tailored in our own workrooms by proficient tailors. The fine Clay will worsted is made from pure Botany yarns, in indigo dye, fast color.

Our guarantee goes with every one of these suits. Sizes 34 to 44. Thursday at **12.50**



**Men's Tweed Suits for Business Wear**  
English materials, all wool and smooth finished; grey and black check pattern. Carefully tailored in single-breasted sack style. Sizes 36 to 44. Thursday **10.00**

## Boys' Sturdy Clothing With a Spring Suggestion

**BOYS' COVERT CLOTH REEFERS.**  
These spring coats are for little chaps from 2 1/2 to 10 years old, made from English tawn covert cloth coating, in double-breasted style, with collar of same cloth; emblem on sleeve; heavy twilled linings; sizes 2 1/2 to 28. Thursday **4.50**

**BOYS' BLUE SERGE SUITS.**  
Of English worsteds and rough blue serges and Norfolk and double-breasted sack styles, with full cut bloomers. Sizes 25 to 30, for \$7.00; sizes 31 to 34, for \$7.50.

**BOYS' SCOTCH TWEED BLOOMERS.**  
250 pairs, full cut, from suiting cloths in different shades of brown and grey; sizes 24 to 34. Regularly \$1.20 to \$1.75. Thursday **95c**

## Medium Priced Underwear for Men

**Shirts and Drawers—**Spring weight, balbriggan, in natural cream shades, sateen facings. Sizes 34 to 44. Per garment, 35c and 50c. **27.50**

**Natural Wool Shirts and Drawers—**Medium weight, English makes, unshrinkable. Per garment **75c**

**Combination Underwear—**Natural merino or ribbed balbriggan; perfect fitting and non-irritating garments. Sizes 34 to 46. Per suit **1.00**

**EXTRA SPECIAL.**  
540 Brown Twell or Drill Work Shirts—A soft finish material with a floored back. Patent brass fasteners. Safety flaps on pockets. Sizes 14 1/2 to 17. Always sold at \$1.00. Thursday, Half Price, each **50c**

## Men's Stiff Hats

Correct spring styles. Thursday **1.00**

**SOFT HATS**  
With the new style brims and higher crowns. Special **1.50**

## THE EASTER CLUB FOR HOMEFURNISHERS HAS JUST EIGHT MORE SHOPPING DAYS TO RUN

Look carefully over the remarkable values here listed, then think how easy it will be to acquire any of this excellent merchandise by spreading such prices over the year.

## Large Discount on Furniture

**Dining-room Chairs, five side and one arm chair, quarter-cut oak, fumed or golden finish, loose slip seats are in genuine leather. Regularly \$24.75. Special \$16.50**

**Dining-room Chairs, solid quarter-cut oak, fumed or golden, loose slip seats in leather, five side and one arm chair. Regularly \$25.00. Special \$16.50**

**Dining-room Chairs, quarter-cut oak, fumed or golden finish, backs and loose slip seats covered in leather, five side and one arm chair. Regularly \$26.00. Special \$16.50**

**Arm Chairs and Arm Rockers, fumed oak, spring seats in art leather. Regularly \$30.00. Special \$16.50**

**Parlor Chairs, mahogany, rose, birch, leaf, upholstered seats in silk tapestry. Regularly \$36.00. Special \$16.50**

**Parlor Chairs, mahogany, rose, birch, leaf, upholstered seats in silk tapestry, with ribbed backs. Regularly \$36.00. Special \$16.50**

**Parlor Chairs, mahogany, rose, birch, leaf, upholstered seats in silk tapestry, with ribbed backs, slightly damaged. Regularly \$36.00. Special \$16.50**

**Parlor Chairs, mahogany, rose, birch, leaf, upholstered seats in silk tapestry, with ribbed backs, slightly damaged. Regularly \$36.00. Special \$16.50**

**Parlor Chairs, mahogany, rose, birch, leaf, upholstered seats in silk tapestry, with ribbed backs, slightly damaged. Regularly \$36.00. Special \$16.50**

## Drapery Materials

**French Shadow Chintzes—**Just come to hand. The colors are superb, and the quality is the very best we have shown. Colors rose, blue, lavender combinations, on white or ivory grounds, highly mercerized. Regularly \$2.75 and \$3.00. Thursday, per yard **1.60**

**English Taffetas and Hand-blocked Cretonnes at Half Price—**Only a limited quantity; 50 inches wide, mostly hemstitched block effects, in different sizes. Thursday, per yard, 75c and \$1.00. **1.25**

**English Washing Chintzes—**A large and varied assortment; light and dark grounds. Thursday, per yard **45c**

**French Serims—**50 inches wide, mostly hemstitched block effects, in different sizes. Thursday, per yard, 75c and \$1.00. **1.25**

**Laces and Insertions—**In Cluny, Filet or the new Merveilles, for lace panels or trimming curtains. All widths, in ecru or white. Prices 10c to \$2.50 per yard.

**Futurist Linens—**A wonderful collection of French linens from Paris. French linen, 31 inches wide, Thursday, per yard **1.15**

## Variety of Floor Coverings

**LOVELY NEW RAG RUGS, IN DECORATIVE EFFECTS.**  
A number of new rugers. For combining with today's popular Cretonnes and Linens these are particularly well suited and in the manufacture the harmonious color combinations are very carefully thought out. There are many different qualities to select from in the different sizes. Allow me to mention effects and plain centres with band borders on the ends, in the following sizes:

24 x 36 inches **75c** 30 x 30 **90c**  
24 x 36 inches **75c** 30 x 30 **90c**  
24 x 36 inches **75c** 30 x 30 **90c**  
24 x 36 inches **75c** 30 x 30 **90c**

The following quality has plain centre in shades of lavender, green, pink, grey and blue with very attractive little oblique borders across the ends:

24 x 36 inches **75c** 30 x 30 **90c**  
24 x 36 inches **75c** 30 x 30 **90c**  
24 x 36 inches **75c** 30 x 30 **90c**  
24 x 36 inches **75c** 30 x 30 **90c**

**LINOLEUMS, FOUR YARDS WIDE.**  
New designs just received. This wide linoleum is shown in several new spring designs, for sitting rooms, dining-rooms and kitchens.

**"A" Quality, per square yard **55c****  
**"B" Quality, per square yard **45c****

**NEW SEAMLESS SCOTCH TAPESTRY RUGS.**  
Very attractive designs and colors. Woven without seams. The color is rose, green, and blue, as well as mixed Oriental and floral colors.

7 1/2 x 9 1/2 **75c** and **85c** 9 1/2 x 12 1/2 **1.15** and **1.25**  
9 1/2 x 12 1/2 **1.15** and **1.25** 12 1/2 x 15 1/2 **1.25** and **1.35**

**SMALL HEARTH RUGS AND MATS.**  
In great variety. Wilton, Axminster, Mohair, Smyrna and many different kinds:

**Axminster Mats and Rugs.**  
14 x 21 inches **1.35** 21 x 24 inches **1.75**  
18 x 26 inches **1.45** 24 x 27 in. wool back **2.50**  
18 x 26 inches **1.75** 24 x 27 in. wool back **2.50**

**Wilton Mats and Hearth Rugs.**  
14 x 21 inches **1.35** 21 x 24 inches **1.75**  
18 x 26 inches **1.45** 24 x 27 in. wool back **2.50**  
18 x 26 inches **1.75** 24 x 27 in. wool back **2.50**

## Easter Sale of Cut Glass

**Genuine Cut Glass Vase, 8-inch diam. Regularly \$1.25. Thursday, each **75c****

**TRUMPET SHAPE VASE, 6 1/2-inch diam. Clear perfect blank, burn cut pattern, 6-inch size. Special, Thursday, each **45c****

**8 1/2-inch Cut Glass Vinegar Bottles, star cut design. Thursday, each **1.15****

**\$2.00 CUT GLASS FRUIT BOWLS, 14-inch diam. Clear, even cutting on heavy white blank, 8-inch size. Thursday special, each **1.35****

**2-PURPOSE WATER SETS, \$4.95—**French design cut glass water sets, two-pink jug and six tumblers. Thursday special, the set **4.95**

**\$2.00 Handled Seabass, choice of floral or star cut design. Thursday special, each **1.40****

## The Groceries

TELEPHONE DIRECTORY TO DEPARTMENT.

**ADELAIDE 410.**

Finest Canned Peas, only six tins to a customer. **20c**

Choice Creamery Butter, per lb. **24c**

Finest Sugar-Cured Ham, half or whole. Per lb. **25c**

Pure Lard, 20-lb. pall. **1.50**

Upton's Marmalade, 5-lb. pall. **25c**

Forwardburg or Beehive Table Syrup, 5-lb. pall. **25c**

Salt in Bags, 3 bags. **15c**

Pure Cocoa in Bulk, per lb. **25c**

Imported Malt Vinegar, per lb. **25c**

Oxo Cubes, 3 tins. **25c**

Choice Red Salmon, 2 lbs. **25c**

Fancy Patna Rice, 5 lbs. **25c**

Evaporated Apples, per lb. **25c**

Paterson's Worcester Sauce, 3 bottles. **25c**

Fresh Apple Blossom Syrup, 2 lbs. **25c**

Choice Grape Fruit, 3 for **25c**

Peppermint Butter in Bulk, per lb. **25c**

Crisco Shortening, per lb. **25c**

7000 Tins Canned Raspberries, in heavy 375ml. White Glass, per tin **15c**

500 Bags Partly Potted Oats, 6-lb. cotton bag. **15c**

**40c ASSAM TEA FOR 25c**  
1000 lb. Fine Rich, Full-Bodied Assam Tea of uniform quality and fine flavor, a 40c tea anywhere. Thursday, per lb. **25c**



## UMBRELLAS IN A BIG SALE

This annual event has been more carefully prepared for than ever, as these prices will amply prove to you.

At 39c—Umbrellas with covers of twill or taffeta finished English cloth; handles plain or mounted natural woods. Regularly 85c. Sale price **39c**

At 69c—Taffeta finish cloth covers; paragon steel frames, ebony, ebonized or natural wood handles, metal mounts. Regularly 85c. Sale price **69c**

At 85c—Our leader, silk and wool mixture with tape edge, paragon steel frames; handles plain or mounted. **85c**

At \$1.19—Silk lined covers with tape edge, paragon frames, mounted handles and plain woods. Regularly \$1.75. **1.19**

At \$1.35—Covers of silk mixture, tape edged steel frames, Broadway rods. Handles plain or ebonized silver-rolled gold mounted; silk lined. Regularly \$2.50 and \$3.00. Sale price **1.35**