

# The Rush of Spring Business Brings Many Savings at Simpson's



## Providing for Women's Needs

is a fine art, beginning with the choosing of the style and cloth, and continuing right down to the last stitch and the setting of the smallest button. Here are some remarkable examples of the splendid results of our careful buying system:—

**A Sale of New York Model Suits that Sell Regularly for \$30.00 and \$25.00, Thursday, \$17.95**—The materials are gabardines, poplins, worsteds, fine serges, shepherd's checks, coverts and whipcords; the colors navy, Belgian blue, black, black and white, sand, Oxford gray, green and taupe. There is a large variety of styles, as most are single suits of a style. Coats with pleats or flaring peplum below the waist and other fancy styles, and smart tailored suits with good flaring skirts. Sizes 16 to 42. Regularly \$30.00 and \$25.00 suits. Thursday, \$17.95.

**Exclusive Afternoon Frocks, \$25.00 to \$40.00**—Pussy willows, foulards, chiffon taffetas, faille silks, white nets and crepe de chene in the new shades and styles for this season, with skirted blouses, overdresses, ties and frills; chic little boleros, Eton coats and coatees. Some very handsome gowns are in black and white checks or stripes, combined with plain black or navy, or have sleeves of ninon or lace, and skirts and waists of crepe or taffeta. Sizes for misses and women. Prices, \$25.00 to \$40.00.

**Coats for Misses and Matrons**—A handsome collection in silk or novelty materials. There are models for traveling, motoring, street and afternoon wear, in corded silks, chiffon taffetas, poplins, cashmere-de-soie and moire. They feature pleats, flares, shirring, yokes and Empire styles, many with colored silk linings. Several good styles in large sizes or for elderly women. \$16.50 to \$30.00.

## NEW YORK HATS

### In the Millinery Show Rooms

Over two hundred widely varied styles are represented in the 180 cases of New Hats we show first on Thursday, both trimmed and untrimmed. Among them are sailors in black, white and combinations of black and white in tagels. Prices, \$1.50, \$1.75 to \$3.50.

**Hats of Milan Tagel**, in several good tricolor styles. Prices \$2.25 to \$3.50.  
**Large Leghorns**, kinds that are already scarce in New York. \$3.50 and \$4.00.  
**Many in White Milan Tagel**, with black silk velvet, \$2.00 to \$3.50.  
**Large Sailor Shapes**, in real leghorn, \$2.25.  
These are only a few of the many.  
**For Trimmings**, there are cases of white flowers and fruits, beaded owls' heads and birds, in white, emerald, black and army blue.

## Pick Up a Pair of Gloves or Hose at These Remarkable Prices

**Women's Chamoulette Gloves, 35c**—All sizes, in white and many sizes in colors. 2 dome fasteners, perfect finish, splendid spring gloves, limited quantities only. Regularly 60c. Thursday 35c.  
**Women's Pure Thread Silk Hose, American make**, strong thread, sheer weave, double garler hem; black, white, pink, sky, tan, taupe, beige, Palm Beach, gray, navy, pongee and purple, deep lilac thread top, reinforced heel, toe and sole, sizes 3 1/2 to 10. Thursday, pair, 75c.

**Women's Mercerized Lisle Hose, seamless**, "Pen-Angle" make, extra fine thread; close, even weave, deep double garler hem; black, white, pink, sky, mode, navy, pongee, beach, purple, gold and gray, applied heel, toe and sole, sizes 3 1/2 to 10. Thursday 3 pairs \$1.00, pair 35c.

**Boys' and Girls' One-and-one Ribbed All-wool Black and Tan Cashmere**, English make, seamless, sizes 5 to 8 1/2, usually 40c. Thursday, sizes 5 to 7, at 25c; sizes 7 1/2 to 8 1/2, at 35c.  
**Men's Artificial Silk Socks**, strong thread, full silk tops, with hile thread foot, where the wear comes; tan, gray, navy and black, sizes 9 1/2 to 10. Thursday 3 pairs 55c, pair 18c.

**Men's Lisle Thread Socks**, extra fine quality, mercerized finish, no seams in foot; tan, gray, navy, white, cadet, suede and black, sizes 9 1/2 to 11. Thursday 25c.

## Men! Dress Your Part---



Life is like a stage, we are told, and, as on a stage, your apparel gives the first impression as to your importance in the play. Ours is a store in which you will find the kind of clothes that give dignity to your appearance without making you feel uncomfortable or overdressed—and besides, the prices are as modest as the clothes.

## A \$12.50 Suit Tomorrow

So wide is the variety of materials and models that every man, from youth to advanced age, can find a suit to his liking. They are particularly adapted to business wear. West of England clay twill worsteds, cut in the season's latest saque models, with natural shoulders and wide lapels. Sizes 36 to 44. Thursday, \$12.50.

## MEN'S \$15.00 SUITS.

Of English worsted cloth, in brown and gray small check patterns; spring model; single-breasted, three-button saque coats; fine twill mohair linings; sizes 36 to 44. Price, \$15.00.

## YOUNG MEN'S ENGLISH MODEL SUITS, \$12.50.

Well dressed youths are wearing the English suits more than ever, and their close lines look particularly cool for summer. We are showing models in two and three-button styles, made from a various range of smartly woven English and Scotch tweeds and worsteds. Thursday we are offering an all-wool, finely woven Scotch tweed suit; two-button, single-breasted style; short length, with vest, and long narrow cut trousers, in gray, Glen Urquhart check pattern; sizes 32 to 35, for, \$12.50.

## Diamond Jewelry

**14k Gold Diamond Rings and Scarf Pins**—Women's and men's single-stone patterns. Genuine white diamonds in 14k gold claw settings. Regularly \$4.95, \$7.50 and \$10.00. Thursday \$4.95, \$7.50 and \$10.00.  
**14k Gold Diamond Earrings**, single-stone claw settings, showy patterns, for pierced or unpierced ears. Regularly \$12.50 and \$15.00. Thursday \$6.95.

**14k Gold Five-stone Diamond Rings**, six rings only, five genuine white diamonds in each ring, 14k gold claw settings. Regularly \$30.00 and \$35.00. Thursday \$19.95.  
**Platinum Set Cluster Diamond Rings**, seven blue-white diamonds in each ring, set in solid platinum with 14k gold band. Military clusters for women and becher clusters for men. Regularly \$40.00, \$45.00 and \$50.00. Thursday \$29.00.

## Summer Underwear for Men

**Men's Balbriggan Shirts and Drawers**, Imperial, Zimmerkitt and Penman makes; sizes 34 to 44. Per garment, 25c, 35c, 50c and 65c. Larger sizes, 46 to 50, in 50c and 65c qualities.

**Men's Balbriggan Combinations**, also porous knit, athletic, aertex and spring needle knit; all sizes. Per suit, 75c and \$1.00.

**Men's Fine Quality Short Sleeves and Knee Length Underwear**, B.V.D. style; all sizes. Shirts and drawers, per garment, 50c. Combinations, per suit, \$1.00.

**Light Weight Natural Wool Shirts and Drawers**, British made, long sleeves and ankle lengths; sizes to 44. Special, per garment, 75c.

**Light Weight Natural Wool Combinations**, unshrinkable; sizes 34 to 44. Per suit, \$2.00, \$2.50 and \$3.50.

## MEN'S WHITE SILK AND WOOL COMBINATION UNDERWEAR.

Long sleeves and ankle length, silk mixtures and silk faced, with wool back; all light summer weights; sizes 34 to 44. Regularly \$3.50 and \$4.00. Thursday, suit, \$2.95.

## Leather Club Bags

Steel frame, leather lined, with pockets; size 18 inches; black only. Thursday, \$4.95.  
**Leather Suit Cases**; sizes 24 and 28 inches. Thursday, \$3.95.

## In the Basement Thursday

**A 9-CENT SALE LIST.**  
Tin "Daisy"—Tea Kettles, Carpet Beaters, Toasters, Tin Pails, Dish Pans, Bread Boards, Black Sheet Roast Pans, Biscuit Pans, Muffin Pans, Aluminum Moulds, Oval Trays, Granite Saucepans, Granite Pie Plates, Granite Pudding Pans, Bowls and Preserving Kettles, Whisks, Dust Pans, Scrub Brushes, Mop Cloths, Mop Handles. Cannot promise to fill phone or mail orders. Thursday, each 9c.  
**Three Irons**, with handle and stand, Mrs. Potts', nickel-plated, 79c.  
**25c Iron Heaters**, 16c.  
**New Nickel Iron**, with handle and stand, three pieces, 50c regularly. Thursday 35c.  
**Wash Boilers**, galvanized, size 8 or 9, for 60c.  
**Cook Galvanized Ice Boxes**, galvanized plain inside finish ice boxes. Regularly \$3.25. Thursday for \$2.45.  
**25c Galvanized Water Pails**, for 16c.  
**Japanese Watering Cans**, 12c, 22c, and 25c.  
**New Gas Irons**, nickel-plated, with 5-foot metal tube. Regularly \$4.00. Thursday \$2.99.  
**Bathroom Mirrors**, 12 x 18 inches, bevelled British mirror, white enamel frame, round corners, \$2.29.

**GARDEN TOOLS.**  
75c Socket Garden Hose, handle, for 63c.  
Three-piece Garden Set, rake, hoe and spade; 75c set, special 49c.  
Three-piece Garden Sets, Thursday, 10c, 15c, 20c and 25c.  
Three-piece Floral Sets and Seeding Sets, complete for 9c.  
45c Galvanized Lawn Rakes, 35c.  
New Lawn Mowers, best Canada made machines, 12 inches to 18 and 20 inches wide, \$2.75, \$3.00, \$3.25 to \$25.00.

## The Grocery List

- TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.
- 4,000 tins Finest Canned Peas, 3 tins, 22c
  - 2,000 lbs. Fresh Creamery Butter, in 1 lb. prints, per lb., 33c
  - Finest Sugar-Cured Hams, half or whole, per lb., 19c
  - E. D. Smith's Marmalade, 5-lb. pail, 43c
  - Domestic Shortening, 3-lb. pail, 39c
  - Edwardsburg or Beehive Syrup, 5-lb. pail, 27c
  - 500 base Purly Rolled Oats, 5-lb. bag, 30c
  - Choice Grapefruit, good size, 4 for 25c
  - Pure Cocoa, 3 lbs., 25c
  - Pure Cocoa, in bulk, per lb., 22c
  - Imported Malt Vinegar, imperial quart bottle, 23c
  - 500 base Purly Rolled Oats, 5-lb. bag, 30c
  - Choice Grapefruit, good size, 4 for 25c
  - Finest Evaporated Apples, per lb., 15c
  - Grapenuts, 2 packages, 25c
  - English Marrowfat Peas, in net bags, 3 bags, 25c
  - Choice Red Salmon, 2 lbs., 25c
  - Salt, in bags, 3 bags, 14c
  - Crisco Shortening, per tin, 29c
  - 1,000 tins Finest Canned Pitted Cherries, regularly 20c, per tin, 16c
  - 500 Bottles Finest Imported Mixed Pickles, 20-oz. bottle, regularly 25c, while they last, bottle, 20c
  - 500 lbs. Fresh Ginger Snaps, 3 lbs., 25c
  - Fancy Caramel Rice, 2 lbs., 25c
- ASSAM TEA, 31c.**  
1,000 lbs. Fine Rich Full-Bodied Assam Tea of uniform quality and fine flavor, a 4c tea anywhere. Thursday, per lb., 31c.

## Finest Fabrics of the Season in Thursday's List

### Silk and Wool Crepe Britta

Dainty and practical; splendid color range; 40 in. wide. Thursday \$1.10.  
**British Hairline Stripe Serges**, cream serge, with black hairline stripes; purchased before the recent big advances in wool fabrics; variety of designs, 42 in. wide, 59c.  
**Silk and Satin Striped Voiles**, light, cool fabrics, in lovely designs and shades; fine, medium and wide stripes; 40 in. wide. Per yard, 50c.

### "Flesh" Pink Silk Crepes De Chine

42 in. wide. 500 yards of our regular \$1.50 quality, in rich, "crepey" weaves. On sale Thursday, \$1.29.

### Ivory Bridal Satins, exceptionally rich and heavy; all pure silk; correct ivory tone. Our \$1.98 quality is offered at, per yard, \$1.50.

**Ivory Satin Messalines**, with brocades to match; 36 inches wide; the messalines were \$1.25; brocades were \$1.30; pretty patterns, \$1.00.  
**Ivory or Black Lyons Dyed Honan Silk**, just received; 34 in. wide. Per yard, \$1.00.

**Japanese Crepes**, in ivory and in colors; big range of shades; 27 inches wide. Regularly 75c. Thursday, 68c.  
**Sand Color Shantung Silk**; 34 inches wide. Usually 75c yard. Thursday, 55c.  
**Black Duchesse Satins**, 200 yards; the remainder of a \$1.50 line. 39 in. wide. \$1.24.

### Summer Wash Fabrics

**27-inch Colored Striped Muslins**, in sand, brown, navy, sky, pink, Copenhagen, red, green, etc. Regularly 15c. Thursday at 7 1/2c.

**27-inch Plain Colored Ducks**, in a big range of shades. Regularly 15c. Thursday 9 1/2c.

**45-inch Voiles**, white, with embroidered designs, 79c.

**45-inch Crepe Voiles and Plain Voiles**, white, with embroidered designs. Per yard, at \$1.00.

**28-inch Voiles**, white and colored, with floral designs. Per yard, 35c.  
**28-inch White Crepes**, Voiles and Marquisettes, in cross-bars, stripes and embroidered designs. Yard, 75c.

### 40-inch Mercerized Moire Poplins; navy, sky, reseda, rose, brown and white. Per yard, 75c.

**28-inch Black Seersucker and Serpentine Crepes**, also some black vestings, in small designs. Special, per yard, 25c.

### 3,000 Yards of Shirtings

(Flannel Section, 4th Floor.)  
Included are septrys, Madras cloths, wool taffetas and Ceylons; odd lines from the stock-rooms of one of the largest shirt makers in Canada; grouped in lots of two pieces.  
Goods regularly 25c, 30c and 35c. Thursday 19c.  
Goods regularly 45c and 50c. Thursday 25c. (Fourth Floor.)

## Favorite Boots on Sale

Old friends and new acquaintances among the boot brands are waiting for your inspection tomorrow. Some excellent boots at extremely low prices:  
**Men's Sample Summer Shoes**, Thursday \$2.95—400 to 500 pairs in this lot of samples, purchased from Canada's best shoe factories; a large variety of leathers and patterns, fashionable, ultra fashionable and conservative kinds; if you wear sizes 6 1/2, 7 or 7 1/2 you can purchase \$7.00, \$8.00 or \$5.00 shoes for \$2.95. No mail or phone orders.  
**Women's "Classic" and Gourlay Pumps**, Thursday \$1.95—300 pairs of Sample Pumps, Oxfords, Colonials and Strap Slippers, all the newest fashions and approved styles, some very distinctive patterns in the lot; sizes 3 to 4 1/2. Regularly \$3.00 to \$4.00. Thursday \$1.95. No phone or mail orders.

**DISTINCTIVE STOCK BOOTS IN THE LADIES' DEPARTMENT.**  
"The Black Beauty," a very smart patent leather lace boot, with a fine black cloth top, trimmed with white calf leather, widths B to D; sizes 2 1/2 to 7. Price \$6.00.  
"The Aristocrat," a glove weight white buck lace boot, trimmed with dull calf leather piping and a wing tip of the same material, widths B to D; sizes 2 1/2 to 7. Price \$6.00.  
"The Shopper," made of selected patent leather, with a putty shade French kid top and the new French recede toes, in lace patterns, widths B to D; sizes 2 1/2 to 7. Price \$6.00.

**Boys' Goodyear Welt Boots**, \$2.49—200 pairs of high-grade boots, in button and blucher styles; black, tan and patent leathers, round natural shape toes and some recede toe styles; sizes 11 to 15 in the lot. Regularly from \$3.00 to \$5.00. Thursday \$2.49. No mail or phone orders.  
**Children's Ankle Strap Slippers**, 90c—Only 200 pairs of these \$1.45 to \$1.80 slippers, ankle and instep styles, tan Russia calf leathers, Educator toe shapes, ornaments on vamp. "Classic" make, sizes 2 to 10 1/2. Regularly \$1.45 to \$1.80. Thursday 99c. No mail orders.

**Boys' Hats for Summer**  
**Boys' Soft Hats**, smart and dressy style, deep band, new bows; colors olive, navy, brown and gray. Thursday, 95c.  
**Boys' Varsity or GOLF Caps**, in navy cloths, serges and tweeds, 50c qualities. Thursday, 35c.  
**"Boy Scout" Hats**, imported felt. Thursday, 45c.

## Toilet Goods

**White Celluloid and French Ivory.**  
We will engrave without charge one letter to each article Thursday.  
**Dressing Combs**, 15c to 75c.  
**Hair Brushes**, with stiff bristles, \$1.00 to \$5.00.  
**Hand Mirrors**, \$1.00 to \$6.00.  
**Cloth Brushes**, \$1.25 to \$4.00.  
**Nail Brushes**, \$1.00 to \$2.00.  
**Nail Buffers**, 25c to \$1.50.  
**Brush Trays**, 75c to \$3.00.  
Large variety of Clocks, Salmi Boxes, Pin Boxes, Jewel Cases, Shoe Horns, Manicure Pieces, Puff Boxes, Hair Receivers, Soap Boxes and Photo Frames.

## Fiction at 25c

"Lady Married," by author of "Lady of the Decoration."  
"Street Called Straight," by author of "The Inner Shrine."  
"Beau Brocade," by Orzy.  
"Rebecca of Sunnybrook Farm," by Wiggin.  
"Sally Bishop," by Thurston.  
"Missy Maid," by Williamson.  
"Welsh Singer," by Ratne.  
"Scarlet Pimpernel," by Orzy.  
"Garden of the Resurrection," by Thurston.  
"The Right Stuff," by Hay.  
"Glen's Gate," by Pemberton.  
"Empress's Candlesticks," by Orzy.  
Cloth Bound. Book Dept., Main Floor. Each 25c.



## Summer Home Comforts

depend largely on a generous supply of summer-like furniture and draperies, cool rugs, and a well equipped service department. The necessary things are here in abundance, many of them at prices well below any we have ever seen.

You need not wait until you have the ready money, either, for we have arranged the Home-Lovers' Club just on purpose to make the spring replenishment easy by deferred payments, with all the benefits of cash buying. Ask the Club Secretary, Fourth Floor.

## FOR THE VERANDAH

- Verandah Chair**, spindle back and wove cane seat. Special, 85c
- Rocking Chair**, wove cane seat and back. Special, 1.35
- Arm Rocker**, double wove cane seat and slat back. Special, 1.60
- Arm Chair**, very large and comfortable, wove cane at back. Special, 1.75
- Arm Rocker**, large and comfortable, deep arms, wove cane at back. Special, 2.35
- Verandah Arm Rocker**, large deep seat and high back, double wove cane. Special, 3.00
- Folding Lawn Settee**, made of good, clear well-seasoned kiln-dried hardwood, supplied in red, green or natural finishes. Special, 1.10
- Folding Adjustable Steamer Chair**, selected hardwood frame, with strong duck. Special, 1.25
- Folding Adjustable Hammock Chair**, with foot rest. Special, 1.50
- Folding Telescope Camp Bed**. Special, 2.90

## A Multitude of Summer Drapery Fabrics

**English Cretonnes**, 18c Yard—All-over floral designs, rich colorings for furniture coverings, 31 inches wide. Regularly 25c yard. Thursday, yard 18c.  
**English Washing Chintz**, 25c—A special purchase of chintz, dark or light, all-over floral designs, 31 inches wide. Thursday, yard 25c.  
**Heavy Quality English Chintz**, 45c—A beautiful washing chintz, 31 inches wide, variety of patterns. Thursday, yard, 45c.  
**English Curtain Net at 48c Yard**—New designs, jaunty stripes and small patterns for bedroom windows, white or cream, 50 inches wide. Thursday, yard 48c.  
**Fruited Muslin Curtains**, 2 1/2 yards long, plain or spot centres, frill on one side and bottom. Thursday, pair 90c.  
**Combination Opaque Window Shades at 40c each**—Combinations of cream and green or white and green, size 36 x 70 inch, Harts-horn spring rollers. Regularly 70c each. Thursday 49c.  
We make Awnings of all sorts and put them up.

## Electrical Appliances in HOTPOINT WEEK.

"El Grifetevo" the even hotpoint grill stove for toasting, boiling, broiling, frying; excellent appearance and finish; suitable for any home. Regularly \$6.50. Special sale price, \$4.95.  
"Radiant Iron," domestic model iron, well shaped point for fancy ironing; heavily nickel-plated; complete with cord and plug; guaranteed for all time; 6-lb. iron. Special Sale price, \$2.75.  
"Canadian Beauty Toaster," upright style in nickel-plate finish; toasts two pieces of bread at a time; complete with cord and plug; guaranteed for all time. Special Sale price, \$2.75.  
"Lusto Water Heater," handy portable pattern for quick heating of liquids for invalids; babies' food, and water for shaving; perfectly sanitary; heavily nickel-plated; complete with cord and plug. Special price, \$1.75.

## Brown Betty Tea Sets

Teapot, Cream Jug and Sugar Bowl, in English Brown Betty ware, sterling silver deposit. Regularly \$6.95. Thursday \$4.95.  
**Crown Derby Butter Plates**, sterling silver border. Regularly \$5.00. Thursday \$3.95.  
**Silver-plated Fruit Basket**, gold lined. Regularly \$1.65. Thursday 95c.

## Refit Your Floors for Summer

**English Wilton Rugs**—Fifty only, heavy quality English Wilton Rugs, designs we cannot renew, and a few sizes in Oriental and two-tone effects. One-third below regular values:—

- 6.9 x 9.0, reg. \$14.50, Thurs. 10.95
- 6.9 x 9.0, reg. \$24.50, Thurs. 19.75
- 6.9 x 10.6, reg. \$16.75, Thurs. 12.95
- 6.9 x 10.6, reg. \$28.50, Thurs. 22.50
- 9.0 x 10.6, reg. \$38.00, Thurs. 28.50
- 9.0 x 12.0, reg. \$47.00, Thurs. 37.50

**Union Rugs** attractively priced for bedrooms or summer use. Greens, tans and reds. Three sizes only, 9.0 x 9.0, 9.0 x 10.6, and 9.0 x 12.0. Thursday, each, \$6.00.

**250 Mottled Axminster Rugs**—Very pretty Dutch bordered rugs for bedrooms; size 27 x 54 inches. Thursday, each, \$1.85.

**Four-Yard-Wide Linoleum**—Ten rolls of heavy quality linoleum in tile and floral effects, for kitchens or dining rooms. Regularly 45c per square yard. Thursday, square yard, 38c.

## Wall Paper Specials

2,950 rolls Parlor and Dining-room Papers in browns, greens, champagne, gray, cream, in two-tone and color effects. Regularly 35c to \$1.00. Thursday, 23c to 64c.

## Davidson Nature Pictures

Hand-colored studies of landscapes and some colonial subjects; Circassian walnut frames, 95c.

## The Robert Simpson Company, Limited