

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



Don't Overlook the Chauffeur's Uniform

A Smartly Uniformed Chauffeur Adds Distinction to Your New Roadster

In the spring of the year the chauffeur should have a smart uniform. Glittering in paint and polish under the sunshine, the car moves gaily down the street, and the man at the wheel should fit into the scheme with becoming garments.

Today, Simpson's Men's Store is offering seasonable clothing of this character. Smart uniform and overcoat effects, and also a series of dusters at various prices. Dusters for the man who likes to "tinker about" or more elaborate ones for country driving.

It is a good time to secure these motor accessories.

**Uniforms for Chauffeurs
Dusters for Motorists**

Suits at \$32.00

In a dark gray pick-n-pick worsted, single-breasted, semi-Norfolk model, with yoke back and sewn-on belt. Well-tailored trousers. Sizes 35 to 42 **32.00**
NOTE: Extra trousers can be supplied at \$10.50.

Suits at \$45.00

Made up from a dark gray whipcord. Single-breasted, Norfolk back effect, 4 patch pockets with flaps. Well-tailored trousers. Sizes 35 to 42 **45.00**

Spring Weight Uniform Overcoats at \$50.00

Made up from a dark gray whipcord. Double-breasted, with convertible collar, 2-piece belt, slash pockets. 1/4-lined. Sizes 36 to 42 **50.00**

Khaki Drill Dusters

For work around a car. Close-fitting collar, slash pockets, detachable belt. Sizes 34 to 46 **4.00**

Linenette Dusters

Natural shade in double-breasted model, with close-fitting collar, 2 patch pockets. Sizes 34 to 46 **6.00**

Alpaca Dusters

Dark gray shade, double-breasted, convertible collar, 2 pockets, 1-piece belt. Sizes 35 to 44 **13.50**

Palm Beach Dusters

Dark gray and sand shades. Double-breasted, with close-fitting convertible collar, 2-piece belt, slash pockets. Sizes 36 to 46 **22.50**

Simpson's—Main Floor.

**Miss Rhoda James,
Expert Knitting Teacher**

—who is now in our Art Needlework Department daily, for the very purpose of making wool-knitting and crocheting a genuine delight. And though pullovers are the chief theme upon which color harmony is developed this season, you may learn to make sweater-coats, scarfs, whole sets of adorable wool baby-things, afghans, lounge throws, tea-cosies and dear knows what not. Indeed, there's never a new note in knitting or crocheting but Miss James is versed upon it, and never a problem but she can solve it quickly and helpfully. No fee is charged for these splendid instructions and demonstrations.

**Famous French Signed Etchings
From the Continent**

From Devembrey of Paris, a folio of important etchings, printed in color, with limited editions signed by the artists. Sizes vary from 14 x 18 to nearly 30 x 40 inches. Included are such names as Boissard, Drian, Berthond, Salles, Fraipont, etc., showing the Beffroi de Boulogne, Place Marche a Rheims, Grand Place a Arras, Le Pont, Le Canal, Drian's Charming Fiere and Soeur. Owing to the advantage of exchange, these fine etchings are half regular price. The range is from \$25.00 to \$50.00 regularly. For our Spring patrons, half-price, \$12.50 to \$25.00.

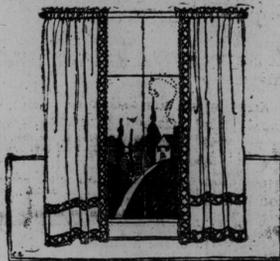
Moulding for Framing

Twelve patterns, ranging in width from 3/4 to 3 inches wide, in a variety of tones, and finished moulding suitable for etchings, water colors, oils, etc. Some gault, walnut, mahogany finishes, oak and gumwood. Regularly 15c to \$1.00. Today, 7 1/2c to 50c.

Simpson's—Sixth Floor.

New Curtains With the Freshness of Spring

Go a Long, Long Way Toward Renewing the Life of a Room and Imparting the Final Touch of Brightness and Daintiness Sunny Spring Days Demand.



Did you ever stop to think, Madame Housewife, of the tremendously important part your curtains play in the good appearance of your home?

Many who merely pass by your window and never come within, judge your home by the daintiness and freshness of your window-hangings—they are the first reflection of yourself.

Our Wonderful Assortment of New Curtains and Curtainings

Make pleasurable, easy choice possible. Here are styles that range all the way from the favored dotted voile with its crisp frills to elegant marquises and trans-filets with elaborate real cluny corners, panels, applied motifs and edgings or deep borders of genuine filet in rare classic design, with at least a hundred charming patterns in between. To specify some of the most popular groups which we are particularly featuring for today:

At \$4.98 Pair—A dozen attractive new styles in well-made voile, net and marquise curtains, with effective lace edges and insertions. Sill length. White, ivory or ecru.

At \$5.75 Pair—Fine mercerized voiles and marquises in perfectly-finished designs, rich lace panels and borders—some with plain double hems and narrow heavy lace edgings. Ivory or ecru. 2 1/2 yards long.

Simpson's—Fourth Floor.

There is Splendid Variety in the New Electric Fixtures

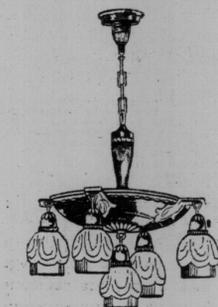
All the new draping and decorations will show up so much better when the rooms are properly lighted with attractive fixtures such as are being shown this spring.

Some of the most exclusive designs we have ever shown, including standard well-known designs. These are the product of leading manufacturers.

Every wanted finish is shown, such as Polychrome and Rusty Iron, Silver, Oxidized Silver, Japanese Gold, Orillian Gold, Polished Brass, Bronze, Flemish, Gold and many combinations of such finishes.

The illustration shows a large fixture for dining-room and living-rooms, with 5 lovely amber shades. The price is \$56.25, including shades and installation in Toronto.

A smaller piece has 4 lights. Brushed brass and brown finish, with moulded amber shades . . . **16.95**



The hall is well provided for by many new and beautiful urns and lanterns in all finishes. They vary from the mission square lantern type, about 6 inches wide, hung on single chain, priced at \$6.85 each, to the larger and smaller urn types with overlaid metal design and amber panels, priced up to \$41.75.

A visit to our showroom will repay all prospective home builders.

Simpson's—Sixth Floor.

The **SIMPSON** Company Limited



Women's Top Coats

at Wonderfully Reduced Prices of

\$28.50 and \$32.50

Particularly When They Are \$40.00 to \$65.00 Styles—Fresh Out of Their Boxes

The woman who is looking for uncommonly good value will surely not miss this sale—which is the result of one of the most fortunate purchases we have made this season.

Dozens of sports, utility and dressy styles, featuring practically every leading material, such as polos, velours, gabardines, etc., and semi-rippling back or belted design. All the little tricks of trimming, too, and colors, navy, sand, rookite, taupe, gray or black. Sizes 32 to 42 in the lot. Shop early for choice today at the two reduced prices, \$28.50 and \$32.50.

Women's \$50.00 to \$65.00 Suits, \$37.50



Grouped from regular stock, a choice assortment of women's suits that should appeal to the woman who has delayed buying. Especially when there is a saving of from \$12.50 to \$27.50 on smart garments of exceeding smartness.

Serges, poret twills and tricotines of excellent quality fashions them—mostly in fancy-tailored or braid-trimmed designs. Navy, rookite, sand and black. This morning, rush clearance 37.50

Simpson's—Third Floor.

**Handsomely-Beaded
Georgette Dresses, \$29.75**

About 75 of the prettiest frocks we have shown this season, in rich, heavy Georgettes. Literally weighted down with gleaming bugle, steel, iridescent and Oriental-colored beads in elaborate designs, and finished with soft satin girdles, dressy long or short sleeves and modish necklines. All have good quality silk foundations.

Colors, navy, brown, taupe, French blue and black. Extraordinary Rush Special, today **29.75**

Simpson's—Third Floor.