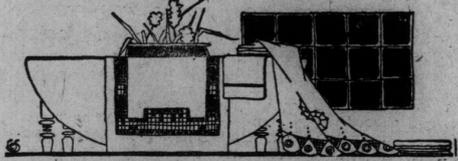


Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

What a Splendid Variety of New Easter Fabrics at Simpson's!

Rush Clearance of Fancy Linens at \$1.95 Each

Slightly Soiled Pieces of \$3.00, \$4.00 to \$6.50 Qualities. No Phone or Mail Orders, No Exchanges or Refunds.



A wonderful offering of about 450 pieces, including Madeira, Cluny, Italian Filet, Battenberg, Irish Linens and Lace Trimmed Goods in Scarfs, Shams, Centrepieces, Tray Cloths and Table Covers. In fact, everything in the line of fancy linens is included. Rush special at 8.30 a.m. today, each \$1.95.

Madiera Napkins, \$7.95 Dozen

50 dozen real Madeira hand embroidered pure linen lunch napkins with rose point scalloped edges. Size 14 x 14 inches. Regularly \$10.00. Special today, dozen, \$7.95.

\$5.00 Table Cloths at \$3.95

Satin damask table cloths, beautifully finished in conventional and floral designs. Size 2 x 2 1/2 yards. Regularly \$5.00. Special today, each, \$3.95.

Embroidered Bedspreads, \$7.50 Each

Colleen brand from Ireland. Grass bleached with beautiful scroll and floral embroidery. Deep hemstitched hems on ends and sides. Size 90 x 100 inches. Special, today, each, \$7.50.

Bleached Sheeting, 47c Yard

1,000 yards plain bleached sheeting, heavy quality, 68 inches wide, for double beds. Less than mill price, today, yard 47c.

White Saxony Flannelette, 27c Yard

3,000 yards. Soft quality, suitable for women's and children's wear. Special, yard 27c.

Simpson's—Fourth Floor.

Charming Taffeta Frocks for Easter

Make the Dress Department radiant with their shimmering lustre and feature the very latest modes. Fashion has exploited. Most of these are in navy and black.

ONE EXCLUSIVE MODEL, in black chiffon taffeta. The long tunic is enriched by deep insertion, hand-made, from black silk soutache braid. Price, \$67.50.

The smartness and vogue of navy and henna is expressed in an adorable navy taffeta frock, richly embroidered in henna silk and touches of old gold. Price, \$66.00.

THE LONG DRAPED BODICE, swathe girde and exquisite embroidery in copper red, are enchanting features of a lovely navy taffeta frock. Price, \$67.50.

ONE FROCK of soft navy taffeta strikes an entirely new note by means of three rows of broad faille ribbon, looped quarterly around the long tunic. Tiny buttons adorn the bodice. Price, \$67.50.

THE NEW SKIRTS

Women and Misses Are Wearing Upon Occasions Are Priced \$9.50 to \$29.75

FOR THE STREET—Navy and black serges are pre-eminent—and show long, narrow lines, cunning tailored pockets, new tuckings, cordings, and button trimmings.

FOR SPORTS—Rich wool plaids, in new season shades, with dashing cut-broad belts, and unusually comfortable pockets.

FOR DRESS WEAR—Exquisite plain silks and satins in rare colorings—novel striped satins and taffetas, and new fancy silks.

Simpson's—Third Floor.

The New Suits for Women

Moderately Priced at \$35, \$37.50 and \$45

You are almost sure of finding the suit you want among them—so varied in material, style and color are they. Strictly tailored suits, dashing cut and button trimmed—dressy suits with fancy vests—semi-fitted models of distinction. Priced, \$35.00, \$37.50 and \$45.00.

Coats for Women, \$25 and \$35

Are much smarter than their moderate prices would indicate. There are serges, wool velours, Delhi cloths, gabardines, wool poplins and tweeds in a host of shades—featuring the popular dolman-like styles—yokes, pleated and novelty belted models. Priced \$25.00 and \$35.00.

Misses' Suits at \$35 and \$45

Particularly Smart Suits for Misses at \$45.00

Tricotine, gabardine, wool poplin and men's serge fashion them—and as to designs, choice is practically unlimited. Russian blouses—waistcoats—pintuckings—silk stitchings—braid—are among the many new features, while colors run through fawns, blues, brown, taupe and black. Priced, \$45.00.

Simpson's—Third Floor.

The **SIMPSON** Company Robert Limited

Foulards, Pussy Willow, Novelty Silks, Dress Fabrics, Wash Goods

Popular Foulards

Have had a wonderful sale this season—and we are showing a host of appealing designs—mostly exclusive. In the better grade Foulards and Pussy Willows we had only short lengths made in each design to make them more exclusive still. Foulards priced \$2.95, \$3.50 and \$5.00 yard. Pussy Willow Prints, priced \$4.50 and \$5.00 yard.

New Satin Baronettes

In glorious new plaids and checks, with plain shades to match. 40 inches wide. Yard, \$5.50 and \$6.50.

Extra! 2000 Yards Printed Voiles Going at 39c Yard

Seconds of 85c Quality

A wonderful sale—particularly when you remember that the lovely voiles are in the new and ultra popular foulard designs on dark grounds. Slight defects that can be easily cut away and make possible the remarkably low price. Today, yard, 39c.

Mill Ends of White Fabric, 15c Yard

Striped muslins for children's frocks; crepes for summer undies, and vestings for the new waistcoat. Many pieces half price. Today, yard, 15c.

Silk and Cotton Foulards, \$1.00 Yard

Much below value, and featuring a splendid range of designs and colorings for afternoon and street dresses. Today, yard, \$1.00.

36-inch Prints, 25c Yard

Stripes, checks and plaids in a variety of gay spring colorings. For house dresses, children's frocks, etc. Today, yard, 25c.

The Popular Beach Cloth, 75c Yard

Eighteen wonderful shades for summer suits, dresses and skirts. 36 inches wide. Today, yard, 75c.

Simpson's—Second Floor.

Silks for Separate Skirts

One big section is given over to the selling of the finest collection we have ever shown. Checks, stripes and plaids in rich taffeta and satin combinations. Priced from \$2.50 to \$5.00 yard.

Lustrous Satins for Dressy Wear

Liberty Charmeuse—Duchesse—Kitten's Ear—Gilt Edge—Soft Silk Satins. In full color ranges. Yard, \$2.50 to \$6.50.

Meeting the Demand for Silk and Wool Dress Fabrics

By an immensity of charming and fashionable materials for spring dresses, suits and skirts. Noteworthy among them: Crepe Satin Theresa, Cheney's Faillie Bengaline, R. & S. Colleen Poplin, Crepe Ondule and Aurora Cordes.

Guaranteed not to cut, pull or slip, and showing new blues, dust, twilight, greys, taupe, brown, navy, plum, purple, rose, gazella, pekin, etc.

Sale of Fine Botany Serges, \$2.47 Yard

A special purchase of 3,000 yards fine all-wool botany serges that would sell regularly at \$4.00. Qualities for spring suits, capes, coats, dresses or skirts. Navy and black. Today, 8.30 a.m., yard, \$2.47.



Store Opens at 8.30. Closes at 5.30 p.m.

Paris and New York Model Hats Special at \$17.50

Styles that were originally priced as high as \$50.00, expressing in ways indescribable the exquisite originality and inimitable chic of the French modiste, as well as featuring the foremost designs from New York makers of high-class tailored millinery.

We have used these stunning creations for the inspiration of our better hats, which accounts for the striking reductions.

Hats of Exclusive Tailored Type

Restaurant and tea hats, developed from the finest of braids and straws in black and lovely spring shades, some showing unique and exquisite combinations, all trimmed in that "different" way that is altogether fascinating. The apex of smartness at the lowest possible price. Today, \$17.50.

New "Riviera" Hats Are Here

And you who have not procured your Easter hat will be glad to choose from such an excellent assortment of moderately priced exclusive tailored millinery.

Strictly tailored, but not severe, and invariably becoming, 'tis no wonder "Riviera" hats grow more popular with every season.

This new collection features a wonderful variety of the later shapes, and is smart with wings, glycerined feathers, ribbon, clustered and flatly applied flowers. Leading shades and black. Priced \$15.00 to \$19.50.

Simpson's—Second Floor.



Women's Vests and Drawers 59c Each

Excellent value! Made of fine ribbed cotton—the vests with low neck and no sleeves—finished with draw cord; the drawers in wide umbrella style. Today, garment, 59c.

Women's Spring Combinations, 85c

Well made of fine ribbed cotton—some with lace yokes—others with tubular edging. Umbrella drawers, lace trimmed. Splendid value at 85c.

WHITE COTTON ENVELOPE CHEMISE—Trimmed with Swiss embroidery and lace edgings. Today, 85c.

GOOD WEARING BAND APRONS—Made of excellent quality neat striped print. Full sizes, and some have bib. Light and dark shades. Today, 85c.

Hand-made Nightgowns, \$2.95

The sort of gowns dainty women love—at a price they can afford to pay. Fashioned of fine nainsook, in slip-over style. Prettily scalloped edge on neck and short sleeves. French knots and ribbon-run buttonholes to finish them. Extra special value at \$2.95.

Wash Satin Bloomers, \$3.98

More popular than ever—these being particularly well made. Some have frills of self daintily edged and edged with lace—others frills of lace and ribbon. Reinforced crotch. Colors pink, blue, maize and white. Price, \$3.98.

Simpson's—Third Floor.

C. B. a la Spirite Corsets, \$2.75

One of Our New Spring Models—Specially Priced. Just in—these special models for medium and stout figures. Made of beautiful imported coutil (pink and white), with elastic inserts—some with elastic at bust. Front or back-laced. Sizes 20 to 36. Special value at \$2.75.

Women's \$3 and \$4 Low Shoes at \$2.29

No Phone, Mail or C.O.D. Orders on Sale Footwear.

All sizes 2 1/2 to 7 in pumps, colonials and fancy strap slippers. The smartest styles. Narrow and medium toe shapes. Patent colt, gunmetal, black kid leathers. Light weight soles and low heels. Today, \$2.29.

Women's Boots, Today, \$3.95

Splendid assortment of about 400 pairs from our stock for quick clearance. High cut new lines, in brown and black kid, patent leather and gunmetal. Narrow toe lasts, plain vamps, and imitation toe caps. Light and medium weight soles. Cuban and Spanish heels. Sizes 2 1/2 to 6. Today, \$3.95.

Men's Goodyear Welt Boots, \$3.95

Odd lines, Havana brown calf bal, recede toe. Panther fibre sole and rubber heels. Black calf and kid leathers with recede and wide toe shapes. Sizes 8 to 10. Today, \$3.95.

Simpson's—Second Floor.

Narrow Toe Patent Pumps

Fine patent colt leather on recede toe last, with bow. Turn sole and low heel. Sizes 11 to 2, \$2.00, and 2 1/2 to 6, \$4.00.

Cushion Sole Strap Slippers, \$3.00

Adapted for flat feet. Made on full fitting last. Medium weight flexible sewn sole, with cushion padded insole. Trimmed with neat bow. Sizes 4 to 7 1/2, \$2.50; 8 to 10 1/2, \$3.00.



Daintmaid and Daintitots' Shoes

Are the kind the children like to wear. Made on natural foot form lasts. Widths C and D.

Lace Oxfords for Girls

Brown calf leather, or neat straight fitting last, perforated toe cap, medium weight sole, and flat heel. Sizes 11 to 2 at \$3.75; 8 to 10 1/2 at \$3.25.

Same style in black kid leather. Sizes 8 to 10 1/2 at \$3.00, and 11 to 2 at \$3.50.

The Store for Men

Offers 5 Special Values in Trousers, \$4.50 to \$12

DARK GREY WORSTED TROUSERS, with neat dark stripe. Sizes 32 to 44. Today, \$4.50.

DARK GREY TWEED TROUSERS—Herringbone pattern effect. Sizes 32 to 44. Today, \$5.50.

MEDIUM GREY WORSTED TROUSERS—Neat dark stripe. Sizes 32 to 44. \$7.00.

NAVY BLUE WORSTED TROUSERS of all-wool material. Sizes 32 to 44. Today, \$7.00.

ENGLISH WORSTED TROUSERS—Imported. All-wool material. Dark grey with neat black stripe effect. Sizes 32 to 44. Today, \$12.00.

Men's and Young Men's Suits at \$32.00

Developed in dark brown worsted fabric with neat broken check effect. Single-breasted, 3-button, soft roll, semi-fitted sacque. Sizes 36 to 44. \$32.00.

Men's and Young Men's Spring Overcoats \$25.00

English slip-on model, developed in grey and black "Donegal" tweed, quarter silk lined. Sizes 34 to 42. \$25.00.

Fancy Vests Newest Models and Patterns

Sizes 35 to 46. \$4.50 to \$6.50.

Odd Vests of tweed and worsted. Sizes 35 to 44. \$3.00.

Men's Combination Bath or Dressing Gowns, \$7.00

Tailored from soft, comfortable blanket cloths in attractive shades and novelty patterns—2 pockets—cord at neck, and fancy girdle. Sizes 36 to 46. Today, \$7.00.

Simpson's—Main Floor.

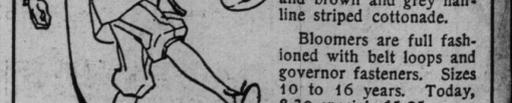
Today---Clearance of Boys' Suits at \$5.95

Regularly \$7.50 and \$8.50

3-button all-around belted model with vertical pockets in black and grey and brown and grey hair-line striped cottonade.

Bloomers are full fashioned with belt loops and governor fasteners. Sizes 10 to 16 years. Today, 8.30 special, \$5.95.

Simpson's—Main Floor.



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