

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 . SIMPSON Company Robert 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 elegant—Snowy linen, pure food, courteous service.

## Misses' Coats in Amazing Variety

Exploit Every New Feature of the Spring Mode in Ways Wholly New and Alluring. Besides, there is a price for every purse, ranging all the way from \$25.00 for very chic coats to \$220.00 for elegant summer wraps.

### Styles

Sports in finger-tip or knee length. Ripple back, narrowly belted, box or inverted pleated.

### Materials

Polo Cloth, Bolivia, Velour, Gabardine and Serge, Tweed, Camel's Hair, Toilo de Laine, Peach Bloom.

### Colors

Navy, French Blue, Maeterlinck Blue, Green, Fawn, Tan, Camel Gray, Rose, Novelty Mixtures, Black.

### Trimmings

Leather Cuffs, Collars and Belts, Silk Stitchings, Tuckings, Strappings, Exquisite Embroideries, Accordeon Pleats, Novelty Pockets.



## Misses' Spring Suit Display

From the standpoints of quality fabric, originality of style, and beauty of color, they exceed all assortments hitherto assembled for a new-season showing.

Handsome silk embroidery, silk military braid, novelty buttons, rich vestees of novelty silk, duvet-de-laine or some glittering metallic fabric—these are among the charming features that glorify the new models in the Misses' Suit Department.

Special attention has been given to their tailoring, so that from moderately-priced garments to exclusive models, each betrays individuality and distinction. Besides, all are silk-lined.

Such lovely fabrics as Poret Twill, Tricotine, Velour Checks, Gabardine and fine Men's Serge were used to fashion them in a wonderful array of Spring shades as well as the favored navy. Priced from \$37.50 to \$275.00.

Simpson's—Third Floor.



## The Bride's Linen Shower

The happiest possible shower for the Spring Bride will be the Simpson Five-Day Linen Shower. Everything her heart desires in beautiful, snowy linen, madeira embroidered, as well as cotton sheets and pillow cases, table cloths and serviettes will be found in our Linen Department.

The finest looms in the land have sent their contributions; linens and cottons from the Emerald Isle, and the Land o' Heather, as well as embroideries from the South Sea, Madeira Island.

Replenish the Linen Chest allowed to run low during the busy war days. The best in towels, pillow cases, sheets, bedspreads.



Nothing is more lovely on the polished luncheon table than the hand-embroidered, hand-scalloped Madeira Luncheon Cloths. Purest of linen, daintiest design. Size, 52 x 52 inches. 34 only. Regularly priced at \$15.50. Today, each ..... 11.95

Pure linen Dinner Cloths of medium weight, woven in a large variety of patterns, with serviettes to match. Splendid value. Size 2 x 2 1/2 yards; serviettes, 22 x 22 inches. Priced at ..... 18.95



## In a Two-Purpose Coat You'll Laugh at Cold Rains

The rains are coming. March begins them; April continues them. It is the careful man who lays up a coat for the rainy day.

**At \$15.00**

A Two-purpose Tweed Raincoat made up from dark gray and brown tweeds in Trencher Model, with all-around belt, convertible collar and slash pockets. Sizes 35 to 44.

**At \$18.50**

A Two-purpose Tweed Raincoat in plain dark gray fine-finished tweed. Slip-on Model, with convertible collar, natural shoulders and slash pockets. Sizes 34 to 44.

**At \$20.00**

A Two-purpose Tweed Raincoat in rich dark brown tweed, neat small check pattern, in the double-breasted slip-on model, with convertible collar, natural shoulders, slash pockets and small cuff on sleeves. Sizes 35 to 42.

Simpson's—Main Floor.

## If You Believe in Foresight

Why not buy that fur coat which you have been planning for next year, now? The price of the Hudson Coney Seals now on display will advance about 50% on our fall price list.

If you favor Fashion's vogue for the short coat, you will be delighted with our display of these Hudson Coney Seals. Trimmed with shawl collars of opossum and lined with fancy linings, they are extremely smart looking models. Remarkably low-priced at .. 190.00

## The Gentle Reader Needs a Gentle Light

Through the soft opal glass of this Westinghouse Nitro Bulb, the light is carried clearly yet without any glare. This system removes a cause of headache and increases the artistic appearance of the fixtures.

The light is produced by a 50-watt filament in nitrogen gas—the purest kind of incandescent light. Price, \$1.21 each.

Simpson's—Sixth Floor.



The Robert SIMPSON Company Limited

## Women's Smart Spring Suits \$27.50---\$35.00---\$39.75

Three specially-priced assortments should win favor with women who desire genuine smartness for an economical expenditure.

The suits are mostly fashioned of fine wool serge, with a few nice gabardines. Braid trimmings, rows of buttons, tuckings, stitchings and notched or shawl collars are attractive features.

Navy and black, with a sprinkling of lighter shades. Sizes 32 to 42. Prices, \$27.50, \$35.00 and \$39.75.



## Women's Dressy Coats Boasting Many Charms

Are to Be Had in Dozens of New Spring Styles, Fine Fabrics and Fashionable Shades

The loosely-swinging back which has lost none of the favor it won in the Autumn, is much shown, also pleated-back effects immensely smart and becoming with narrow little belts that merely mark the waistline.

Artistic pockets, shawl, mannish or the new motor crush collars and large shaded buttons lend added attractiveness.

Materials include finest gabardines, serges, silky velours, Spring-like gold tones and the ultra-fashionable polo cloths in a host of shades. Prices \$45.00 to \$65.00.

Simpson's—Third Floor.



## Today is Men's Day for Footwear

To secure your brown and black leather boots for Spring at \$6.95 a pair, means dollars in your pocket. We are offering you a Goodyear-sewn, fibre-sole and rubber-heel shoe made of firm brown kip leather, as well as several styles of black laced boots, all with sewn soles of fibre or leather. Sizes 5 to 11 in the lot. Today at ..... 6.95

From our regular stock we are featuring Men's Dark Mahogany Brown Calf Boots at \$12.00 a pair. This is one of our popular "Victor" lines, and comes in four different shapes, from the recede to the broad round toe, and in widths B to E. Sizes 5 to 11. If you wear brown shoes, you should be fitted with a pair of these \$12.00 "Victors."

In Black Boots we have a beauty at \$10.00—it hardly seems possible to offer a solid Goodyear welted leather soled shoe at this price. The lasts and patterns are brimful of style, and good-wearing qualities have not been sacrificed in making these one of the snappiest styles in Men's shoes for Spring. Sizes 5 to 11. Pair.. 10.00

Simpson's—Second Floor.



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