

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Do you belong to the Home-Lovers' Club? It means money in your pocket for a much longer time.

The Robert SIMPSON Company Limited

The Palm Room satisfies your good taste in food and your good taste in service and environment.

Clothe Him in Donegals

We Feature for the Boy Well-Tailored, Hard-Wearing Suits of This Material



Warm enough to withstand the snow-storm and frost; strong enough to withstand the tearing-driving energy of the liveliest young Canuck; dressy enough to make him look presentable on all occasions, at home, at school, or play.

You will like these Donegals on your boy. They have an enviable reputation in boys' clothing.

Priced at \$13.50

Carefully selected, conscientiously made, in grey and black mixed Donegal tweed. Thoroughly reliable as to wearing qualities, reinforced at the most vital parts, securely sewed throughout—belted model, with full-fitting bloomer pants, belt loops and governor fasteners. Sizes 6 to 12 years, at 13.50

Simpson's—Second Floor

Laundering With Ease

Is the unflinching experience of those who hitch their laundry tub to the electric wire and snap on the current, not alone with ease, but with expedition and with great satisfaction.

Of course, the obvious advantage of an electric washer lies in the elimination of hard scrubbing effort and the numberless activities usually associated with Monday in the laundry. The power does the work.

But quite as important the clothes are cleaned more thoroughly and without wearing the finest fabrics. Insert lace curtains and they come out unharmed.

The Trojan Washer is a wonder-worker in many ways. It operates on a reverse action, one revolution one way and then back, rushing the suds through the fabrics. It is satisfactory to the most particular housewife.

Attached is a high-grade 12 x 14 wringer, bearing a quick safety release. The whole is of white finished galvanized iron. Guaranteed for one year. Parts renewable. Operates on 6c a week.

The Trojan is made in Canada, and represents quality and efficiency. Price \$165.00.

With swing wringer \$15.00 extra. Simpson's—Sixth Floor.



Merrie Springtime Suits

Advance Models Now on Display Featuring a Study in Navy

Brooking no rival where the smart Spring tailleur is concerned, the various tones of the favored navy blue are stressed more emphatically than ever for the coming season.

These are shown in the finest of serges, gabardines, twills and tricotines, their becomingness often enhanced by the touches of brighter blue, or some contrasting shade.

As to the styles, their name is legion, ranging all the way from the scanty and ultra-chic Eton jacketed model to the haughty tailleur, with coat of at least finger-tip length, and the severest of finishings. Rich linings characterize all.

Distinctly pointing the way to the mode are the suits here described.

A smart suit of fine navy serge follows the straight and narrow way from collar to hem. Narrow, too, is the cross-over belt, below which falls a double poplin, slashed at each hip and richly embroidered in black, with touches of helio. Embroidery also elaborates the long collar and replaces the cuffs on the tight sleeve. The skirt is tailored. Specially priced at 50.00

Another stunning navy serge suit exploits many very new features. For instance, an accordion-pleated skirt, a box coat with three-quarter sleeves, a wee collar fastened at the throat, and lavish scroll embroidery, in navy and French blue. Price 95.00

Navy tricotine is a favorite this season, and here we behold it in an elegant tailleur, banded with embroidery about the nipped-in waistline, which, by the way, is girdled in front and heavily tasseled. The skirt is beautifully tailored. Price 125.00

Navy Poiret twill was one very good reason for a handsome tailored model with a box coat of irregular length. Other reasons were the striking way in which midnight blue banding with uncut fringe edge may be used to border the open front, and the mannish vest with its Robespierre collar. The skirt is smartly plain. Price 135.00

Simpson's—Third Floor.



The Jaunty Polo Coat

They Breathe of the Great Open Country Stretches



There is a swing to them, a hint of the athletic, of the open stretches of the golf links or the polo field. In fact, so many uses and so many occasions are suggested as one looks at these

coats and pictures oneself in a particular model, that to see is to buy,

Favored for Spring

—and just now we are showing some very jaunty models in the natural camel shades, with the cunningest of leather collars, belts and trimmings. Snappy short styles, with an eye for the sports or the Spring and Summer season.

Other new coats in gabardine, tricotine, gold tip and tinsel tones are also here in a host of smart Spring styles. All are priced from \$37.50 to \$55.00.

\$60.00 Coats for \$37.50

Several very attractive styles developed from silvertone in well assorted shades. Sizes 34 to 44. Exceptional money-saving value. Today, at 37.50

Simpson's—Third Floor.

A Dress Sale

At 10.30 Today for Women and Misses

Quite the most wonderful sale of afternoon dresses we have had this season, from the standpoints of exclusive style, beautiful fabrics and exquisite trimming, presenting:

- Charmeuse and Kitten's Ear Satin
- Rich Tricolettes
- Novelty Paulettes
- Filmy Georgettes
- Lustrous Velvets
- Smart Serges

Practically all of them are individual models—you can imagine what a host of designs there are to choose from.

The long bodice, short sleeves, pleated and harem skirts and very elaborate embroidery and beading are among the many new style-notes featured. Navy, black and brown are mostly shown.

To make the best of so remarkable an opportunity, be here sharp at 10:30 a.m. today. Regularly up to \$100.00 dresses on sale at 49.75

Simpson's—Third Floor.

Have You Seen Radiaknit?

It is the newest Silk for Spring. A knitted silk jersey fabric, which lends itself exquisitely to Fashion's demands in Spring attire.

Rich in color and lustre, it is equally suitable for home or sports wear.

Plain weaves in favored Spring shades—also stripes and the heavier cardigan stitch. Priced, yard, \$6.50 to \$9.50.

Crepe Charmante from France. Comes in weights for suits and gowns. Lovely Spring shades of brown, tan, sand, beaver, taupe, French blue, navy, midnight, black, etc. Yard 7.50 Also showing a variety of gay colors for evening and dinner gowns. 40 inches wide. Yard, \$6.50 to \$9.50.

Simpson's—Second Floor.

Wool Jersey Will Be Seen

In Great Variety on Brightly Dressed Spring Throngs

A few more warm days and the streets of the city will blossom forth into all the multi-colored hues of Springtime.

In street wear, wool jersey is one of the fabrics which will predominate in the troupes of the gaily dressed.

Knowing this, we have on the second floor an elaborate display in all the various shades and weaves that discriminating buyers will wish to examine.

Trico, embroidered and silvertone jerseys figure largely in this assortment. Priced from \$5.50 to \$8.50.

Simpson's—Second Floor.

The Robert SIMPSON Company Limited

Simpson Furs

The Apex of Quality at Lowest Prices



ELECTRIC SEAL AND HUDSON CONEY COATS, plain or trimmed with contrasting collars and cuffs. \$195.00 to \$240.00.

HUDSON SEAL (DYED MUSKRAT) CAPES, trimmed with beaver, squirrel and opossum collars. \$100.00 to \$160.00.

RINGTAIL OPOSSUM SHAWL STYLES, in long, straight style with pockets in ends. \$9.00

MOLE NECKPIECES, priced from \$20.00 for the smart little ties to \$175.00 for handsome large stoles and capes.

Simpson's—Second Floor.

Do You Know Canada?

History of Canada, by William Kingsford, bound in 10 handsome volumes, cloth, gilt lettered. Makes an elegant wedding or birthday gift and a valuable acquisition to any library. Regular price, \$30.00 set. Today, set 14.95

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