

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

You Are Invited to take advantage of the festive Spring atmosphere of Simpson's Store. Bird songs, delicate decorative effects, and the glory of all manner of merchandise invite you to Come and See.

The Robert SIMPSON Company Limited

To Gain a Flying Start at the pile of business correspondence waiting in the office, a man should begin his day fortified by a Palm Room breakfast. Delicious food, fragrant coffee, shining napery, and dainty service. The memory will linger all day.



Simpsons Salons for Imported Gowns

Infinite Variety Is the Keynote of the New Spring Frocks.

Navy serges and tricotines for street wear flaunt extravagant embroideries of Oriental inspiration in wonderful colorings and gold.

Here is a tricolette of lissome grace—there a white baronet satin stitched with burnished copper threads—styles which milady craves for the races.

Georgettes, lovelier than ever and more fashionable, too, in summery shades and literally weighted down with beads, wrought into designs that beggar description. Or in printed designs so wonderful and new that one must see to comprehend.

Printed foulards, too, and pussy willows that need little adornment other than the beauty of their fabrics, and the touch of bouffancy they effect.

And, sounding the most appealing note of all, navy tafetas—so spring-like, so adapted to every occasion. Much Oriental embroidery of ancient design and exquisite beading to brighten them.

Above all, the insistent lure of the east translated into styles, fabrics and design, that make our frock collection surpassing wonderful, and the salons the loveliest spots imaginable in which to shop.

Simpsons—Third Floor

Spring Notes

The Eastern Influence So Strongly Permeating the Spirit of the Times

—has boldly entered the realm of the new season's fashions to flaunt itself in a score of ways as alluring as they are "different" and daring. The foremost designers have embodied them in the smartest of frocks, suits, wraps, hats and accessories we have ever shown. For instance:

Colors are borrowed from the fauna and flora of the old lands—from the plumage of their birds—from ancient jewels—from fine old tapestries.

One sees the lemon, paradise turquoise and scarab green of Egypt, as well as the rich deep blue found on statuettes in the pyramids. Chinese blues, too, Italian jades, Algerian and Moroccan reds, Javan batik-prints and Japanese flower colorings.

Those used mostly in the exquisite embroidered and beaded designs that adorn not only the wonderful frocks and blouses of the season, but extend to suits and coats as well. For instance, one of the smartest suits we are showing for misses has a veritable sunset on its collar—long rays of red and blue and green and dull gold—while a street frock is rich with Japanese embroidery in native design and coloring.

Design, too, turns Eastward for inspiration. Here it is used in the Sphinx-like hats which dominate the French Models displayed in our Millinery Openings—novel affairs flat at front and back, with great ears of straw, silk, fruit or unique ornaments. Again you catch its effectiveness in the harem veil that droops over Milady's eyes or the turned-under harem hem that finishes her frock. Twas to Russia designers turned for the bloused tunic and the Cossack over-blouse—to India for the becoming draped Hindoo turban—to Egypt again for the exquisite lotus-design that elaborates one of our handsomest frocks.

All these, and many other new and absorbingly-interesting notes of the Eastern world you will find expressed in our Opening Displays throughout the Store—displays that surpass all we have hitherto shown from the standpoints of artistic beauty, modishness and appeal.

Dainty Little Electric Handmaids In the Shape of Up-to-Date Electric Appliances Abound on the Sixth Floor. They Are Built to Save Your Time, Energy and Pocket Book. A Splendid Assortment.

Some to make ironing more or less of a pastime, some to prepare little after-theatre rarebits with ease and despatch, and some to boil an egg and make husband's toast at the breakfast table. Little electric assistants that have no human failings, are economical in price and doubly so in operation. The variety of uses to which they can be put is surprising.

The way to take worry out of domestic routine and to lighten household care will be demonstrated to you gladly in the great electric appliance display on our Sixth Floor. These offers will show you how paying an investment you can make.

Electric Appliances for Every-Day Use.

De Luxe Iron, substantially made and well finished, weight 6 pounds. Complete with cord and stand. Guaranteed 4.75

Canadian Beauty Iron, guaranteed element. Well finished in nickel-plate. Weight 6 pounds 6.50

Victory Iron, the element is indestructible as it is embedded in cement, fully guaranteed. Complete with cord 7.00

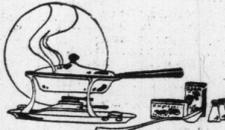
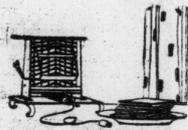
Hot Point Percolators, 5, 6, and 9 cup sizes, with safety valve which prevents burning out element. All heavy nickel-plate, complete with cord. Guaranteed 17.00, 21.00 and 28.00

Hot Point Iron, 3, 5 and 6 pounds in weight, 5-year guarantee. Complete with cord. 3-pound 8.00 5 and 6 pound 9.00

Small Stove for toasting, frying and boiling. Heavy nickel-plate. Guaranteed element 5.00

Grills, with two dishes and deflector, 4 heat regulation. Cooks two things at same time. Complete with cord, guaranteed 10.00

Canadian Beauty Upright Toaster, with spring sides to hold toast. Nickel-plate. Complete with cord 6.50



Chintz Covered Bedroom Boxes

Regularly \$7.25. Today, Very Special, \$5.90.

These highly useful boxes are strongly constructed of selected pine wood, and are in a good large size, measuring 36 in. long, 20 in. wide, 15 in. high. They have plain colored linings and outer covers in a big assortment of pleasing art chintzes. Get your order in early this morning. Regularly \$7.25. Today, each 5.90

Simpsons—Fourth Floor.



The New Coats for Misses

The Smartness of Leather Trimmings in a Host of Clever Models at \$35.00.

Narrow leather belts, touches of leather on collar or pockets, and leather pipings are all employed—the jaunty effect enhanced by the softness of the coats they adorn.

Other attractive features are inverted and box pleats, silk stitchings and shaded buttons. Made from polo cloth, velour or serge in leading shades. Price 35.00

Simpsons—Third Floor.

Style Diversity

is responsible for much of the suit-charm for women. Add to this, that our navy suit designs were never quite so attractive as this season and that the tailoring is exceptionally fine, and you understand why women are more than enthusiastic about them. The appeal of mannish cut—the richness gained from many rows of silk braid—the dressy effect of metallic or Oriental-colored vest—the one finish buttons give—all these, and many other features, are to be had in our high-class navy tricotine, gabardine and serge suits at \$57.50, \$65.00 and \$75.00.

Simpsons—Third Floor.



Spring Shoes for Little Feet

The Quality You Desire...The Shape Growing Feet Require... The Price You Will Note as Most Moderate.

High quality, good appearance, comfort and knowledge that our children's shoes have been made with an eye to the special needs of growing feet—all this is assured the mother who buys her kiddies' shoes at Simpson's.

As for the prices—well, those who know the condition of today's boot markets are amazed that we can sell them so reasonably.

Sturdy Brown Oxfords.

whose strong 10-calf welt soles promise to withstand all sorts of wear and tear, have full-fitting toe and low heel. Sizes 8 to 10 1/2 5.00

Black Patent Oxfords.

Stylish little shoes for either girls' or boys' dress-up occasions. Full toe with toecap. Sizes 8 to 10 1/2, \$4.50; 11 to 2 5.00

Instep Strap Slippers.

After all, perhaps there is no shoe for kiddies that more successfully combines comfort and good appearance than the instep strap slipper. This particular model gains added smartness from perforated edges. Sizes 4 to 7 1/2, \$3.00; 8 to 10, \$3.50; 11 to 2, \$4.25.



Sandals Are Kiddies' Own Favorites.

for there has always been a unique charm in thrusting chubby bare feet into these comfortable slippers, or even wearing them when stockings are requisite.

Patent leather sandals in sizes 4 to 7 1/2 3.25

Simpsons—Second Floor.



A Man's Gray Suit \$22.50

Every man will like these suits and their price. Made in a plain dark gray worsted-finished tweed in single-breasted, 3-button, soft roll, semi-fitted and conservative sacque models. Medium height vests, and trousers finished with belt loops, 5 pockets, cuff or plain bottoms. Sizes 35 to 44 22.50

Simpsons—Main Floor.

Men's Spring Models

THE DERBY—A single-breasted, 3-button sacque model, semi-fitted, soft roll notch lapels and regular pockets. Made up from a medium gray imported English pick-in-pick worsted. Sizes 35 to 44 35.00

THE YORK—A double-breasted sacque model, form-fitting, soft roll peak lapels, plunge pockets, high chest effect, deep centre vent. Made up from a dark brown, fine finished tweed with a neat invisible overcheck pattern effect. Sizes 34 to 40 40.00

THE DE LUXE—A double-breasted sacque in the combination better or waist-seam model, form fitting, soft roll peak lapels, slash pockets, and bell sleeve effect. Made up from a rich dark brown chevrot. Sizes 35 to 42 52.00

Simpsons—Main Floor.



Mourning Millinery

Comes in Parisian Modes, Exquisite Interpretations of the High Art in Design—For Lacking Color and Novelty With Which to Play, the French Modiste Has Expressed All Her Ingenuity in the Deft Fashioning of These Lovely Models.

You will find delicate, narrow latticed effects formed of black beads on a white foundation—soft little turbans swathed about with georgette and beautifully jet-headed or soutache-braided.

There are stunning shapes that feature the new off-the-face effects with white facings—or in all black with wonderful designs solidly beaded.

The new tricorn and coronet designs, the tiny-brimmed, high-crowned tailored models, the dressy broad capelines with crowns all in soft folds—hats for young women, and hats for matrons, all are here.

The veiled models and they are legion, deserve a chapter to themselves, so lovely are the new meshes featured, so novel the ways in which they are applied.

Prices range all the way from 8.50 to 22.50

Simpsons—Second Floor.

Boys! Special!

Boys' All-Wool Suits \$16.45. Youthful and refreshing patterns in boys' suits that appeal to parent, as well as son. Stylish, well made, perfect fitting, at the right price. Waistline and all-around belted models in browns and grays in plaids, novelty checks and mixed effects in chevrots and tweeds. Bloomer pants with belt loops and governor fasteners. Sizes 24 to 33, 6 to 15 years. Special value today 16.45

Simpsons—Second Floor.

SHOPPERS' DAILY GUIDE

BASEMENT. Marvel Washing Machine, \$7.95. 3-piece Aluminum Set, \$13.95. MAIN FLOOR. Silverware Reduced. Patent Leather Strap Purse, \$1.95. Embroidery Specials. Women's Hosiery Specials. Boys' Book Offer. Drug Specials. Men's Spring Suit Models.

SECOND FLOOR. Wash Goods Specials. Boys' Suit Specials. THIRD FLOOR. Lingerie Blouses, \$3.95. Children's Needs Reduced. FOURTH FLOOR. Art Needlework Specials. Linoleum Day. Great offers. SIXTH FLOOR. New Wallpaper. Simpson's Paints.

The Robert SIMPSON Company Limited

FOR... MOVE IN... FOR RES... OF CHAR... Supreme Co... Flouted Whe... and Kingd... SECRET MO... London, March... Voevod, premier... interview printed... Gazette today reg... ment of Admiral... Hungary, is quote... "The new Hunga... in every possible... storations of the... king. Under H... killed supreme co... moment, he flout... established... "The Hungarian... are too weary to... There has been a... in Hungary of all... ages of 18 and 2... obtained in Austr... to obtain munition... M. Valda-Voevod... former emperor's... king if the plan... peror falls... LIKENS HIT... TO A BRA... Democratic Se... Stand of H... Treaty... Washington, Ma... debate today on... velped some shar... wanted into the... politics... Senator Borah, ... asserted that the... in European count... stand of the alle... Adriatic controver... other illustration... proposed by Pre... not come... In reply Senator... ka, the Democrat... that some Europea... larity Great Britain... circles, "In some... sive to public opin... eriment of the Un... "The voice of an... some the pulling... voice of a sympath... Senator Reed, Dem... elared, "It is the... that it has poison... pure patriotis... from Nebraska (M... stands here like... claiming that all... there, while the pr... ing to withdraw... league of nations... still rules the dip... "Picture to your... senator walking d... the beautiful city... hair lifted to the... Nebraska, arm in... ado of Japan—the... modern democracy... Hope to Bre... While the treaty... today without... ac... sander began a fl... fort to rescue it... toward which all... again headed... Republican and I... joined in the move... only moderately... Putting collateral... addressed their eff... their reservation... the storm centre... fight, which the... have said they ca... which President V... cannot accept... JAPAN UNS... IN SHANT... Is Well Awar... sponsibilitie... and Civ... New York, March... in regard to the... will be pursued... matter what action... Sato, the new... sador to the Unit... at a dinner given... city in his honor... Asserting that S... a source of differe... United States and... hara said that "it... statement to de... alternative courses... the true interests... and the world... "Two alternative... open for China to... sator said, "either... settlement of the... to leave the d... and pending for an... "In any case, Jap... sponsibilities to Chi... tion. She will g... along the p... believe, leads to... end stability. We... could there possib... the United States... spect to Chinese p...