

Spring Displays at the Simpson Store

Harbingers of the Arriving Season, Flowers, Birds, and Music



usher in on Monday the new displays of exquisite apparel for Easter wear. The cold months have seen the preparation going steadily on in the workrooms of two continents to spread for your choosing wonderful materials in a hundred weaves and hues, and to marshal for your delectation hundreds of handsome suits and gowns and many cases of garden-like millinery. Each article bears in line and tint the authority of the great modistes of Europe and America. To you who are planning for your Spring and Summer costumes there are everywhere hints of the newest manner of combining these beautiful materials in harmonious creations, lessons in color schemes, revelations in smart cut and striking trim. The invitation is more than a mere request; it is a command to attend the most brilliant affair of Fashion's Court, and a promise not only of pleasure, but of profitable knowledge of the styles and prices for the present season.



Simplicity is the Key- Note of the New Millinery

But it is a simplicity that is the height of artistic accomplishment. The shapes now are small and are made to fit snugly the new close coiffure; turbans, with narrow brims and petit shapes of Italian Milan, Peco or Horsehair, and trimmings that accent the lines by contrast or by harmony. These small hats are well adapted for Spring wear, before the stronger sun calls for larger ones to shade the face. Large hats are here too, but the weight of Easter demand will be for smaller styles.

There are English Tailored Hats that call for severe lines in suit and coat, and fussy little French Chapeaux that offer endless possibilities in combination with becoming hair arrangement and more elaborate costumes. Much of their novelty is due to the exceptional ranges of new shades and materials that come to us this year from abroad. Soft draped satins, crepe de chine, ribbon and maline, hemp brims, starched upright trimmings, slim wings like rockets, plumage, flowers galore, all suffused with rich and glowing colors.

A new list of color names must be learned this season, for each name denotes an absolutely fresh note in the color harmony. Gone are the days of crude reds, blues, and yellows. To-day it is tete-de-negre, seal brown, taupe, coque-de-roche, sable, coqueillage, primrose, cerise, and empire green—some of them familiar, others absolutely without precedent, but every one is a blend of other shades.

But why pile up dry descriptions when the wonderful millinery itself is filling the rearranged and enlarged department with pulsating color and bewitching form?

*We bid you welcome to our
Greatest Spring Opening*



The Foreword of the Mantle Section is Spoken

in no uncertain tone by a splendid showing of new models, not extreme in cut or decoration, but holding to the best standards of good tailoring. New features are found in every suit, adapted to the flawless taste of our patrons. The lines are smart and attractive, embodying ideas evolved in Paris and New York, where, in fact, many of the costumes were designed and executed. The Cloaks and Suits cover every requirement of Spring and Summer wear thoroughly. Floral decorations and a new arrangement of the department lends a suitable background for the display and every provision will be made for your comfort. Meet your friends in the department.

Spring Dresses

Again this season one-piece dresses furnish a large part of every woman's wardrobe. The new models include many dainty dresses of sponge, checks, Bedford cords, serges, and wool poplins in light weights; also eoru and white nets, charmeuse, silks, and dainty chiffons. There are dainty fluffy gowns and strictly tailored ones, all showing the New York and Paris imprint in cut and general scheme as well as the color combinations.

Girls' Spring Coats

Include serges, viennas, and tweeds in a variety of colors with contrasting trimmings. Ages 6 to 14 years.

The
Robert Simpson Company Limited
invite

You and Your Friends to attend
The Spring Opening Displays of
Millinery, Silks,
Dress Goods, Cloaks and Suits,
on Monday, February the twenty-fourth,
nineteen hundred and thirteen.



Many Entirely New Silk Fabrics

give many fresh opportunities for color and texture combinations in the new Spring designs. Monday's showing will place before you the newest fabrics exactly as shown in Paris, London, and New York, and many exclusive patterns made for this Store only.

Conspicuous in the newer ranges are Brocades in Crepe Meteors, Crepe Charmeuse, and Crepe de Chines, Broche, and florals in many weaves. Many are a pleasing revival of more or less applique styles.

New Silk Crepes come in a variety of weaves in Crepe Meteors, Crepe Souraine, Crepe Charmeuse, and Crepe de Chines.

In Charmeuse Satins, the shadings for this season surpass anything yet attempted in richness of finish and softness in color.

New All-Silk Suiting Serges come in Bedford and Regence Cords, Diagonal and Surah Twills, and fine Faille and Bengaline effects in plain and shot colorings.

Fancy Silks include: New Stripes, Checks, Taffeta, Broches, Paisley and Oriental effects, in endless variety.

The new Draping Marquesettes are shown in many fine bead and border effect.

A Short Resume of Correct Materials for The Spring, 1913

FASHIONABLE SUITINGS AND DRESS FABRICS

Imported from the fashion centres of the world. The Dress Goods and Suitings assembled for the spring trade include, in every fashionable weave, as complete a range of shades and color combinations as it is possible to secure by a thorough search of the European markets. Some of them are—

New and Fashionable Bedford Cord Suitings, in self, two-tone, shot, and covert effects.

Whipcords and Covert Twills, in a splendid variety of the newest spring tones and color combinations.

Drap-d'Eponge Suitings, in soft botany finish and rich colorings.

Combination Suitings in a variety of new spring tones.

New French and Austrian Broadcloth, in rich glove, Paeon, and Sedan finishes, in correct weights for tailored suits or dresses.

English Worsted Suitings—A fine range to choose from, in stripes, checks, fancy designs, and self colorings.

Scotch Suitings, in lovely new color blendings, imported from the best Scotch makers, etc.

IN OUR BLACK GOODS SECTION

New Whipcords and Bedford Cords.

New English, French, German, and Austrian Broadcloths.

New French Velours Suitings.

New Velours Suitings. A beautiful fabric for spring suits or dresses.

New Wool San Toys, Poplins, and Bengaline Cords.

New French Armures. Splendid wearing fabrics and recommended for their dust-resisting qualities.

Silk and Wool Fabrics in a variety of weaves, including San Toys, Eoliennes, Henriettes, Glorias, Voiles, Marquisettes, etc.

Novelty Bordered and Embroidered Voiles in a variety of new designs, etc.

Dress Weight and Evening Wear all-wool Poplins, Santoyes, Ottoman Cords in new spring tones.

Wool Crepe de Chine; beautiful, soft draping fabrics.

Wool Backed Satin; a very popular and good wearing fabric that does not crush, in beautiful colorings.

Silk and Wool San Toys; best French dye and finish; rich, silky fabrics.

Silk and Wool Eoliennes, fine corded fabrics, in shades for soure or street wear, etc.

Silk Bordered and Embroidered Voiles and Eoliennes.

Novelty Robe Lengths, a variety of designs, in the newest French tones, etc.

CREAM MATERIALS

English and French Twill Serges, in weights specially adapted for tailored suits or dresses.

Cream Whipcord and Bedford Cord Suitings.

Cream Pencil Striped Suitings, cream ground with black hairline stripes, etc.

Cream Silk and Wool Fabrics, in a variety of new weaves.

SERGE SUITINGS

West of England Serge Suitings, in fine, medium, and wide twills, the finest collection in the Dominion.

English College Serges that do not gloss in wear and are warranted soap shrunken.

English and French Cheviot Serges, imported from the best makers.

Men's Finished Botany Serges, the best tailoring serges made.

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The Robert Simpson Company, Limited