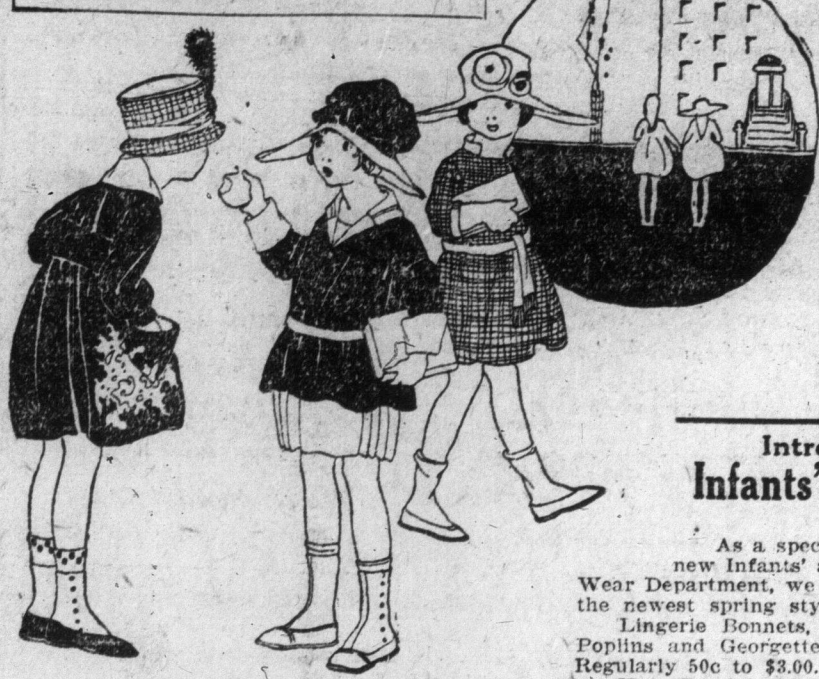


The Children's Wear and Infants' Department is located on the Third Floor, Centre Section. Queen St. Side



Kiddies' New Shoes

On the Second Floor. Mothers who want smart comfortable little shoes for children between two and six years should see our new Spring stock of Daintiest boots before choosing. An important feature is their nature-shape and the soles that are slip proof. They are daintily fashioned from black, African brown or chocolate kid, black patent with white buck tops, or all white buck in button and laced styles. Priced moderately.

For the Kiddies From Two to Six Years

Two to six years—that magic period in the life of the little child so commonly and so perfectly named "the cute age." For these adorable kiddies the new department is aglow with dainty garments. Frocks of lawns, mulls, silks and organdies, the dearest play frocks and rompers of gayly colored wash materials and cunning little undies there are of every description. Lovable, too, are the dressy little coats of silk and velvet, while the more serviceable cloth coats in miniature "grown up" designs will send the kiddies to rapture. The new headwear section demands special mention, for there you will find imported hats in designs and colors that will make little faces beam with joy.

Introductory Opening Day Specials Infants' and Children's Headwear Half Price

As a special opening inducement, and to introduce our new Infants' and Children's Headwear Section in the Baby Wear Department, we offer today 600 lovely Bonnets and Hats in the newest spring styles, at exactly half price. Lingerie Bonnets, Silk Bonnets, Crepe de Chine Bonnets, Silk Poplins and Georgette Crepe Bonnets. Sizes 12 to 18 in the lot. Regularly 50c to \$3.00. Today 25c to \$1.49. Hats Special—Made of plume, pongee, silks, crepe de chine, fine lace, silky braid straw and georgette crepe; boyish styles included. Sizes 1 to 6 years in the lot. Regularly 75c to \$5.50. Today 38c to \$2.69.

Open Today at Simpson's A New Department Devoted Exclusively to Infants' and Children's Wear

"WHERE DID YOU COME FROM, BABY, DEAR? OUT OF THE EVERYWHERE INTO HERE."

And we've planned to make your first visit to Simpson's a big event for your proud mother. Today we open a new department devoted exclusively to Infants' and Children's Wear. The eyes so blue will sparkle and open with delight when the beauties of this new department are seen; the cheeks that are like warm white roses will nestle in the cosy eiderdown; a three-cornered smile of bliss will linger with the memory of fascinating little boxes, cute enough for cherub's wings—in other words, the kids will all like this new department. Be sure to bring them today.

Baby Clothes for Every Occasion

And we can but mention a few to give you an idea of the wonderful variety you will find today: Exquisite Long Robes of sheerest nainsooks, Swiss embroideries, silks, mulls—and long slips with infinitely tiny tucks and baby ribbons. Flannel barrow coats there are; long kimono wrappers of hand-embroidered cream cashmere; matinee jackets and jackets of wool. For the trip out-of-doors on a sunny spring day there are dainty long cloaks of embroidered cream cashmere, and the dearest of bonnets made from silk, silk poplins, organdies, etc. "Sleepy time" comes, and how cosy baby will rest in soft little flannellette sleepers. Then safely tucked away under fleecy blankets he will look cosier and lovelier still if you have one of the many pretty padded silk covers for his tiny crib.

Take a Peep Into the Alcove

There you will find a delightful array of prettily enamelled Nursery Furniture. There are wicker bassinets and baby baskets—comfortable little chairs of wood or wicker—kiddy-coops, clothes hampers, clothes racks, nursery tables, and handsome little white enamelled chiffonniers.



"Layette" Room A New Feature

This quiet and dainty white room, exquisitely decorated and arranged, is by far the loveliest spot in the department, and one of the most attractive corners in the store. Pretty chairs, tables and a long low settee for the kiddies add to its comfort and beauty. Here everything in baby wear is displayed, so that a mother may sit and choose a complete layette for her babe without the inconvenience of going from one counter to the other. It is not a nursery, but a graduate nurse who has specialized in the care of infants will be in attendance to give expert information to mothers regarding baby's welfare.

The Biggest Silk Sweater Coat Sale We've Ever Planned

A Profusion of Spring's Smartest Styles Will Be on Sale Today, 8.30 a.m., at Two Amazingly Low Prices

\$17.50 to \$35 COATS \$12.95

\$12.50 to \$17 COATS \$8.95



Picture Shows Back and Front Views of Two of the Styles—No Phone or Mail Orders

Right at the commencement of the spring season comes this unsurpassed opportunity to secure a new 1918 style Sweater Coat, made of the highest grade art silks, in the most charming styles imaginable, at the amazingly reduced prices quoted above. In the lot are the new Sleeveless Coats, middy styles, sports styles, and a profusion of coats featuring the very latest ideas in collars, pockets and cuffs. Belted and sashed styles. The colorings include plain and combination shades, two-tone sports effects, stripes, and Orientals. There are all sizes in the lot. Two groups—200 coats in all. Sale prices, \$8.95 and \$12.95.

Clearing Beautiful \$2.95 and \$3.95 Crepe de Chine and Silk

Blouses Today at \$1.95

No Phone or Mail Orders Will be Accepted.

A dispersal of various lines of better grade waists that have been selling at \$2.95 and \$3.95. The styles, of which there are many, are all-new and popular, but are too mixed to describe. Included are crepe de chine and many fancy silks, in a good range of colors and a choice in the lot of all sizes. No phone or mail orders. Clearing today at \$1.95.



The Sweetest Things in Handbags The Lantern

New York's latest—Made of fine quality black moire silk, with navy wide stripe, the top of which is covered with rich brocade in light blue shade, and finished with black silk tassels; fitted with large vanity mirror and change purse; lined throughout with colored silk. Considering the beauty and quality, it is moderately priced, \$5.50. We have a wonderful selection of the newest styles in Silk Hand Bags, in black and colors. Silk bags are to be very much in vogue this season. Prices \$3.00 to \$25.00.

Monday 45c

Roast Sirloin of Beef au jus Boiled or Mashed Potatoes Lima Beans. Choice of Pie or Ice Cream Rolls or Bread and Butter Pot Tea or Coffee.

45c

A Most Wonderful Collection of

Neckwear Novelties

Ascots, Riding Stocks, Collars, Sets, Waistcoats, Colored Organdy Collars and sets, Pique and Organdy Vests, Pique and Satin Buster Brown Collars, Satin Collars, white and colors, 50c to \$12.00 Each.

The Robert SIMPSON Company Limited

New Fashions Arriving Daily

Women might well count that day lost (from a fashion standpoint) on which they don't visit our third floor to inspect the constantly arriving new garments. Often these are snapped up within an hour of their unpacking. Look specially for the following today:

Women's and Misses' Stunning Spring Suits of Marked Superiority and Value

Every day lovely new models are joining the splendid gathering of spring suits in our Women's and Misses' Sections. Each strikingly represents the smartest designs fashion is exploiting for the young girl, older miss or the matron. Navy and other blues, sand and greys are the most popular colors, with many handsome styles in black; the leading materials are serge, gabardine, tricotines and poplin, and they are priced from \$35.00 to \$50.00.



Women's Separate Skirts

Separate skirts follow no rule this season, either in materials or colors, thus making them more delightful than ever before. You may have crepe de chine, striped silk poplins, gingham and tartan plaid taffetas, plain taffetas, novelty satins or foulards in every imaginable color and color combination. Priced from \$15.00 to \$25.00.

Women's Coats at \$35.00

Soft velours, Delhi cloths, gabardines, serges, tricotines and poplins in a great range of shades are among the materials used in these beautiful coats. One of castor velour shows a clever box-pleated back from which the skirt falls in soft folds. Dressy three-tone buttons add to its smartness, and it is half lined with satin. Priced at \$35.00.

Women's Georgette Frocks

When you see the exquisite frocks that have just reached us from New York you will rejoice that Fashion clings so firmly to georgette crepe. Here it is in rare plain colors and entrancing figured patterns—fashioned into innumerable charming designs. Among the most attractive features are uniquely draped skirts, high soft girdles, new collars, embroidery and wooden and crystal bead trimmings. Priced from \$27.50 to \$85.00.



Notable Savings on Whitewear, Corsets and Vests

Women's Nainsook Nightgowns, slip-over style, with square neck and yoke of Swiss embroidery, and narrow lace insertion. Regular \$1.50. Today, 95c.

Women's "Royal Worcester," "C. B. a la Sprite" and "Warner's Rust-proof" Corsets, all low bust models; made of pink coutil and dainty figured batiste, in styles for slender, medium

and stout figures. Sizes 19 to 30. Very special value, today, \$2.75.

Pink Batiste Nightgowns, in a variety of dainty slip-over styles; hand-embroidered or lace trimmed. Special value, \$2.25.

French Hand-made Nainsook and Batiste Corset Covers, embroidered in a lovely design of floral and eyelet

work. Splendid value today at \$1.25.

Glove Silk Combinations, with low neck and no sleeves, and loose-knee drawers; arms and crotch reinforced double-ply; colors pink or white. Price \$4.50.

Pink Glove Silk Vests, low neck and sleeveless; arms reinforced double-ply. Sizes 34 to 40. Price, \$2.50.

Bloomers to match above, at \$3.50.

Bandeau Brassieres, Warner's "Gilt-edge" models, made of fine mesh, pink mercerized net; hooked in front or back; shaped under the arms with silk ribbon shoulder straps; reinforced with boning and elastic webbing. Sizes 34 to 44. Price, \$1.50.

Fine Voile and Marquisette Curtains. Just arrived and placed into stock, a special purchase of 250 pairs of beautifully made curtains in nice quality voile and mercerized marquisette. Some have very tasteful borders of Japanese drawn thread effect, and others come with attractive lace and insertion. In white, ivory and ecru, 21-2 yards. Per pair, \$3.50.

Heavy Oil Finished Window Shades, Each 79c. 500 guaranteed hand-made Window Shades of heavy quality opaque cloth with oil finish, so that the shades can be easily cleaned with a sponge when soiled. Each is mounted on a genuine Hartmann spring roller, complete with brackets, nails and nickel ring pull. Choice of the most popular colors of dark green, cream or white, and in the size to fit any ordinary window, 37 in. wide and 70 in. long. Each, 79c.

Durable Nottingham Lace Curtains, Pair, \$1.79. A score of exceptionally good patterns to choose from, in genuine imported Lace Curtains, made in Nottingham, England. There are appropriate designs for the living-room, dining-room or bedroom in the lot, showing either plain, center or very dainty allover effects, with particularly pleasing borders. In white, ivory or ecru. Per pair, \$1.79.

Fine Quality Lace Curtains at \$2.39 Per Pair. These are especially good value and we recommend them as the correct styles for the reception room or parlor. Mostly shown with entirely new border patterns, in floral and conventional effects, with perfectly plain centers and patent colored edges; others having delicate spray centers; lengths 21-2 to 3 yards; in white, cream or ecru. Pair, \$2.39.