

SIMPSON'S SIMPSON'S SIMPSON'S

Telephone Main 7841 Store Opens 8:30 a.m. Closes 5:30 p.m. Open All Day Saturday Market Adelaide 6100

STORE WILL REMAIN CLOSED TODAY—GOOD FRIDAY



Daintiest of Easter Neckwear

More Original—More Alluring Than Ever, in All Its Ruffled Glory.

Vestees in net, with ruffles of lace and net, in white and ecru, \$1.50 to \$4.50 each.

Pique Vests, with and without collars, also with "Peter Pan" collars and black bow. Priced at \$1.00 to \$3.00 each.

Net and Net and Lace Vesting, so fashionable for the Spring suit or dress, in white and ecru (requires 1/4 yard to make a vest). Priced from \$2.00 to \$5.25 yard.

New Organdy Ruffings in white and all the fashionable exquisite Spring shades—"Morning Glory," Crocus, Tearose, Bermuda, Aero and Bisque. Quite the newest thing for Spring suit. Priced at, yard 1.25

Simpson's—Main Floor.



Women's Stunning Easter Suits

"Last's the Best of All the Game." We Almost Said So, Too, When We Caught a Glimpse of These Stunning Models. Priced Amazingly Below Value, They Will Interest Every Woman.

Two wonderful assortments, at prices that do not begin to suggest the excellence of quality or smartness and variety of the styles. And the fact that they are obtainable the day before Easter, instead of the day after, is another splendid reason why women should snap them up early tomorrow.

Tricotines, Gabardines, Wool Poplins and Botany Serges

—in navy, sand, rookie and black, fashion them; and there's a host of the newest strictly and dressy-tailored styles to select from—many enriched by much braid trimming. Sizes 32 to 42 in the lot. Be here when the gong goes for choice at tomorrow's two low prices, \$35.00 and \$45.00.

Women's Up to \$75.00 Coats \$50.00

Every one of these beautiful coats expresses the very smartest ideas of the new season in the favored tricotines, velours and other such fabrics. You will find, too, that the trimmings are individual and rich and that many are silk lined throughout.

As these are samples, and the number is limited, there are but very few of a kind. Early shopping is advisable to be sure of obtaining one of this remarkable assortment at 50.00

Simpson's—Third Floor.

Stunning Little Hat for the Small Young Lady

Bless Her Heart! Don't You Suppose She's Worried About Her Easter Finery, Too?

Easter Saturday—the very best day of all the year for kiddies to choose their hats—offers wonderful values in little tailored hats they will love.

Extra space and extra help has been given over to this Department, so that their needs will be specially attended to.

These hats in these special assortments are hand-made from fine braids and prettily trimmed, or in tailored banded effects. Favored colors. Special, Saturday, \$2.75 and \$3.50.

Simpson's—Second Floor.



The Robert SIMPSON Company Limited

The Question of the Easter Bag

Is of the Utmost Importance, Even if Your Choice Be a Small Vanity Case.

Leather Canteen Bags, \$3.95 Crepe finish, in black, blue, brown and gray, neatly lined; fitted with vanity mirror, change purse and hairpin box. Special value 3.95

Leather Lucille Vanity Cases at \$3.95

These Vanity Cases have a smart appearance. They come in colors, in navy, brown and gray, neatly lined; fitted with vanity mirror and space for car tickets. Special value 3.95

Fashionable Silk Moire Bags at \$4.95 Excellent value. Fashion has decreed that silk bags are the correct thing this season. They come in several different styles, in black, navy, brown and taupe. Special value 4.95

Simpson's—Main Floor.

A Silk Scarf for Your New Suit

Knitted Silk Scarfs in plain shades, featuring also combination stripes. Colors, rose, saxe, mauve, sand, purple, yellow, black and white. \$3.50, \$3.75, \$4.50 and \$6.00 each.

Organdy Collars and Sets in white and colors, trimmed with rows of Val lace. Some have frills of organdy. \$1.00 to \$3.50.

Simpson's—Main Floor.



Loveliest of Easter Blouses

Exquisite Georgettes, Heavy Crepes de Chine, Jersey Silks and Striped Wash Silks. A Wonderful Galaxy of Spring Blouses, Lovely Beyond Description.

Such an opportunity just before Easter, too. Georgettes in all the wanted shades of navy, peach, taupe, fawn, rose, flesh, maize and white, beautifully beaded and hand-embroidered. Heavy Crepe de Chine in dozens of styles and colorings and white jersey silks, as well as fashionable stripe effects.

1,000 Blouses in 50 Different Designs

What more shall we say—except be here at 8:30 sharp. All sizes up to 44 in the lot. Regularly \$8.95 to \$17.50. Special, Saturday at 6.95

Simpson's—Third Floor.

Novelty Handkerchiefs for Easter

In colored designs, by the famous artist "Lucy Atwell," 3 for .50 Novelty Handkerchiefs in white shamrock leaves, with colored borders and colored corner designs in flower, basket, bow knot, wreath and butterfly designs. 3 for 50c, 3 for \$1.00 and 25c, 35c and 50c each.

In linen at 50c to \$2.00 each.

Novelty Crepe Handkerchiefs, in dozens of designs, 3 for 1.00

Men's and Women's Fine Quality All-Linen Handkerchiefs—women's, 3 for 60c; men's, 3 for \$1.00.

Men's Fine Quality Irish Lawn Handkerchiefs, with hand-embroidered initial, 3 for .90

Simpson's—Main Floor.



Smart Coats for the School Girl

An Easter Special That Should Bring Mothers Shopping Early Saturday—as the Coats Are Actually Offered Below the Manufacturers' Regular Price.

Chic styles in cheviot, serge, velour and fancy mixtures, with a host of the little details you find on "grown up" coats. Pleated and rippled backs, two-way collars, cord tucks, novel pockets.

New Spring shades and sizes 6 to 14 years in the lot. Regularly \$16.50 to \$22.50. This morning, special 12.50

Simpson's—Third Floor.