

**SIMPSON'S** **SIMPSON'S** **SIMPSON'S**

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

# A Glorious Pageant of Frock Fashions Reflecting Easter Radiance

Easter Morn—Nature is rejoicing in the re-birth of the glorious Spring—"all things that love the Spring are out of doors."

In harmony with the spirit of it all, Milady doffs her wintry apparel, leaves her old self far behind and steps forth a vision of Springtime loveliness, newness and surpassing chic.

"Simpson's Salons for Imported Gowns" have made it possible for you to most perfectly accomplish this transformation—to obtain the smartest modes in the world of dress-fashion. Frocks so lovely that they rivet the attention of every woman who is interested in beautiful clothes, await your choosing—frocks that emulate the leaves and flowers and birds in their subtle, changing colors and present a highly-individualized design for every dress need of Easter-day, and the many Spring and Summer days that follow in its wake.

## In the New Taffeta Frocks You Catch the Rustle of Spring

You catch, too, the revival of Mid-Victorian, Louis Seize and ancient Oriental fashions in the wired, much beruffled and rippled panniered hip-lines—in the long, low bodices, which, when girdled at all, are girdled Egyptian fashion about the hips—in the little round necklines and in the harem skirts.



More than all this, you catch the glamor of the East in exquisite embroideries and beadings in deep Moroccan and vivid Algerian reds, Scarab greens, lemon yellows, Chinese blues and dull golds and silvers.

Most of the taffeta frocks are in navy, and a few of them are even leather-trimmed. Prices range from \$55.00 to \$150.00.

## Easter's Smartest Suits

Blossom Forth in All Their Springlike Loveliness and Charm in the Simpson Store—With the Added Attractiveness of Excellent Value-Giving.

In one chic model, it is the embroidery in teal, blue and henna wool—in another, the beige duvetyne waistcoat with its sparkling iridescent buttons.

One youthful style boasts a little embroidered bolero and satin girdle with Oriental tassels.

A tucked Eton coat glittering with steel beads glorified one striking tulle, while a solidly-embroidered coat model has a big Algerian sash of woven gold and navy threads, heavily-tasseled.

These but suggest the enticing variety of designs which, by the way, are fashioned from such favored materials as tricotine, tricofina, Pofret twill, Yalama, velour, gabardine, men's serge and wool jersey.

Navy predominates with an attractive gathering of Spring shades. Sizes 14 to 20 years. Priced, \$45.00 to \$260.00.

Simpson's—Third Floor.



The Robert **SIMPSON** Company Limited

### Simpson's Salons for Imported Gowns

Third Floor.



## Tricolette, Georgette and Satin--Rivals for Supremacy

Indeed, so versatile are the designs in each wonderful fabric that one is almost at a loss in deciding which to choose. Perhaps 'tis the introduction of old-time, old-world fancies into their folds and embroideries which makes them so fascinating. Among the scores of styles:

A beautiful tete de negre tricolette in Red-Ingote style has delicate silver tracteries in silver or bodice and square pockets, with little inset medallions of brown wool. Price . . . . . 52.50

A handsome frock in black satin has heavy cord fringe falling from girdle to hem, while glittering cloth of gold borders surplice bodice, makes a vestee and cuffs the short sleeves. Price 135.00

A glorious afternoon or dinner frock in navy georgette has its long pointed tunic, hip-length bodice and sleeves literally weighted down with large white crystals in exquisite classic design. Price . . . . . 89.75

## "On With the Dance, Let Joy Be Unconfined"

Freed from the restrictions of Lent, youth's ecstasies know no bounds. They burst forth in the gay after-Easter parties, the crowning events of a brilliant social season. A new dance frock is quite a necessity—you will be surer still of that when you see our bewitching models.

One of the most striking is aglitter with gold from shoulder-strap to hem. It boasts a bodice and underskirt of gold lace and an overskirt of black georgette, sewn round and round with woven gold threads in band effect. To complete the dazzling effect is a centre panel of bugle-bead fringe and a corsage of blue and gold fruit. Price . . . . . 225.00

## Swagger Easter Coats

50 Only—Handsome Sample Coats, Rushed to Us in Time for This Easter Sale—Many of Them Individual Models and at Most, Only Two or Three of a Kind.

Here are wraps that you will enjoy wearing equally well now and throughout the whole Spring and Summer seasons—they so aptly combine utility and dressy effects.

Beautiful materials (almost every Spring fabric is represented), finest tailoring and such clever features as rich designs wrought with saddle-stitchings, cording and embroidery, lovely wrap-collars, contrasting trimmings and exquisite shaded buttons—make them so desirable.

Full or half-lined with plain or fancy silks. Leading Spring shades feature. Women's Department today . . . . . 57.50

Simpson's—Third Floor.



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## Saleswomen Wanted for Easter

We would be pleased to receive applications from High School Students and other young ladies who have assisted us on former Holiday occasions.



## In Haberdashery

Comfortable underwear, fine linen, good shirting and all the little men's wear requisites that the Easter Season brings in, are found in great profusion in the Men's Store. You will be well served here.

**Arrow Shirts at \$3.00**—Neat, contrasting stripes of black, blue and helio—quality crepe material. Sizes 14 to 17. Each . . . 3.00

In corded materials . . . . . 4.00

**Forsyth Shirts at \$4.50**—Fine quality corded materials—woven stripes of black, blue, mauve and brown. Each . . . . . 4.50

**New Silk Neckties**—All-over effects—floral and scroll designs—large flowing end shapes, in blues, browns, greens, gray, helio. Each . . . . . 1.00

**Be'briggan Underwear**—Natural shade. Tru-Knit brand, 2-thread yarns. Shirts and drawers to match. Sizes 34 to 44. Each . . . . . 1.00

Also Combinations same as above . . . . . 2.00

**Men's Spring Weight Pajamas** in fine cambric and soisette materials. Stripes in two and three-tone effects—blues, blacks, helio, gold and tan stripes; the plain shades in blue, helio and pink. Sizes 34 to 44. Each . . . . . 3.00

Simpson's—Main Floor