

Telephone Main 7841 Store Hours 8:30 a.m to 5:30 p.m.

Store Open All Day Saturday Market Adel. 6100

"Gay Paris" Herself
The very spirit of Gay Paris seems fluttering over her
magnificent creations in our French Salons. Lovely beyond descrip-
tion, inspired by the Orient, they are a veritable feast for
the gods.

The Robert SIMPSON Company Limited

Our Palm Room—The Spring Shoppers' Mecca
A refreshing luncheon served in our Palm Room, of delicious
food, daintily serviced, will chase away the weary Spring
feeling, and make Spring shopping really delightful.

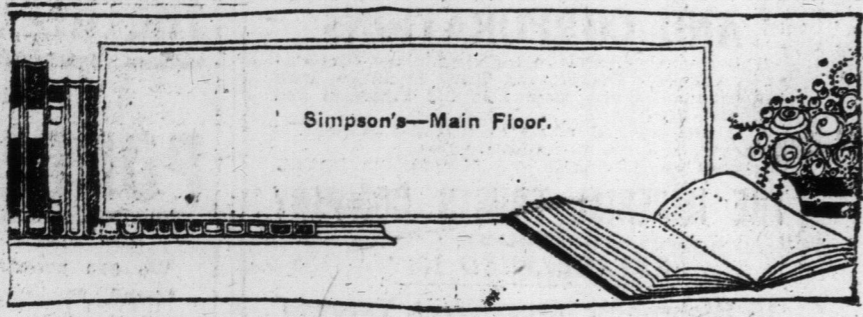
Choicest of English Fiction
at 25c

The Products of Men Whose Names Are Famed for the Narration of
Romance and High Adventure

Who can excel the English novelist in the writing of fascinating fiction? Tales of
adventure in hot burning lands, where myriad natives gaze reverently on "The Meteor
Flag of England," symbol of the great King Father overseas; tales of chivalry and deeds
of derring-do in the years, not so far distant, when swords did not clink uselessly in
ornamental scabbards, and bright eyes challenged admirers to more stirring exhibitions
than fox trotting; tales which find a setting in the dewy April hedgerows of Kent or
Sussex and tell of delicate romances and their vicissitudes; tales of young men (whose
prototypes walked in the lobby of the House) striving to work out specific ideals of states-
manship while youth and its idealism still inspired them. What a charm of easy expres-
sion clings about these writings of Quiller Couch, H. C. Bailey, Hilaire Belloc, A. E. W.
Mason, Barry Pain and the score of others whose names might be mentioned.

Here is reading without the rich flavor of modernism, but dealing with high ad-
venture, the sterner virtues, the tender virtues, and things essentially wholesome and pri-
marily entertaining.

An offer difficult to duplicate. The flower of this fiction at 25c in the Nelson edi-
tion. Every book-lover has longed for this opportunity. These books will not stay long.



All-Wool Navy Blue Serge Suits
\$45.00

Single-breasted, 3-button, semi-fitted sacque model,
with medium soft roll notch lapels and regular pockets
with flaps. A very smart, yet conservative model. Sizes
35 to 42. Price 45.00

Double-Breasted Sacques
Popular With Young Men

At \$45.00. One of the newest and authentic models.
Double-breasted, 2-button, form-fitting, soft roll peak
lapels, natural shoulders, slant pockets and outside ticket
pocket with flap, deep centre vent and bell sleeve effect.

This model is made up from an all-wool, fine-finished
cheviot in two shades—a rich dark brown and navy blue.
Sizes 34 to 44.

Simpson's—Main Floor.

Boys' Suit Special

An abundant selection of choice patterns to select
from, in wool and cotton mixed tweeds. They are cleverly
styled in better and combination, waistline and better
models, that will make a hit with the boys.

Delightful color combinations in gray, brown and
blue checks, mixtures and hairline stripes. Bloomer pants
with belt loops and governor fasteners. Sizes 26 to 32.
Regularly \$16.00, \$17.00 and \$18.00. Special to-
day 13.95

Simpson's—Second Floor.

3,600 Knitted Ties 69c

The \$1.00, \$1.50 and
\$2.00 Kinds
(Manufacturer's
Seconds)



Altho' classed as
"seconds," the defects
are hardly noticeable.
The colorings and de-
signs are correct for
Spring wear and com-
prise the newest ideas
for men and young
men. It is such an op-
portunity as comes
only once in a while,
and you ought to get
your share first thing
in the morning. Values,
\$1.00, \$1.50 and
\$2.00, all grouped for
clearance today at
each 69c

Simpson's—Main Floor.

Misses' Spring
Suits

Tempting display of
Misses' Suits in the new
Spring styles, in ripple,
bolero and short box coat
designs, as well as the neatly
tailored suits developed in
men's wear serge. All are
lined with novelty-patterned
silks. Sizes 14, 16, 18, 20.
Exclusive models in newest
materials and colors, beauti-
fully trimmed with fancy
embroidery, chenille stitch-
ing, braid, buttons, fancy
tucks and cords. Choice of
a wonderful collection of
distinctive models, ranging
in price from \$45.00 to
\$200.00.

Simpson's—Third Floor.



Irresistibly Lovely!

Beyond All Imagination

Are our lovely printed Georgettes
and Foulards. All the fashionable
Spring shades with their daring color
combinations make our Silk Depart-
ment one riotous blaze of color.

Printed Foulards (Floriswah) in
clever block designs, intricate floral
patterns, plaids, etc., in every fashio-
nable Spring shade of midnight blue,
beige, gray, gold tones, tete de negre
and Orientals—all are woven into
wonderful tone pictures. Priced at
\$7.50 to \$8.50.

An especially attractive line of
Foulards in, splendid choice of color
combinations 4.50

Georgettes in old blues, gold tones,
greens and browns, wrought in marble
designs, futurist patterns, and charming
floral ideas, are even more lovely than
ever. Priced at \$6.00 to \$8.50.

Simpson's—Second Floor.



Mouth Organs!

A fresh shipment of the best
makes, suitable for every one,
from the kiddies to the experi-
enced player. Prices, 60c, 75c,
80c, \$1.00, \$1.25 to \$1.75.

Simpson's—Sixth Floor.

Bridge Tonight?

- Steamboat Playing Cards, per pack .30
- Bicycle Playing Cards, per pack, 40
- Hornet Playing Cards, gilt edge, per pack .40
- Picket Playing Cards, gilt edge, per pack .45
- Pinocchio Playing Cards, per pack .45
- Columbia Whist, per pack .45
- Vogue Whist, fancy back, gilt edge .50
- Congress Whist Cards, fancy back, gilt edge .75
- Nile Fortune Telling, pack .75
- Five Hundred, with 11 and 12 spots, gilt edge, pack .75
- Poker Chips, composition, per 100 .150
- Poker Chips, shell, per 100, 1.75
- Tally Cards, from 50c to 35c dozen
- Twice Round Tally Cards, 2 dozen for .15
- Cabbage Boards, 25c to \$1.50
- Chess Sets, 65c to \$6.75
- Auction Score Pads, 10c and 25c
- Five Hundred Pads .10

Stationery Dept.—Main Floor.

The Robert SIMPSON Company Limited

The Young Man Who Dances

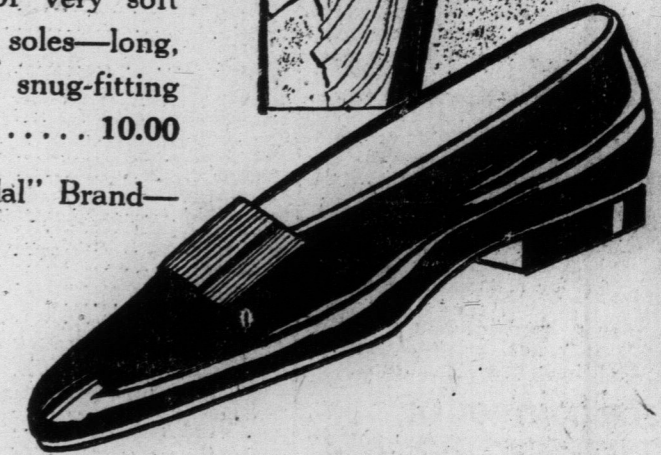
Knows How Much a Comfortable Pump Contributes to His Enjoyment.
We Specialize in Dancing Pumps

Two or three numbers, and if your footwear
is not as it should be, your feet are tired or un-
comfortable. You lose the spirit of the occasion.
Everything is at sixes and sevens. How essential
then that the evening shoe be carefully chosen?

Simpson's dancing pumps enhance all desir-
able features. They have style, comfort and
wearing qualities. Come in and study the assort-
ment.

Men's Patent Pumps, made of very soft
patent colt leathers—hand-turned soles—long,
plain vamp with satin bow—very snug-fitting
heel. All sizes 5 1/2 to 10. Pair 10.00

The Oxford Victor, "Gold Medal" Brand—
fine eyelet tie, with plain toe
—very light weight flexible
Goodyear welted sole. Made
of patent colt leather. For
dress wear. All sizes. Price,
pair 13.50



Simpson's—Second Floor.

Buy Next Winter's Overcoat Now

On One of These Coats at \$26.45 You
Will Save \$8.00 to \$15.00 on
Next Year's Prices

Developed in heavy weight tweeds, in attractive
shades of brown and gray. Trencher, with all-around
belts, slip-on ulsters, form-fitting and ulsterette models.
Sizes 34 to 42. Today, at 26.45

Two-Purpose Tweed Raincoats
\$15.00

An opportunity to secure a coat that may be used
either as a raincoat or spring coat, at a very low figure.

Rich dark gray and brown tweeds in Trencher model,
with all-around belt, slash pockets, natural shoulders and
split sleeve, finished with small cuff. Belt being detach-
able, can be worn also as the slip-on model. Sizes 34 to
44. Today, at 15.00

Youths' Overcoat Offer

61 only, in this clearance of odd sizes and broken
lines, in high-grade all-wool and wool and cotton mixed
tweeds and cheviot overcoats that we wish to clear, and
have marked at an unusually low price for such
merchandise.

Belted and Ulsterette Models, beautifully tailored and
perfect fitting. Sizes 34, 35 and 36 only. Regularly
\$35.00 to \$47.00. Special today 28.75

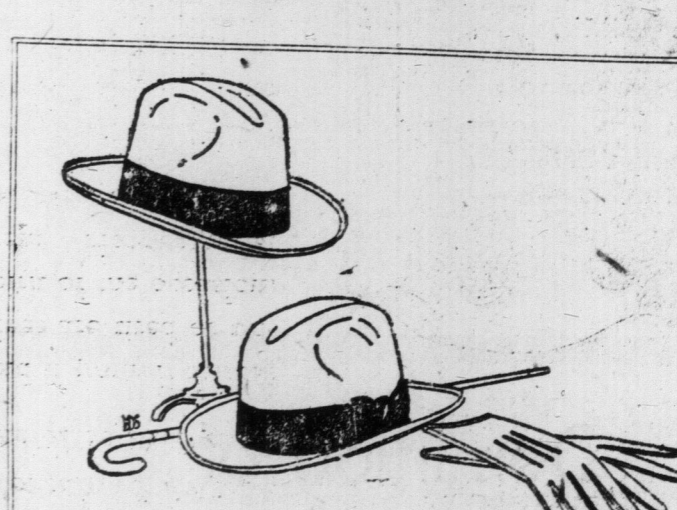
Simpson's—Main Floor.

Misses' Smart
Coats

Special purchase of lead-
ing manufacturer's sample
lines, copied from imported
models, in beautiful camel
hair polo, goldtone, trico-
tine, toke-de-laine, broad-
cloth, fine velour and high-
class tweeds. Many lined
throughout, others half-
lined with silk. Newest ideas
in collar, pocket and cuffs.
Semi-fitted, ripple and full
back, inverted, box and nar-
row pleats. Chenille and
silk stitchings. This is an
exceptional collection of
beautiful cloths and new
Spring shades excellently
tailored, showing originality
in cut and design.

Sizes in the lot, 14, 16,
18, 20 years. Values from
\$45.00 to \$65.00. Special
today 39.50

Simpson's—Third Floor.



Men's New Spring Hats \$5.00

Made-in-Canada
Soft Felt Hats and Black Stiff Hats. Many new
smart Spring shapes. Today 5.00

Caps for Boys and Men
Plain shades and broken check designs in all the
new shapes. Priced at 95c, \$1.25, \$1.50, \$2.00,
\$2.50 and \$3.00.

Men's Hat Dept.—Main Floor.

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