Telephone Main 7841 **Store Opens 8:30 a.m. Closes at 5:30 p.m. Open All Day Saturday** *Market Adel. 6100*

"Gay Paris" Herself
The very spirit of Gay Paris seems fluttering over her glorious creations in our French Salons. Lovely beyond description, inspired by the Orient, they are a veritable feast for the gods.

The Robert SIMPSON Company Limited

Our Palm Room—the Spring Shopper's Mecca
A refreshing luncheon served in our Palm Room, of delicious food, daintily serviced, will chase away the weary Spring feeling, and make Spring shopping really delightful.

Mother's Worries About the Small Boy's Spring Wardrobe Banished

Boys' Dependable All-Wool Suits, $16.45

Suits that are up-to-date in style, and will make an instant hit with the boy who wants something a little better than the average. Tailored from "All-wool" cheviots and tweeds, in novelty checks, browns, grays and plaid effects, in the popular waist-line and all-around belted models. Bloomer pants, full-fashioned. Strongly lined throughout, and finished with Governor fasteners. Sizes 24 to 33, 6 to 15 years. Today special, $16.45.

Spring Weight Reefer Coats

Spring demands lighter weight clothing for the boy. With this in view, we list here two lines of reefers which you should see. They represent splendid values.

Donegal Tweed, $12.75

In a mixed gray effect. Double-breasted, all-around belt, yoke at back, fancy patch pockets, lined throughout, and finished with "Victory" emblem on sleeve. Sizes 20 to 28, 2½ to 10 years, at **12.75**

Splendid Wearing Serge, $14.00

In a medium weight, unfinished blue serge. Double-breasted effect, half-belt at back, plain pockets, G.R. brass buttons, sailor collar trimmed with white braid, and "Victory" emblem on sleeve. Sizes 20 to 28, 2½ to 10 years, at **14.00**

Simpson's—Second Floor.

The New Woollen Sports Skirtings Are Charming

Charming new sports skirtings for Spring wear in a host of block, check, plaid and stripe effects of blue, green, tan, jade, on grounds of brown, fawn, gray and brown; also many novelty black and white effects in the large block patterns. 54 and 56 inches wide. Requires only one length for a skirt, and priced, yard, from **$8.50** to **$12.00.**

Simpson's—Second Floor.

"Bunny Brown" and "The Bobbsey Twins" Just Arrived

The Kiddies Will Love Them

The Bobbsey Twins, 50c Each

The Bobbsey Twins in the Country.
The Bobbsey Twins at the Seashore.
The Bobbsey Twins at School.
The Bobbsey Twins at Snow Lodge.
The Bobbsey Twins on a Houseboat.
The Bobbsey Twins at Meadowbrook.
The Bobbsey Twins at Home.
The Bobbsey Twins in a Great City.
The Bobbsey Twins on the Deep Blue Sea.
The Bobbsey Twins on Blueberry Island.

Bunny Brown

Bunny Brown and His Sister Sue.
Bunny Brown and Grandpa's Farm.
Bunny Brown Playing Circus.
Bunny Brown at Camp "Rest a While."
Bunny Brown at Aunt Lis' City Home.
Bunny Brown in the Big Woods.
Bunny Brown on an Auto Car.
Cloth bound, **50c** each.

Bubble Books—the books that sing. 8 different kinds. **$1.25** each.

Phone Your Order—Main 7841.

Book Dept.—Main Floor.

A Veritable Whirlwind of Loveliness Has Descended on the Simpson Silk and Fabric Department

Fashion has unlocked the lid of Pandora's wonder box of silks and fabrics and allowed our eyes to feast on exquisite georgettes, novelty silks, dazzling baronette satins, crepes de chine, taffetas, jerseys, etc., all lovely beyond description.

New Novelty Silks

For suits and separate skirts. Something new in a diced effect, the self color alternate, square in taffeta and satin. In navy, taupe, brown, sapphire and black. 36 inches wide. **$6.00**

New Moired Satins

Lovely effects in ribbon weave. Moire combination and satin stripe. In taupe, navy and black. 36 inches wide. **$7.50**

New Block Designs in Kumsi Kumsa

In royal and gray, silver and sapphire, myrtle and royal, royal and navy, French blue and peacock, also self colors in squares. 36 inches wide. Yard **$15.00**

Silk Tricolette and Jersey

The newest effects being in self colors with open stitch line, fancy Cardigan stitch, and some printed patterns. Priced from **$9.50** to **$12.50.**

We have also a very special value in a wide width stripe tricolette. (Made in Canada). Yard **$8.50**

Chiffon Taffetas

In this particular weave we were most fortunate in buying, and price advances are very little over last year's figures, at the popular price of **$3.50** yard. We offer 36-inch and 38-inch Colored Chiffon Taffetas. Full color ranges and big variety in shot effects.

Three Big Values in Black Silk Crepe de Chine

38-Inch Black Swiss Crepe de Chine. Fine even weave, deep full black. Regularly $2.95. Today, yard **$2.69**

40-Inch Ivory quality from the same maker. Regularly $3.50. Today, yard.. **$2.95**

40-Inch Black French Crepe de Chine. Extra weight, pure silk. Regularly $4.50. Today, yard **$3.95**

Simpson's—Second Floor.

Spring Lingerie

600 Camisoles
Regularly $1.50 and $1.75
Today, $1.18

Clearing at a remarkably moderate price. Made of splendid quality Jap silk with lace yokes and shoulder straps. Elastic waist-bands. Colors, flesh, maize or white. Today **1.18**

Women's Underskirts, $1.89

Fine white cotton. Neatly fitting style. Deep frill of Swiss embroidery, with cotton underlay. Clearing today **1.89**

Women's Nightgowns, $1.69

Excellent quality sheer white cotton, slip-over style, with round neck and short sleeves, fancy stitchings. Today ... **1.69**

Envelope Chemise, $1.29

Splendid quality white cotton, trimmed with embroidery and lace insertion. Finished with lace edging. Today **1.29**

Women's Combinations, 89c

Light-weight combinations of fine ribbed cotton with low neck, and sleeveless. Finished with beading. Tight knee drawers. White only. Today ..... **.89**

Women's Vests, 39c

Women's Vests of fine ribbed cotton, low neck, finished with beading. Pink only. Today ..... **.39**

Women's Corsets, $1.69

Women's Corsets Priced Remarkably Low. Strong white coutil, medium or low bust, long unboned skirt, finest rustproof boning and dainty trimming. Sizes 22 to 30. Today **1.69**

Simpson's—Third Floor

First Aid to Spring Housecleaning

Order Your Hoover Today

It Beats . . . As It Sweeps

Only the Hoover beats out buried dirt, dustlessly. The carpeting is fluttered more than a thousand times each minute upon a cushion of air. Deeply lodged grit is loosened and shaken forth. Beaten to the surface, powerful suction removes it.

Only the Hoover sweeps while it beats. Its beating-sweeping brush is patented. 24 large, soft bristle tufts make countless sweeping contracts. Even hairs, lint and threads that cling like cockle burrs are speedily collected.

As It Cleans

Only the Hoover beats as it sweeps, as it suction cleans. So in a Hoover you have more than a vacuum cleaner and an electric sweeper. You also possess an electric carpet beater. Is it not apparent why the Hoover cleans clean? Why it is being purchased in overwhelmingly greater numbers? Why its makers are the world's largest?

Baby Hoover **62.50**
Hoover Special **75.00**

Simpson's—Fourth Floor

Glassware Special

Plain, clear glass Candlesticks, 8 inches high. Today, pair, 1.35
500 dozen Good Quality Glass Tumblers. Specially priced at $1.20 dozen.
Plain Glass Water Tumblers, your choice, today, 4c each.
Glass Cake Stands, 8-inch size. Today 40c.
Lemon Reamers, today, 10c each.
Bracket Lamps. Complete, today, **$1.75.**
Sample Cut Glass. Regular $1.49 value. Your choice today, each 98c.

Clover Leaf Dinnerware

Bread and Butter Plates. Today, 13c.
Tea Plates. Today, 16c.
Dinner Plates. Today, 20c.
Soup Plates. Today, 18c.
Vegetable Dishes. Today, $1.49.
Meat Platters, 75c and $1.00 each.
Salad Bowls, 50c and 60c.

Cups, 9c Each

English white porcelain. Ovide shape.
Set of 3 Useful Pie Dishes. Sizes 6, 7 and 8-inch. Set **1.00**
Cut Glass Butter Tubs, 2-handled, floral cutting. Today **.49**

7-Piece Cut Glass Water Sets

With floral and spray designs on clear white glass. The set, today **4.50**

10-piece Toilet Sets, with gold trimmings on good quality English ware. Specially priced at **7.50**

97-Piece Dinner Set, $30.00

Johnson Bros. high-grade dinnerware. "Orkney" open stock pattern. A very effective black border decoration, gold line on handles and edges. Today **30.00**

Simpson's—Basement

The Robert SIMPSON Company Limited