

SIMPSON'S

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Telephone Main 7841

Store Opens 8:30 a.m.

Closes 5:30 p.m.

Open All Day Saturday

Market Adelaide 6100



Stunning Suits for Happy Maids on Smiling Easter Morn

New models reveal every style tendency which Dame Fashion has exploited—an ever-present youthfulness and abandonment—a triumph in the combined arts of original designing and expert tailoring. This page pictures a few of the widely diversified styles. You will note particularly the vogue for tricotine in the always-smart, practical navy blue.

- A—Fine navy serge makes this snappy model, with tricolored waistcoat and pockets formed from close rows of military braid. Price \$47.50
- B—The essence of youth and smartness—this navy tricotine suit with Eton coat, flared hip and real embroideries in tomato-colored wool. Price 187.50
- C—Tier upon tier of navy tricotine fashions this chic model, to which inset collar and cuffs of jade duvetyne and a broad buckled girdle add a touch of brilliance. Price 162.50
- D—It is the cartridge-pleated pockets with their large bone buttons that enhance the smartness of this navy tricotine tailor. Fine little bindings and stitchings make for further tailored elegance 112.50
- E—The popular Oriental note is sounded in the silver-embroidered and fringed black satin vest of this navy tricotine suit; also in the belt buckle, which is touched with scarab green and red 150.00
- F—The richly braid-trimmed, dashing-girdled back of this fine navy serge suit is not the only appealing feature. The front boasts an exquisite blue and gold brocade waistcoat. Price.. 87.50
- G—A decidedly French effect is gained in this model of navy tricotine, by means of the black leather half-belt and uniquely-stitched pockets for hip-distension. Price 72.50
- H—The vogue for embroidery is displayed in this beautiful suit of beige serge, its richness being enhanced by a naive simplicity of tailoring. Price 55.00

Blue Bonnets

though not the Blue Bonnets "over the border" of Scottish fame, seem to dominate our Easter millinery displays. The little wonder, perhaps, when one stops to realize that nine out of ten women are buying navy suits, and that practically every woman finds navy the smartest, most becoming and most practical color she can adopt. Besides, it is a shade which can be worn with satisfaction and the certainty of good appearance straight on through the Summer season.

But to come back to the Blue Bonnets, surely smarter styles were never launched than the many navy models we are now showing, both in our large show rooms and in the little gray French rooms. We would call particular attention to our collection of

Rawak Hats

—imported models which represent the most exclusive millinery productions procurable, and are sold in Toronto by Simpson's only. There is a correct style for every occasion, a becoming model for every woman. Among the "blue bonnets" for Easter, recently arrived from the House of Rawak, you will find:

Alternate rows of navy porcupine and fallie make a unique model with high front and sloping lam-like back—topped by a huge stiff bow of navy waxed silk.

Five crisp little feathers, jaquered bronze, stand up in so-dirty fashion about the high front brim of a navy millan tailored hat, which is as striking as it is simple.

You could not imagine a smarter turban than one of navy porcupine with a flare of navy moire ribbon in three-cornered effect about the brim. Caught at the back in a tailored bow.



An Easter Wrap

For Wear With a Pretty New Frock on Days When East Winds Blow.

Many and wonderfully-attractive are the coat and wrap styles we are now showing. Tucks, cordings, crush collars, most unusual pockets and such pretty shaded buttons give the desired "finish" to such beautiful materials as bolivia, tinselone, gold tone, velour, de laine, gabardine or tricotine.

Colors, sand, rookie, navy, clay, French or Pekin blues and black. Prices, \$45.00 to \$175.00.

Simpson's—Third Floor.

Lingerie Blouses

Regularly \$1.95, \$2.50, \$2.95 and \$3.50

Specially Priced, \$1.69

(No Phone Orders, Please)

1,000 English Voile Blouses fashioned in eight different styles. Specially purchased at a low figure, which enables us to sell them at such a reduction. Smartly made and finished with dainty embroideries and pearl buttons. Tailored or fancy models. Sizes 34 to 44. Very special, today 1.69

Simpson's—Third Floor.



Simpson's Salons for Imported Gowns

Easter Frocks Redolent of Springtime

The newness and freshness and joyous abandonment, which is the very essence of the dawning Spring season, is expressed in the lovely, lovely Easter frocks we are now showing. Charming interpretations of the mode, skilfully wrought out of such favored fabrics as:

Rustling Navy Taffetas—gay with fringed ruchings that turn up in pert fashion to greet the sun—ruffles, frills, puffs and panniered hips that take us back to Mid-Victorian days, or garish embroideries and beadings with all the lure of the Oriental.

Simpson's—Third Floor.



Cool-Looking Georgettes—Gleaming Satins—rich tricolétes and the smartest of tricotines and serges—add their scores of new designs to make up the finest collection of Easter Frocks we have ever shown. Don't go holidaying without one of them.

Simpson's—Third Floor.

Awnings Made to Order

It is not too early to order awnings, and materials will not be lower in price than they are now. We will re-cover old awning frames or make entirely new awnings at the lowest prevailing prices.

Large stocks of best quality awning duck are now on hand, in the season's newest and most effective stripes and colorings.

Best quality non-rusting galvanized fittings used throughout.

Phone our Drapery Department, Main 7841, and our man will call to take measurements of any number of awnings. Estimates free.

Simpson's—Fourth Floor.

A \$50.00 Tailleur

Of Paramount Importance to the Woman Who Craves a Tailleur With Exclusive Lines at a Moderate Price.

The suits are mannishly-cut from pure Botany serge, in navy or black, and 'tis the set of shoulder-seam and collar, the graceful tapering of the sleeves, the finished stitching in the seams that gives them the good-looking appearance they possess. Braid and buttons used in many ways give an added smartness. Sizes 32 to 42. Many priced away below regular for a today special, at 50.00

Simpson's—Third Floor.

Men's New Hats

Nine men out of every ten will require a new hat this Spring. Winter is hard on one's headgear, you know. Simpson's Men's Store can offer you the finest choice of the finest hats. Stetson, Malory, Lincoln—all the best makes.

Simpson's—Main Floor.



April Showers

Will as sure as rain convince the average man that he should have a good waterproof coat to his back. But there will be sunshine as well. What then? Wear the same coat for both—a Simpson dual-purpose light-weight affair that makes for smartness in appearance, warmth from hippy breezes and protection from pelting rain.

TWO-PURPOSE TWEED RAINCOATS, made up from dark gray and brown tweeds, in the trencher model with all-around belt, convertible collar, slash pockets and plaid lining. Sizes 32 to 42. Price 15.00

TWO-PURPOSE TWEED RAINCOATS, in a plain, very dark gray fine-finished tweed—can be worn either as the trencher or slip-on model, all-around detachable belt, convertible collar, split sleeve, finished with small cuff. Sizes 32 to 44. Price 25.00

PARAMATTA RAINCOATS, in an olive fawn paramatta cloth motor model with close-fitting convertible collar, natural shoulders, full back and regular pockets with flaps, edges and seams both sewn and cemented. Sizes 32 to 46. Price 9.95

The Featherweight

FEATHERWEIGHT RAINCOATS, in a lightweight fawn rubber silk lined, in trencher model with all-around belt, slash pockets, convertible collar and inverted pleat at back. Sizes 32 to 44. Price 18.00

GABARDINE TRENCH COATS, in a rich fawn gabardine material, single-breasted, raglan shoulders, slash pockets, sleeves finished with small cuff, fancy silk yoke and sleeve lining. Sizes 34 to 44. Price, 25.00

Simpson's—Main Floor.



AUTOMOBILE SH... FOR... NORTHEAST COR... SHUT... Having a front... a depth of 10 1/2... H. H. W... 25 King Street... PROBS:

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FRANCHISE

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