

SIMPSON'S SIMPSON'S SIMPSON'S

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

"Veiled Charms"

are always the most fascinating, but never will it be so true as this season when Milady draws over her face one of the stunning veils our Easter displays are setting forth.

Veils whose draping would require a master at the art—veils whose intricacy of pattern and delicacy of finish are so alluring as to be quite indescribable—and veils that falling in deceptive fashion just below the eyes drop their long lengths behind and are altogether as Oriental as Dame Fashion demands for this season. Some new trick of coquetry—some gleam of shifting color—by all these they conquer.

Caught in the Web

Any hat would be the more attractive if held fast in the broad square mesh of an exquisite Paris veil in the collection. It is in brown, with a beautiful allover scroll in delicate cornflower blue.

Diversity is one of the bewitching features of the new veils, as in new frocks, suits or other fashions of the Spring season. You will find it expressed in another brown veil (brown is immensely fashionable, you know) with a deep border of woody pine cones embroidered in wool and silk.

The smartness of black and white is exploited in a handsome drape veil with square black mesh, on which black and white chenille dots leave the delightful impression that the veil is beaded.

Made Veils in fancy hexagon meshes, featuring this season's scroll borders. Colors navy, black, taupe and brown. Special, today, each 1.50

Shetland, Made Veil with border in navy, brown, taupe, violet and black. Special, today, each73

Made Veils in hexagon mesh, with chenille spotted border. All the bright season's shades upon which Fashion smiles so benignly. Special, today, each58



Lingerie Land of Loveliness

The Realm Where Camisoles, "Teddies," Nighties, Etc., Reign in All Their Beribboned Glory.

Trailing clouds of beauty wafted into the most unique creations of Camisoles, Teddies, Nighties and Underskirts. Inspired by Paris and fashioned in Canada, they will send Fair Femininity into one series of ecstasies.

The Genius of Beauty

seems fluttering through every garment, dropping a wee basket of forget-me-nots peeping out from a bed of lace here, and old-fashioned nosegay there, and tying them up with narrow changeable faille ribbon.

Vanity Fair

When you enter our Lingerie Land you will feel transported into the realms of Vanity Fair. Case after case of lingerie, each more beautiful than the other, dazzles your already bewildered vision, and you are almost whirled off your feet in one rapturous outburst.

Lovely for the Spring Bride

No Spring bride, even in her wildest dreams, could fancy more creative bits of ingenuity than these little frills and furbelows tingling with that "fussiness" so dear to every girl's heart.

The Vogue of the Georgette Blouse

demand a pretty camisole to shine through its sheerness. All the delicate pastel shades of pale pink, white, mauve and yellow are displayed.

Lovely little creations they are, of ribbon and lace. Some have pretty yokes with gaily-colored butterflies wandering in and out in a dainty little flower garden of ribbon roses and forget-me-nots.

"Teddy" Combinations in All Their Beribboned Glory

When we get a glimpse at these lovely Teddy Combinations, how glad we are that Spring is coming and our Winter underwear may be "willed" to the cedar chest.

One style comes in the quaintest little pink checkerblock, washable satin, all "fussed up" with little sprays of flowers and ribbons of the palest blue shades.



Silks That Rustle With the First Breath of Spring

Tricolette Jersey Silks
Quite the nicest thing for the Spring dress, middies, smocks, etc. 40" inches wide. Colors include brown, navy, copen, gray, taupe and black. Specially reduced for today. \$5.50 a yard.

Chiffon Taffeta
So much in vogue for the Spring matinee suit. Soft, supple weaves in deep full black, indigo blue and navy. 36 inches wide. Special 3.44

Florentine Silk
Effective color combinations and exclusive designs for kimonos and linings. Today, yard . . . 2.50

Silk Foulard
On which Fashion still smiles. Daintiest designs, which make up so prettily for the early Spring street frocks. The ground colorings are mostly browns, taupes, grays, navy and the brighter tones of copen blue. Priced at \$4.50, \$5.00 to \$7.50 a yard.

2,000 Yards of Ninghai Silks, Regularly \$2.24 and \$2.50, Today, \$1.89
So fashionable for Spring wear, in good range of shades, in blues and brown. Today 1.89

The **SIMPSON** Company Robert Limited

New Spring Footwear For Wee Boys and Girls

Here They Come Gaily "Tripping in" Proud as Can Be of Their New Spring Footwear.

In the excitement of getting mother and big sister correctly "shod" for the "Easter Fashion Parade," do not forget that the small son and daughter of the house must be looked after, too.

Today is Kiddies' Day in our Children's Boot and Shoe Department. Mothers who are careful to buy shoes that are planned for the needs of growing feet will be delighted with their Spring purchase at the Robert Simpson Co.

Sturdy Brown Oxfords

Just "the thing" for school wear, tan calf, welt sole, wide easy-fitting toe and low heel. Sizes 8 to 10½, \$5.00; 11 to 2, \$5.50.

Boys' Black Velour Boots, \$4.75

With dull laced top, Goodyear welt double soles. Made on a medium recede-last. Sizes 1 to 5½. Price . . . 4.75

Tan Calf Blucher Laced Boots, built on a round toe last, with Goodyear welt leather soles. The backs are made in one piece, with full length back strap. Sizes 1 to 5½. Price 6.00

For the Smaller Boys, Gunmetal Blucher Laced Boots, with leather soles. A comfortable shoe for growing feet. Sizes 11 to 13½, price, \$4.00, and a similar shoe in dark brown at \$4.25 pair.



Simpson's—Second Floor.

Amazing Book on German Indemnity

It assuredly caused a great clatter in the clubs and resorts of European and American statesmen—this book of John Maynes Keynes on the economic aftermath of the war. Is he in favor of extracting the last pound of flesh from Germany? Hardly. The whole trend of his book (which is quite new) is to the contrary.

Every business man should read it. It promotes a broad outlook and presents a new viewpoint.

The Economic Consequences of the Peace Conference, by J. M. Keynes, C.B., representative of the British Treasury at the Peace Conference. Price 3.00

Phone the Book Department—Main 7841. Simpson's—Main Floor.

Men Like the Regent

Because it is New From England and is Almost a Spring Essential.

An imported English gabardine trench coat. This desirable model is found in a rich fawn wool-gabardine cloth; single-breasted, raglan shoulders, convertible collar, all-round detachable belt, bellows pockets, ¼-lined with fancy shot silk. Sizes 34 to 42. A very smart Spring Coat and, in wet weather, a very swaggar Raincoat.

A Spring Overcoat at \$25.00

Fine-finished tweeds and chevits in all the most wanted shades of gray, green and brown; made up in the Form-Fitting, Slip-On, Waist-Seam and Belter models.

Also plain dark gray fine-finished chevits in the Chesterfield model, fly-front, close-fitting collar and regular pockets with flaps. Sizes 34 to 46. Today, specially priced at 25.00

Simpson's—Main Floor

Exquisite Parfumerie!

La! The exquisite French parfumerie! Alone in the world for the fineness of distilled fragrance and delicate lingering quality. Simpson's have a treasure store of these bottled products from French makers—Houbigant, Rigaud, Roger and Gallet, Guerlain, and others. Those who seek highest grade perfumes from recognized makers will find them in our carefully-chosen stock.

Simpson's—Main Floor.

Misses' Spring Suits \$35.00

Women Who Have "Shopped Around" Will Appreciate These Values.

Such stunning styles are they and in such variety. Many of them show rich novelty silk and metallic vestees; some are beautifully embroidered, and there is a host of flaring and belted styles with unique braid trimmings.

Made from fine wool serge, mostly in navy or black. Many of them actually less than manufacturer's price. Today 35.00

Misses' Coats, \$39.50

A Spring coat is indispensable, and when high-class styles are obtainable for so moderate a sale price as these (before Easter, too), 'tis an opportunity worth seizing.

Polo cloths, gold tones, tricelines, velours and fancy tweeds are all shown—in sports and knee lengths, with self or leather belts and chic trimmings. Half and full-lined. Today, rush special . . . 39.50

Simpson's—Third Floor.

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