Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

There is Romance

Woven in These Real

**Bridal Laces** 

charmeuse is almost overshadowed when draped

with these exquisitely deli-

cate and rare rose point

and duchess laces. Frail

filmy meshes, with here and there as rose or lan-

guidly trailing vine caught

in the maze of a great

prices quoted are just half

the real value of these

precious hand-made laces.

Real Rose Point Laces

2 inches wide... 12.50 yard

Real Duchess Lace 21/2 inches wide. 6.50 yard

and Banding

inches wide ... 6.50 yard

... 20.00

14.00

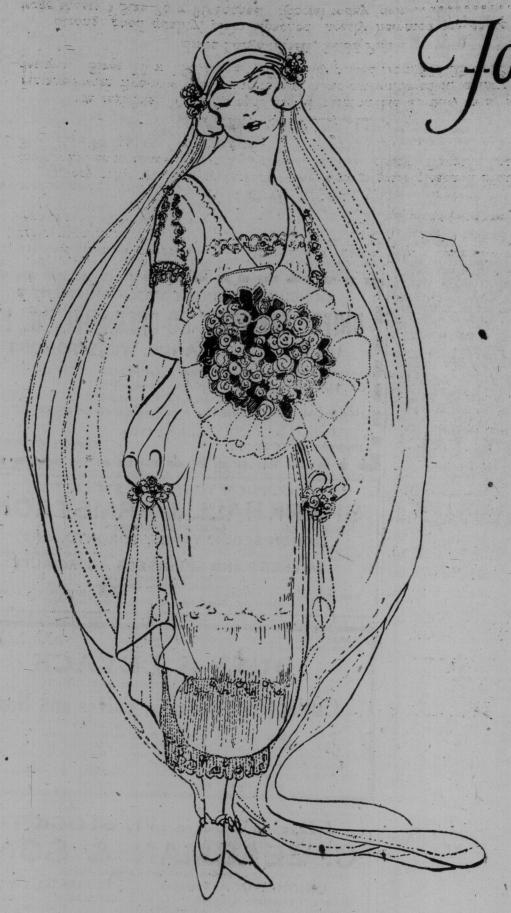
And best of all, the

spider web.

The glory of gleaming

Open All Day Saturday

Market Adel. 6100





# Beautiful Linens

the Bride Will Cherish

Since time immemorial the bride's linens have been her first thought in the assembly of her trousseau—they must be chosen with infinite care, for were they not preserved among her treasures-symbol of good taste and thrift-heirlooms.

Never was there greater need of the careful choosing of bridal linens than this year. These lovely products of the loom are daily growing scarcer -hence doubly precious. You will find "Simpson" linens worthy of your wedding chest, while the addition of lowered prices tomorrow adds to their appeal. Our collection of Madeira embroidery is specially noteworthy.

\$16.50 Madeira Lunch Cloths, \$11.95

30 only, of pure linen, exquisitely hand-embroidered Luncheon Cloths with dainty hand-scalloped edges. Sizes 52 x 52 inches round. Regularly 

\$8.50 Linen Table Cloths, \$6.50

Of unusual value are these pure Linen Table Cloths, carefully woven from good linen yarns. Assortment of designs. Size 2 x 2 yards. Regularly \$8.50. Special today ..... 6.50

"Old Bleach" Towels

Every bride will long to include these famous grass bleached Irish linen towels in her trousseau. Extra fine, hemstitched, fancy Damask borders. 

Daintiest Voile Bedspreads

These real Irish Voile Spreads are as fashionable as they are lovely. Finished with five-row ribbon insets and hand-embroidered in dainty spray designs. Sizes 90 x 108 inches. Specially priced from \$16.95 to \$30.00.

Extra Large Sheets, \$4.95 Pair

Strong, good quality, plain bleached, neatly hemmed are these extra large sheets. Size 76 x 90 inches. Special today, pair ......... 4.95

Simpson's-Fourth Floor

Hemstitched Pillow Cases, \$1.85 Pair Of snowy round thread cotton with deep hem, stitched hems. Sizes 



## The Gift of Gleaming Silverware

has become a tradition, where lovely and appro-

priate wedding gifts are concerned. More appreciated too because they are lasting tokens of the giver's thoughtfulness.

Our Silverware Department is replete with beautiful silver, flatware, table pieces and ornaments in the finest qualities and most wanted designs. See the glorious bridal display before choosing. These specials for today's selling:

#### Salad Bowl

Complete with Salad Servers, in a facsimile of Royal Crown Derby, with silver-plated salad spoon and fork. Price ...... 8.00

#### Egg Cups and Stand

Just arrived—English Silver-Plated Egg Cup Cruet and Stand, including 4 egg cups, silver-plated and gold-lined, also 4 egg spoons complete a stand.

#### Handsome Tea Sets

Illustrated—an artistic design, with small fancy beading around the edge and square pedestal base. Silver-plated in bright finish. Special today. . 23.75

#### Casserole Bake Dishes

Gennings' Pyrex ovenware lining, with floral cut cover. Complete in pierced silver-plated frame with mahogany finished handles. Special today .... 7.29

### **Entree Dishes**

Popular oval shape in bright finish, with handles on each end, so that the cover may be used as an extra dish. 10-inch size. Price ..... 20.00 Simpson's-Main Floor.





## Loveliest Negligees for the Bride's Leisure Hours

In the most entrancing assemblage we have ever shown—featuring exquisite satins and crepes of apricot, flesh, rose, French blue, corn, sunset and peach colorings—enriched by rare laces, ribbons and flowers.

One delectable affair in changeable sunset satin has its shawl collar, cuffs and pockets quaintly blanket-

Imagine the beauty of flesh satin with over-drape of silver brocaded marine blue georgette. Finished with pastel-toned silk flowerets. Price ..... 75.00

A luxurious Japanese gown of rose satin for the back, richly embroidered to show a great heron deep in a pool over-shadowed by tall purple iris. Price 75.00

The famous "Lady Teazle" gown equally adapted to the leisure hour, the boudoir, tea or breakfast wear is shown in many a shade. A favored one is of corncolored crepe de chine, in Empire style, with trimmings of French blue satin and corsage of French flowers. Price ..... 39.50

### The New Escalators

- -Run from Main Floor to Second, and Second to Third.
- -Are Centrally located and face Yonge Street Entrance.
- -Provide a pleasant, easy ascent at all hours.
- -Will prove a boon to shoppers in the busier periods.
- -Terminate near Women's Rest Room, Third Floor.
- -A new feature added to the list of comforts and conveniences which attend Shopping in Simpson's.



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have been

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