

Simpson's Spring Opening

Making a Special Feature Today of Millinery a la Mode

Simultaneously every lid is lifted from every Paris bandbox and the crowning touch of fashion is revealed. Those magic bandboxes have traversed the risky Atlantic pathway from their French homes, bearing the beautiful "burdens" which today are released to delight Simpson's customers. New York also is fully represented at this unprecedented exhibition.

Hat Colorings

Judging by the authoritative modes on the second floor, it is very easy to see that Madam Fashion was in a humorous vein when she splashed the little hats with vivid colors and ordained sombre tints for the spreading picture hats. Demure cafe-au-lait, Quaker grey, navy and Havana brown, usually of aeroplane or crepe Georgette, is used in a thousand ways for large hats, while purple, lobster, jade, shadow lawn of real hair, isere and caterpillar braids glorify the smaller shapes.

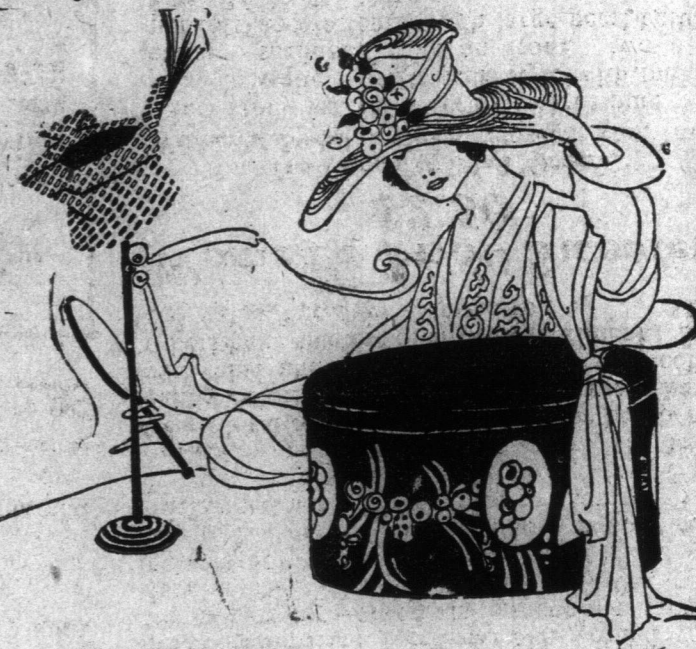
These modes represent the master creations of the great Paris modistes, as well as our own distinctive interpretations, introducing many originalities, making them thereby more exclusively reserved for our own patrons.

Hat Silhouettes

After being privileged to view these secret wonders in our French room, we observed that so long as it is tight, your smart suit hat may tower almost into infinity.

Also with graceful slopes and swerves the hat of tremendous proportion to crown afternoon toilets is a most emphatic spring model.

Neither is girlishness omitted in the large sailors and mushroom ideas so becoming and simple, of which there are a great many.



Misses' Dresses

We don't ask a fabulous price for our dainty dresses, although, of course, everyone knows the sumptuous models are highly priced. But from \$15.00 to \$22.50 we have an array in the Misses' Department that would be hard to compete with. They are simple, but good, and we want you to look for them today. Crepe de chenes and other silks in beautiful colors. Prices \$15.00 to \$22.50.

Misses' Suits

Of course, the style tendency is similar to the women's suits, except that some are more girlish in outline. If you have difficulty in being fitted, or find the women's suits are always too big, be sure to take your troubles to the Misses' Department, which is a sort of "lucky well." We have a surprisingly good suit for misses at the popular price of **27.50**

Spring Coats

They have a verve and smartness that is all their own, and whether of serge, tweed or covert cloth, the same tendencies are evinced in many models, namely, loosely belted, large collars usually, and capacious pockets almost invariably. Serviceable coats priced as low as \$10.50, and, of course, others as high as you want to go.

Girls' Colored Dresses

Color and line in happy combination are at their happiest in some little wash dresses planned especially for the youthful damsels from six to fourteen. Ginghams, chambray, or percale may be the material, checks or stripes may be the pattern, and the prettiest dresses are in plain materials combined with these brightly colored and patterned ones. Prices \$1.50 and \$2.25.

Direct From Japan

Dainty Jap Silk Hand Embroidered Lingerie, new arrivals from Japan, now ready for inspection:

- Corset Covers 2.25
- Envelope Chemise 3.00
- Skirts 5.00 to 8.00
- Nightgowns 5.50



1000 Dolls at 25c Each

A dozen styles and sizes in a variety of dresses. Dolls that usually sell for 39c, 50c, 60c and 75c. One price Tuesday, **.25**

800 Dolls at 49c Each

Baby Dolls, Sailor Dolls, dolls with long and short dresses, dolls that ordinarily sell at \$1.00, \$1.25 and \$1.50, some at more. All one price Tuesday, **.49**

Games 9c

Bible Game, Fortune Teller, Authors and other games. Usually sell at 25c and 39c. Tuesday, each **.09**

\$35 to \$40 Baby Carriages Tuesday, \$25

10 only, sample Carriages, reed bodies and hoods, Pullman style; white enamel, French grey, tan stain and natural finishes; some have reversible gears, fine upholstery and wind shields, heavy rubber tires. These carriages have been used as samples and are clearing Tuesday, 8.30 a.m., special at **25.00**

Small Boys' Blucher Boots \$1.69

600 pairs of mannish-looking boys' blucher boots, in tan calf and black box kip leathers, good wearing soles and low heels; sizes 3 to 10½. Regular \$2.00. Tuesday **1.69**

Boys' Furnishing Notes

Boys' Sweaters, made from fine worsted yarn, button on shoulder style; grey, navy and red; sizes 20 to 26 only. Also roll collar style in navy and red and navy and white; sizes 22 to 32. Tuesday special **.78**

Boys' Striped Flannellette Night Robes; sizes 4 to 14 years. Tuesday **.47**

Boys' Flannellette Sleepers, Goodnight Brand, large assortment of stripes and designs; sizes 6 to 14 years. Tuesday, special **.98**

Boys' Elastic Rib Knit Underwear, spring weight; sizes 20 to 32. Shirts and drawers, a garment, Tuesday, 75c. Also combinations, \$1.47

A Worth-While Bargain in Boys' Suits--- 92 Suits---Sizes 25 to 34---at \$4.98 Each

These ninety-two odd stock Suits have been priced specially for today. They are splendid values, made of English tweeds that will give good wear; single-breasted, yoke Norfolk styles, belt at waist, patch pockets, and pleats down front and back; full-fitting bloomers, and every suit well made. Sizes 7 to 16 years. Just for Tuesday at **\$4.98**

Whitewear Specials

- Infants' Face Cloths, good quality white Turkish towelling. Reg. 5c each. Tuesday, 2 for **.50**
- Infants' Oilcloth Feeder Bibs, covers entire dress, various pretty patterns. Tuesday, each **.10**
- Infants' Barrowcoats, fine white flannellette, quilted waist. Special **.49**
- Women's Dainty Cotton Crepe Nighties, in pink or white. Regular \$1.50. Tuesday **1.19**
- Women's Nainsook Underskirts, with deep flounces of Swiss embroidery. Reg. \$2.50. for **1.49**
- Women's Corset Covers of nainsook with yokes of lace and embroidery; sizes 34 to 42. Regular 75c. Tuesday **.50**
- Women's Combinations of fine ribbed lisle thread; sizes 24 to 28; low neck, no or short sleeves and tight knee drawers. Very special **1.19**

A Sale of Laces

Handsome Black Embroidered Silk Lace Banding, 4 inches, 6 inches and 8 inches wide; a large range of patterns, heavily embroidered in silk. Original prices were 75c, \$1.00, \$1.25 and \$1.50 a yard. Tuesday, per **.25**

Georgette Crepes, in all of the new shades for 1917; also white or black. Our \$1.50 quality. Just for Tuesday, per yard **1.28**

Cameo Brooches Reduced

- Clearing 25 Cameo Brooches of finest quality, only one or two of each design.
- Choice Pink Cameo Brooch, in filigree mounting, set with four full cut diamonds. Regular \$35.00. Tuesday **27.25**
- Cameo, in oval-shaped mount, with diamond at each end. Regular \$15.00. Tuesday **10.75**
- Brown Cameo, with two figures, in plain mount. Regular \$14.50. Tuesday **9.75**
- Diamond-shaped Brooch, strung with rope of pearls and set with cameo and sapphires. Regular \$17.50. Tuesday **12.75**
- Pearl-set Cameo Brooch, in square design. Reg. \$16.50. Tuesday **11.95**
- Pink Cameo, in hand-engraved mount. Regular \$10.00. Tuesday **7.25**
- Others in long oval designs. Regular \$6.50 to \$7.00. Tuesday **4.75**

A Half Price Sale of Sample Blouses Today

A whole range of new samples from an eminent maker, chiefly Lingerie Blouses and Linen or Cotton Tailored Waists. There is also quite a showing of white Wash Silk. The qualities and workmanship are superior, while the designs, both in the dressy and plainer styles, show the graceful lines that are so characteristic of the new modes. Sizes 36 and 38 bust only. They are samples of \$1.50 to \$3.95 blouses. Marked for quick clearance on Tuesday at half price.

Mervotaf Petticoats \$1.50

"Mervotaf," a lightweight, good-wearing fabric; black, navy and emerald; cut amply full, space pleated flounce, finished with ruching; lengths 34 to 40. Tuesday **1.50**

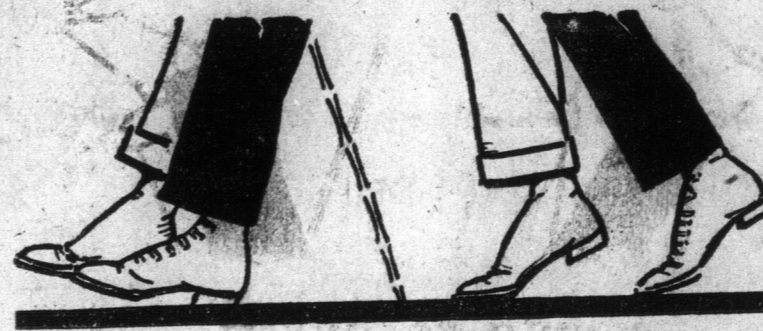
Irish Handkerchiefs

Splendid Quality, at 96c Doz. 800 Dozen Women's Pure Linen Handkerchiefs have been received from Ireland. They are of noteworthy quality at so low a price. A dozen **.96**

Crepe Kimonos \$1.98

Japanese Crepe Kimonos, in Copenhagen or rose; beautifully embroidered in butterfly design, cut full with sash at waist; sizes 36 to 42. Tuesday **1.98**

We Want You to Know This About Our Men's "Simpson Special" Boots



Before we put our brand of "Simpson Special" on these boots we made absolutely certain that they were the best boots that could be produced to sell at the popular price of \$4.50. We have a considerable quantity on hand, but they are selling so well that last week we endeavored to place another order for them, and the factories demanded \$4.45 and \$4.85 for them, owing to advanced cost of production. As long as the present supply lasts the price will remain \$4.50. This line of boots includes the following:

A Soft, Dressy, Plain Kid Lace Boot, kid top with straight fitting toe shape with neat tip, light weight Goodyear welt soles, medium heels. Sizes 6-11. Per pair **4.50**

Fine Grade Bright Finished Calf Blucher, with dull calf top, semi-straight last, light weight Goodyear welt soles. Military heels. Sizes 5½ to 10. Extra good value, per pair **4.50**

"Simpson's Special" Swing Last, wide-fitting gunmetal Blucher boot, double weight Goodyear welt soles, medium height heels. A splendid boot for comfort and wear. Sizes 6-11. Per pair **4.50**

"Simpson's Special" Recede Toe for the young man, straight lace gunmetal boot, blind eyelets, stitched tip, English recede toe, light weight, Goodyear welt sole, low flange heel. Sizes 5½ to 10. Per pair **4.50**

Women's Boots at \$2.95

Here are boots at \$2.95 that possess the style and character that you would expect to find only in boots priced \$4.50 and upwards—and, indeed, they were made to sell at \$4.50 and more. We bought them at a bargain price, so you get them the same way. Patent leather boots with kid and cloth tops. Button and lace styles. Sizes 2½ to 7. Special price **2.95**

Simpson's Quality Gloves and Hose

New Spring Merchandise of Dependable Makes, and Values That Are Guaranteed

Women's French Kid Gloves, made from selected skins; black, white and colors. Have two dome fasteners, oversewn seam and gusset fingers. A pair **1.60**

Women's English Make Real Wash Chamois Gloves, extra soft pliable skins; all white and white with black striped back; two dome fasteners, pique sewn seams, **\$1.75 and \$2.00.**

Women's Wash Cape Leather Gloves, tan, putty and grey, with heavy black stitched back. Have two dome fasteners, oversewn seams, and are perfectly finished. A pair **1.75**

Women's and Children's Tan Leather Gloves, unlined, fine soft leather, two dome fasteners and strongly sewn seams; sizes 000 to 7 and 5½ to 7½. A pair **1.25**

Women's Fibre Silk Ankle Hose, three-quarter silk leg, deep lisle thread top, double garter welt; fine, close, seamless weave; black, white and colors. A pair **.75**

Women's Hose of luxite, bright lustrous thread, extra strong and good wearing, excellent soft fibre silk, closely woven, black and white. A pair **.75**

Specials Today in Linens

Pillow Cases, embroidered in dainty designs, pretty blue, pink and lavender colorings; spoke hemstitched hems. Size 44 x 33 inches. Regularly \$2.00 a pair. Tuesday, a pair **1.69**

Pretty Japanese Drawn Work Bed Spreads, size 72 x 90 inches, finished hemstitched. Special at **3.48**

Scalloped Damask Table Cloths, pretty designs, round or square, size 64 x 64 inches. Tuesday **1.69**

Semi-Bleached Table Damask, 64 inches wide. Splendid wearing quality. Tuesday, a yard **.49**

Odd Tea Napkins, Irish linen and hand embroidered, neatly hemstitched. Size 14 x 14 inches. Tuesday, each **.33**

Heavy Quality Union Huckaback Bedroom Towels, Tuesday special, 3 pairs for **1.00**

Brown Holland Linen, for skirts, wash dresses, etc.; 30 inches wide. Per yard **.29**

Natural Linen Suiting, a quality that will launder nicely, 36 inches wide. A yard **.50**

Wall Papers

New Tapestry Wall Papers 33c Roll Foliage and scenic designs, in the newest colorings, including subdued shades and neutral tints; very decorative for living-rooms and halls. Tuesday special, a single roll **.33**

Block Pattern for Kitchens, buff ground with scenic pattern worked in green and brown. Regular 15c, Tuesday, a single roll, **9c.**

Green Leatherette Paper, hide graining, pulp stock does not show seams. Regular 35c, Tuesday only, a single roll, **15c.**

3-inch Band Border to match, regular 10c a yard, for **3c.**

New Floral Stripes and Chintzes for bedrooms, dainty colorings. Some are in new grey shades with blue and pink combinations of color; others have shadow over-print treatment. Special value Tuesday, a single roll **.12½**

Women's \$4.50 Sweaters \$2.50

No Phone or Mail Orders
Women's Sweater Coats, closely knit, in a smart fancy weave of spring weight pure wool yarn, in white. High neck style with military collar, scalloped edge on front, two patch pockets, and fastening with large pearl buttons. Sizes 36 to 42 bust.

Girls' Drawers Half Price

Canton Flannel Drawers, with slight fleece inside. A comfortable spring style, with wide knee, trimmed with frill of fine embroidery. Strong double band at waist. Sizes 2 to 16 years. Regular 50c. Tuesday **.25**

The **SIMPSON** Company Limited