## ISIMPSONS

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

Woven in These Real
Bridal Laces
The glory of gleaming charmeuse is almost overshadowed when draped with these exquisitely delicate and rare rose point filmy meshes, with here and there as rose or languidly trailing viñe caught in the maze of a great spider web.
And best of all, the prices quoted are just half precioushand-madelaces

Real Duchess Lace $\begin{array}{cccc}21 / 2 & \text { inches wide. } & 6.50 \text { yard } \\ 4 & \because & \because & 12.00 \\ 6 & \because & \because & 14.00 \\ 12 & & & 31.50\end{array}$
Real Carrick-ma-Cross Laces 5 inches wide


## 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 were they not preserved among her treasures-symbol of gootl 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 $52 \times 52$ inches round. Regularly
$\$ 16.50$. Today $. . .1 . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .11 .95$ $\$ 8.50$ Linen Table. Cloths, $\$ 6.50$
Of unusual value are these pure Linen Table Cloths, carefully woven
good linen yarns. Assortment of designs. Size $2 \times 12$ yards.
 "Old Bleach" Towels
Every bride will long to include these famous grass bleached Irish linen
owels in her trousseau. Extra fine, hemstitched towels in her trousseau. Extra fine, hemstitched, fancy Damask borders.
Size $22 \times 38$ inches. Today, pair...............................75 Daintiest Voile Bedspreads
These real lrish Voile Spreads are as fashionable as they are lovely
Finished with five-row ribbon insets and hand-embroidered in designs. Sizes $90 \times 108$ 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 $76 \times 90$ inches. Special today, pair ........... 4.95 Hemstitched Pillow Cases, $\mathbf{\$ 1 . 8 5}$ Pair
Of snowy round thread cotton with deep hem, stitched hems. Sizes
$2 \times 33$ and $44 \times 33$ inches. Today, pair ............................ 1.85 8impoon'o-Fourth


## The Gift of Gleaming

 Silverwarehas become a tradition, where lovely and appropriate 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
ilver-plated salad spoon and fork. Price ............................ 8.00 Egg Cups and Stand
Just arrived-English Silver-Plated Egg Cup Cruet and Stand, including

Handsome Tea Sets
Illustrated-an artistic design, with small fancy beading around the edge
square pedestal base. Silver-plated in bright finish. Special tian 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


## Loveliest Negligees for the Bride's Leisure Hours

In the most entrancing assemblage we have ever shown-featuring exquisite satins and crepes of apri-
cot, 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 stitched and a braided silk girdle with heavy tassels. Price ....................................... 35.00 Imagine the beauty of flesh satin with over-drape of silver brocaded marine blue georgette. Finished 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 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 ..................................


The New Escalators -Run from Main Floor to Second, and Sec ond 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.
-Terminaté near Women's Rest Room, Third Floor.

- A new feature added to the list of comforts and conveniences which attend
Shopping in Simpson's.
nober SIMIPSON Conito:

