

SIMPSON'S

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Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Sing a Song of "New Things" -- Eastertide is Here

The Pussy Willows Are Here---Next Will Come the Glorious Yellow Daffodils and the Lavender Crocuses. All Nature Whispers the Message of Spring. Let Us Open Our Doors to Welcome the Happiest of All Seasons ---EASTERTIDE.



The Millinery Department Is En Fete for Easter

With the most extensive assortments of charming, moderately priced hats we have ever shown. Variety is the keynote of the glorious displays. We would call your attention to three interesting collections, at \$8.50, \$12.50 and \$14.50.

Handmade from new French braids, these hats possess both finish and chic—the latter accomplished by such striking touches as French flower mounts, the new waxed wings, novel feather effects and ornaments of Oriental brightness.

The off-the-face models predominate, also the favored navy blue. However, there is a splendid variety of the other new Spring shapes and shades. Today's special prices, \$8.50, \$12.50 and \$14.50.

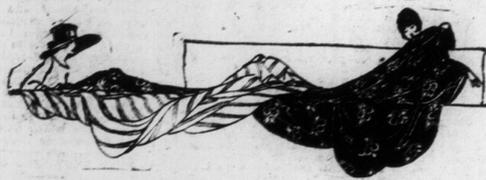
The New Tailored Hats and Sailors

Are exceptionally smart and fashionable. Our splendid showing voices the favoritism of fine split 3-end qualities, as well as lisere, milan and new fancy braids. Prices, \$3.50, \$4.00, \$5.00, \$6.50, \$10.00, with a specially attractive group at \$12.50.

The Woman Who Would Trim Her Own Easter Bonnet

We are showing an unsurpassed variety of stunning new shapes—small, medium and large. Mostly in black or navy. Priced at \$3.50 and \$5.50, with a special assortment from \$15.00 to \$18.50 stock reduced for a great Bargain today, \$12.50.

Simpson's—Second Floor.



Spring Dress Fabrics Never Were Lovelier

Plaids and Checks

A special purchase of lovely broken plaids and over-checks as well as black and white shepherd checks with a small percentage of cotton. Lovely Botany finish, 52 and 54 inches wide, for Spring and Summer suits, separate coats, and skirts. Regularly \$3.00 and \$3.50. Today's Bargain, \$1.95.

West of England Suiting Serge.

An extra special purchase of a fine all-wool West of England Suiting Serge. Beautiful, soft supple finish. Ideal for women's dresses and separate skirts. 42 inches wide, in guaranteed navy. \$2.95 values. Bargain today, yard, \$2.44.

Simpson's—Second Floor.

The **SIMPSON** Company Limited



The Importance of the Spring Veil

Was never greater than this year. No matter how charming your new Spring chapeau may be, its beauty must be veiled with either a very lovely affair in a made veil, or if you prefer, a neat tight-fitting model; it matters not which—but a veil you must wear.

1,110 Veils in neat hexagon mesh with chenille spot border. Regularly 75c. Today 33
1,236 yards of Veilings in black and colors. Special Today, 25c a yard.
800 dozen Slip-on Veils at 3 for 25c.

"Simpson" Hot Cross Buns, at 60c a Doz.

Made of the choicest ingredients, these buns have a reputation of which we are proud. Ready at 9 a.m. today. No deliveries.

Simpson's Palm Room Bakery, Sixth Floor.

Saleswomen Wanted for Easter

We would be pleased to receive applications from High School Students and other young ladies who have assisted us on former Holiday occasions.

Store Conveniences for Out-of-Town Visitors

THE PALM ROOM AND SELF SERVICE LUNCH ROOM — On the Sixth Floor.
WOMEN'S REST ROOM — On the Third Floor, Richmond side.
INFORMATION BUREAU — ON Main Floor, Centre.
APPOINTMENT REGISTER — Main Floor, Information Bureau.
POSTOFFICE — On the Street Floor, Centre.
TELEPHONE BOOTHS — Conveniently located throughout the Store.
TELEGRAPH STATION AND FREE PARCEL CHECK ROOM — In the Basement, Centre.
WE PREPAY DELIVERY CHARGES on all purchases of \$10.00 or more to any station in Ontario.

Daintiest of Lingerie for Spring

Women's Nightgowns. Excellent quality soft white cotton, slip-over style. Some have round neck and short sleeves, finished with wide lace edging, others V-shaped neck, hemstitching and embroidery trimming. Today 1.99
Women's Drawers, 88c. Wide umbrella style of fine white cotton, showing wide frill of pretty Swiss embroidery. Open or closed styles. Today 88
Women's Envelope Chemise, \$1.49. Very smart are these popular garments of extra fine white cotton with front and back trimmed yokes of Swiss embroidery and ribbon draw-strings. Today 1.49
Women's Vests and Drawers, 63c Garment. Light Spring-weight garments of fine ribbed cotton. The vests have lace yokes or beading at neck and arms. Wide lace-trimmed drawers. Today, garment 63
Simpson's—Third Floor.



Misses' Stunning Easter Suits

Simple lines and manufacturers' overmakes at a price which does not begin to represent their exceptional value. What a bargain for the Miss who is Easter suit-shopping!

Developed from tricotine, gabardine, poplin and men's wear serge in charming variations of the new box, semi-fit, ripple and tailored types.

Trimmed with silk embroidery, silk braid, and smart buttons, with vestees of novelty weaves. Mostly navy, with some in black and sand. Nicely lined. Sizes 14 to 20 years. Today 35.00

Misses' \$35.00 to \$47.50 Coats at \$28.50

A particularly attractive sample line which we snapped up at a special price, together with broken lines from regular stock originally priced from \$35.00 to \$47.50.

Toila-de-laines, polo cloths, cheviots and novelty weaves fashion these very smart coats in sport and knee lengths. You will find such tempting features as:

Chic self or leather belts, pleated effects, silk stitchings, large buttons, novel pockets and cuffs, and half or full linings.

Splendid assortment of the popular shades, and sizes 14 to 20 years in the lot. Today, worth shopping early for \$28.50.

Simpson's—Third Floor.



Smartest of Footwear for Easter Wear

Women's Strap Slippers and Low Shoes

300 pairs odd lots, comprised of Strap Slippers, Plain Pumps, in sizes 2 1/2, 3, 3 1/2, 4 1/2 only. Made of patent colt and black kid leather. All good fitting, medium and narrow toe shapes, high and low heels. Bargain today, Half Price 1.95

Smart Spring Oxfords

Many styles, including walking and dress shoes, in brown and black patent leather. Oxfords and pumps with plain vamp and high Spanish heels, recede toes with imitation to-caps, medium Cuban heel, and medium weight soles. Every pair bought months ago, at an extremely low figure. All sizes 2 1/2 to 6 1/2. Bargain today, pair 4.95

Simpson's—Second Floor.

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