

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

SIMPSON'S Formal Opening of Summer Millinery---Today

Where you will find set forth in charming array in the French Room a host of exquisite conceits which Fashion has decreed shall accompany your summer frock or suit.

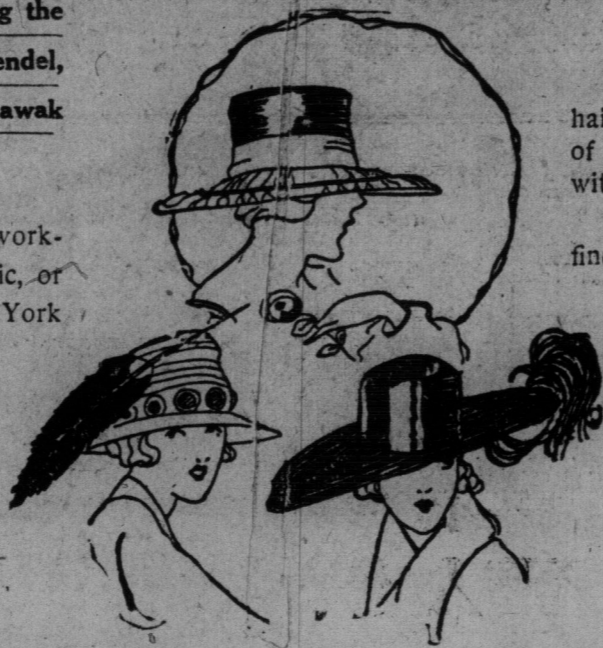
Models from New York, bearing the labels of such exclusive makers as Bendel, Bruck-Weiss, Farrington & Evans, Rawak and Moorehead & Jardine.

Also chic designs from our own work-rooms, original affairs of unlimited chic, or lovely adaptations of Paris and New York productions.

Irresistibly broad and airy of brim, transparent of material, flower-like in color; in all, hats that exquisitely translate "summer" in every line, and possess that acme of style for which Simpson millinery is noted. Among them you will find:

Novelty Braid Hats

In the vivid shades so highly favored for sports wear, ribbon and flower-trimmed, or in pastel tones for dressy occasions, touched with feather. Displayed for the first time in the Simpson French Room, today.



Simpson's—Second Floor.

Transparent Hats

The predominating mode. Mostly of finest hair, in pastel colorings, enriched by shaggy bits of ostrich or flatly applied flowers, in black, with glycerined ostrich.

Or of maline, entirely, or with crown of fine braid, flower and ribbon trimmed.

Leghorn Hats

Fascinating leghorn and hair combinations, trimmed with rare flowers.

Leghorns with georgette tops, delicate shades, indescribably lovely.

Leghorns veiled with maline and enwreathed with field flowers.

Leghorns with maline brims and a dash of glycerined ostrich for chic.

Milan Hats

As rare as they are smart and popular. Bordered and trimmed with wee ostrich tips—perty bowed with ribbons or adorned with flowers.

Navy and Black Silks On the Crest of Popularity

The warmer weather bringing navy blue into greater prominence than ever. Among the weaves:

Navy and Black Chiffon Taffetas

From Swiss, French and American makers. \$1.95, \$2.50 to \$3.50 yard. In navy, and finer qualities in blacks, up to \$4.50 yard.

Navy Blue Satin Messalines and Duchesse Satins

New navy, midnight and French blue shades. \$1.95 to \$2.50 yard.

Navy Blue and Black Liberty Satins

Also charmeuse crepes and exquisite kitten's ear satins, \$3.50 to \$6.50 yard.

Pussy Willow Foulards

In many shades of navy and exclusive designs, \$4.50 and \$5.00 yard.

Extra! \$2.24 and \$2.29 Silks, \$1.94 Yard

Navy and black Swiss chiffon taffetas of lustrous finish and soft quality.

Navy Blue Foulards

In navy grounds with variously colored spots and designs of rare beauty, including wide ranges from Cheney Bros. \$2.50, \$2.95 and \$3.50 yard. Simpson's—Second Floor.

Suitings for the Bride

Today we are making a special display in suiting for the bride and her attendants at attractive prices. The all-fashionable navy blue is the most popular of all, and will be hailed with delight by those who anticipate traveling.

Fine All-World Navy Gabardine

Which tailors beautifully and may be used for the bridal and traveling suit. Fast dye, midnight and indigo navy. 52 and 54 inches wide. Yard, \$5.50 and \$6.50.

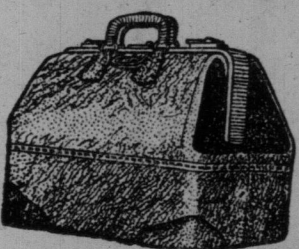
Men's Finish Navy Serges

Finest cloth finish, guaranteed dark navy. Best soap shrunk finish. 54 and 56 inches wide. Extra special value at \$3.95, \$4.50 and \$5.50 yard.

French Chiffon Broadcloth

Satin chiffon finished broadcloth, popular dark navy, also in the lighter soft blue tones. Guaranteed spot proof. Special at \$6.00 yard. Simpson's—Second Floor.

High-Grade Club Bags

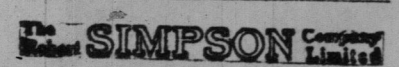


\$24.50 and \$25.75

Exceptionally smart model, pin seal grain genuine cowhide leather, select stock. Double drop handles, or double high handles. Leather lined, with pockets, reinforced corners. Sizes 18-inch, \$24.50; 20-inch, \$25.75.

Tourist Trunks

Hard fibre or stout basswood box, fibre bound, with cross bands. Good locks, lever bolts. Divided tray. Sizes 34-inch, \$15.95; 36-inch, \$16.50; 38-inch, \$16.95; 40-inch, \$17.50.



Bewitching Foulard Frocks for Summer Wear

A Pekin Coin Spot Frock is \$55.00

One delightfully youthful model, in navy, with Pekin coin spot, has pleated apron panel of navy georgette, and a sash that ends in great bunches of vivid cherries. Price \$55.00.

An Exquisite Dinner Frock, \$59.75

An exquisite dinner frock combines cobwebby navy and white foulard, with navy georgette draperies, and adds a clever touch by white serpentine beading on the georgette girdle. Price \$59.75.

Dress at \$55.00.

A navy foulard, with large conventional design, in white, strikes a new note with its embroidered organdie vestee and collar, and one single width of midnight blue ribbon for a sash. Price \$55.00.

A Black and White Foulard Frock is \$42.50.

The lovely simplicity of this frock is accentuated by a tuxedo collar, and vestee of white georgette. Price, \$42.50.

The Vogue of Navy and Parchment

Is expressed in a foulard frock of these shades—its surplice bodice bound with navy satin, and with draperies and sleeves of navy georgette to add charm. Price \$85.00.

10 a.m. Sale---Women's Skirts \$17.95

The fact that they are fashioned from the exquisite and exclusive Baronet satin tells of their marvelous value at the sale price.

In such wanted summer shades as maize, French blue, gold, green, taupe, grey, rose and white. No exchanges, no refunds, no C.O.D.'s on these skirts. Today, 10 a.m. sharp, \$17.95.

Simpson's—Third Floor.

Exclusive Styles in Latest Suits for Misses

Choose navy for their color—tricotine, serge, gabardine, jersey and silk tricolette for their fashioning—and exploit in many charming ways the new vogue of the longer coat.

The bride on trousseau buying bent—the young woman who has delayed getting her spring suit—the girl who craves ultra-smartness in her sports toggery—here is an assemblage of suits to enchant you.

Among the many smart features are the new longer coats, semi-fitted, waistcoated, and embroidered or button-trimmed—the exquisite silk, tapestry and brocade vests, and the rich braid trimmings. Mostly in navy and fawn shades. Priced all the way from \$45.00 to \$175.00.

Misses' Cleverly-Fashioned Coats at \$32.50

Are exceptional in variety, style and value. Some are loosely belted—others ripple from the shoulder—still others find their waistlines marked by chic pin-tucking. Of velour, covert, poplin and serge, in tan, rookie, taupe, Pekin, navy and walnut. Today, \$32.50.

Simpson's—Third Floor.

Women Looking for New York Suits at \$50.00 Will Find Supremely Smart Models Here Today

The leading features of models created by noteworthy designers are to be found in these stunning suits—underpricing makes them astonishing value to today's shoppers. They are in Poiret twills, fine wool poplins and gabardines—colors sand, rookie, navy and grey. Today, \$50.00.

Women's Better Coats at \$29.50

THE DASHING CAPE, in a wonderful variety of clever designs—coat-fronted, surplice or straight cape effect.

THE LOVELY DOLMAN, with plain or yoked backs, and the fashionable large sleeves.

TOP-COATS OF DISTINCTION, either belted or swing-back styles, with novelty collar and button trimmings.

In velour, velour chevrot, serge, poplin and delhi cloth, in sand, putty, rookie, olive, navy or black. Special at \$29.50.

Women's Smart Tailored Suits of Serge at \$35.00

Several attractive styles in the favored navy offer excellent value to the woman who has delayed her suit buying.

Strictly tailored with braid bindings and button trimmings or novelty tailored, with dressy vestee. Today, only \$35.00.

Simpson's—Second Floor.

A Big Variety of Smart Wash Fabrics

Lovely sheer weaves and lovelier designs than ever before shown. Voiles, usually patterned in bewitching foulard effects, predominate. You must visit the Department to appreciate the beautiful display and excellent values.

NEW FANCY VOILES, in dainty shades, with scroll designs, in black and large dots, 40 inches wide. Regularly \$10. Today, \$8.

POULARD VOILES, in navy, alicé, light and dark greys, sands, tan and green, with exquisite patterns; 40 inches wide. Yard \$1.50.

NEW VOILES, in pink, green, mauve and blue, with small floral designs and oriental patterns, per yard, 85c.

BLACK AND WHITE VOILES, black grounds with foulard and floral designs in white; 40 inches wide. Yard, \$1.50.

SILK STRIPED VOILES, in navy, copen, sky, pink, grey, rose and mauve; 40 inches wide. Yard, \$1.25.

SILK AND COTTON TUSSEAU, in lovely shades and designs, for linings and kimonos; 36 inches wide. Yard, \$1.00.

green, purple, grey, pink and mauve. Yard, \$1.25.

FRUNZELLA, the newest wash suiting, charming fabric with a satin surface, 36 inches wide. Plum, alicé, taupe, Russian green, brown, navy, rose, black and white. Yard, \$1.25.

TROPICAL SUITINGS, in lovely quality, for women's, men's and boys' high-class beach suits. Natural shades, 27 inches wide. Yard, \$1.25. Simpson's—Second Floor.

Hyde's "Heatherbloom"

Petticoats

\$1.95

Regular \$3.50 Value.

As an early shopping inducement, we are putting on 100 of these well-known garments at a low price. Look like silk, but wear many times as long. Black and a good selection of wanted colors. Tailored style, with deep flounce. Sizes 34 to 38. No phone orders. Today \$1.95. Simpson's—Third Floor.

Store Opens at 8.30. Closes at 5.30

Men's Suits \$22.50 and \$28.50

For Men and Young Men

At \$22.50 — Suits of medium grey tweed, with neat dark stripe. Single-breasted — three-button, soft roll semi-fitted sac model. Sizes 36 to 44.

At \$28.50 — Suits of rich plain dark brown fine-finished worsted. Single-breasted, three-button conservative sac model. Sizes 36 to 44.

Men's Blue Overalls, \$1.50

250 pairs. Full cut—strongly made in the regulation bib style. Sizes 32 to 44. Today, \$1.50.

Automobile Dusters, \$4.50

Developed in grey linenette. Double-breasted — close fitting convertible collar, two patch pockets, and sleeves finished with adjustable wind straps. Sizes 36 to 44—\$4.50.

SPORTS OR GOLF COATS, \$9.75

Odd Sizes and Broken Lines. Regularly \$12.00, \$14.00 and \$18.00.

Jersey, knit cloths, Donegal tweed effects, and a few imported English coats, made from genuine Irish homespun. Sizes 34 to 44. Today, \$9.75.

Simpson's—Main Floor.

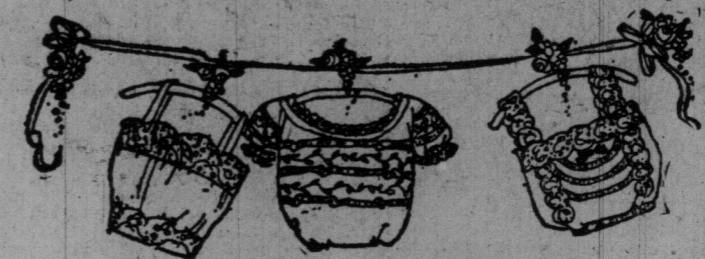
Men's Money Belts, 49c

Made from solid leather—strongly sewn. Four pockets, with dome fasteners. Regularly \$1.00, \$1.25 and \$1.50. Today, special, 49c.

50c CANVAS MONEY BELTS AT 29c—Four pockets—dome fasteners. Regularly 50c. Today, 29c.

Simpson's—Main Floor.

Excellent Whitewear Values



Women's Bloomers, Special, \$1.25

Made of fine quality pink batiste with elastic at knee and waist. Some have hemstitched frills of self, others lace insertions and edgings. Today, \$1.25.

Women's Dainty Nightgowns at \$2.25

Several charming designs in fine white cotton. V-neck with lace yokes, insertions and ribbons. Round neck with lace insertions, embroidered panels and hemstitched top.

Square neck with embroidery trimming, and insertions of lace and organdies. Excellent value at \$2.25.

Camisoles, Special at 98c. Women's Work Aprons, 75c

Made of fine Jap silk. Of excellent wearing quality, mostly with dainty lace yokes, insertions and ribbon with extra wide bib extending trimming. Flesh or white, over the shoulders. Deep Today, only, 98c. pocket. Today, 75c.

"Royal Worcester," "C. B. a la Spirit," "La Diva," "Thompson," "Goddess" and "Warner's" Corsets, \$3.95

Both front and back laced in the lot. Made of coutil (pink or white), in models for average and fleshy figures. Medium or low bust, some with the wide elastic webbing at back. Sizes 21 to 36 in the lot. Extra value today, \$3.95.

"H. & W." Brassieres, \$1.75

Smart neat fitting models, in white cotton trimmed with heavy lace. Also some bandeau styles for Grecian Treco in delicate flesh shade with elastic insert at back.

Miss Helen Brown of New York is still with us, and will give trial fittings of these special models.

Women's Vests, 75c

Made of fine mercerized lisle with low neck and no sleeves. Beading or tubular sleeves. Umbrella or tight knee drawers. Today, 85c.

Simpson's—Third Floor.

Opportune Clearance of Unique Waists at \$1.48

Marked Much Below Regular for Quick Selling.

Oddments and clearing lines from several well-known makers of better blouses, in designs for every preference.

Made from fine voile—a few of pique and vestings.

Strictly tailored or fluffy designs—all of high-grade cut and workmanship. All sizes to 44 in the lot. No phone orders. Today, \$1.48.

Simpson's—Third Floor.