

Announcing the Formal Opening of

# Simpson's Spring Fashions

Today, March First

Presenting the Authentic Spring Creations in

Millinery Dresses Suits

Coats and Blouses

for Women, Misses and Juniors

You are personally invited to attend the displays,  
today and following days

The **SIMPSON** Company  
Robert Limited

TO SPEAK of the spring mode is to speak of infinite, indescribable variety. Never before has the word "clothes" covered so great a field—never has femininity been promised such a choice of styles, materials, colorings and trimmings with which to follow the mode.

For instance, in line and drapery of coat, suit or frock, one sees the Egyptian, Moroccan, Greek, Algerian, Turkish and Spanish influences, as well as charming adaptations of the modes of Louis XV. and XVI., with here and there an English Eton or Redingote.

Fabrics borrowed from the Louis and Directoire periods rejoice in taffetas, satins and rare brocades, combining ancient and modern in the wonderful printed materials from which whole frocks or parts of frocks are fashioned.

Trimmings have garnered design and coloring from the Balkans, Russia, Japan and China, and are so eccentric as to make the models they adorn fascinating beyond words.

Above all, color—vibrant, radiant, vividly expressing the gaiety and joyousness of the new season—plays the major role—touching to greater beauty the loveliness of each new frock, suit or coat fabric.

Whatever the new style tendencies, you will find them charmingly reflected in today's Spring Opening Displays of Women's and Misses' Suits, Coats and Dresses.

To sense the mode in millinery one must "follow the gleam" of shining braids and streamers, glittering toils (black oilcloth), circled ribbons, silks and leathers, or glittering ornament. Every hat which "heads" the long lists of wonderful spring apparel is destined to shine, whether it be a tiny turban swathed in gleaming glycerined feathers or the broadest of Torsador satlers topped with oilcloth and dashed with a circled bow. As to styles—well, seeing is believing in the wonder of them, for they were never so bewitching.



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