

Telephone Main 7841

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

Market Adelaide 6100

Simpson's—A Pre-Easter Sale—"Specials" for Today

Women's Easter Suits \$27.50

150 charming spring suits from regular stock, with the addition of several clearing lines from leading manufacturers. Developed in excellent wool serge, in many styles—often with the new separate vest in plain or fancy weaves. Leading shades. Many priced as high as \$37.50. Today, only \$27.50.



Women's Spring Coats \$25.00

Made from velours, serges, chevots and fancy tweeds, in navy, sand, new blues, olive, brown, green and black. Extra value at \$25.00. Simpson's—Third Floor.

Misses' Suits \$39.00

Imported individual models of authoritative style—mostly tailored, semi-fitted and straight lines—featuring silk or gold brocaded vestees and rich braid trimmings. Made from tricotines, Poirer twill, men's serge, in leading shades. Limited quantity, so shop early, today, \$39.00.

Misses' Striking Coats \$21.50

Examples of \$27.50 to \$30.00 Styles. All beautifully tailored models in wool velour and novelty weaves. Favored styles in navy, tan, taupe, reindeer and Pekin. Today, 8.30 a.m. special, \$21.50. Simpson's—Third Floor.

Misses' Serge Frocks \$12.75

Styles That Were Made to Retail at \$32.50. Made from good quality serge, in navy, tan or black. Prettily braided, embroidered and button trimmed—many showing the new cord girdle. 75 dresses, priced to sell with a rush today, \$12.75.

Women's and Misses' Skirts, \$2.98

On sale at less than you could make them for. Fresh new poplin skirts, in a splendid variety of shades. Plain tailored, with shirred back and belt. Today, \$2.98.

Women's and Misses' Skirts, \$5.50

Smart, dressy styles, in novel fancy striped or rice silks. New girdles, belts and yoked effects—chic pockets. Priced low to clear, today, \$5.50. Simpson's—Third Floor.

Sale of 2,000 Yards

All-Wool Serges \$2.24 Yard!

A sensational offering of all-wool suiting and dress serges, 50 inches wide. In the men's wear naves. Good \$3.50 values. We cannot promise to fill phone or mail orders. Today, yard \$2.24.



4,000 Yards Black and White Checks Note the width, 50 inches. Different sized checks. Almost half, today, yard 59c.

3,500 Yards Silk Poplins at \$1.23 Yard

From our regular \$1.49 stocks, including the new blues, greys, navys, taupe, browns, greens, plum, purple, wine, re-seda, smoke, sand, rose and plenty of black. Today, yard \$1.23. Simpson's—Second Floor.

8,000 Yards of Silk Reduced

3,000 Yards All Silk Crepe Georgettes, \$1.89 Yard The best weaves from French, Japanese and American makers. Complete range of shades, including ivory and black. Regularly \$1.95, \$2.24 and \$2.50. Yard, \$1.89.

2,000 Yards Habutai Silks, 94c Yard

36-inch, in all the popular shades, with extra weighty pieces, in ivory and black of deepest dye. Regular \$1.25 and \$1.50 stocks. Yard 94c.

1,000 Yards Black Silks, \$1.87 Yard

Including French satin paillettes, Swiss and American taffetas and French satin messalines. Regularly \$2.19 to \$2.38. Yard \$1.87.

2,000 Yards Natural Shantung Pongee, 77c Yard

Fine, soft qualities, free from dressing. Regularly 95c yard. NOTE—Phone orders filled for shantungs and black or ivory in other advertised lines. Simpson's—Second Floor.

Wash Dress Goods

3 REMARKABLE VALUES FOR TODAY.

4,000 Yards Prints at 18c Yard—Navy and copen grounds, with white spots, sprays and stripes. 28 in. wide. Today, 8.30 a.m., special, per yard, 18c.

2,000 Yards White Mercerized Mull, at 39c Yard—Suitable for fine lingerie, children's dresses, etc. 40 inches wide. Nearly half price. Today, yard 39c.

Skirting Sale, 59c Yard—36 and 45 inches wide. Splendid designs, colorings and quality. Regularly \$1.25. Today, yard 59c. Simpson's—Second Floor.

Fancy Sateen Coat Linings, 59c Yard—Including many of our finest printed satens and many woven brocade designs. Good assortment of colors. 36 and 40 inches wide. Regularly 75c to \$1.00. Today, yard, 59c.

White Habutai Silk Waists, \$2.95

A Maker's Clearance Made to Sell at \$3.95, \$4.50 and \$5.00.

Exceptional quality, splendid wearing and easily laundered. Fifteen severely tailored or dressy styles, finished with the finest ocean pearl buttons. Sizes 34 to 44. Today, \$2.95. Simpson's—Third Floor.

WOMEN'S Tailor-Made Waistcoats

White Plique Vests, "V" neck, cutaway front, with collar, three large pearl buttons. Regularly \$1.50 each. Today, 98c.

The Tricot, black and white and blue and white stripe. Small pointed collar, fastened with three pearl buttons. Regularly \$1.50. Today, 98c.

Gabarline Waistcoat, with long rolling collar, double-breasted, finished with six small ball pearl buttons. Regularly \$1.50. Today, 73c. Simpson's—Main Floor.

Notions

Coats Six-cord Sewing Thread, 200-yard spools, white and black, all sizes. Regularly 10c spool. Today, 9c spool or \$1.00 dozen. B. P. C. Crochet Cotton in white and ecru, all sizes. Today, ball, 11c.

Real Leather Strap Purses, 89c With back strap, morocco finish, neatly lined car ticket space. Regular price \$1.25. Today, 89c.

Black Leather Bill Folds, space for bills, coin and certificate, fitted with small calendar. Worth 75c. Today, 39c.

Genuine French Briar Pipes, 49c Dark and medium finish, black vulcanite mouthpieces, bent and straight stems. Regular price 75c. Today, 49c. Simpson's—Main Floor.

Children's Spring Coats \$3.49

Regularly \$5.50 to \$9.00. No 'phone or mail orders. Limit, two to each customer.

In a variety of materials. Manufacturer's sample range and oddments. Colors include navy, burgundy, copen, rose, sky and black. Sizes 2 to 6 years in the lot, but not in each style. Today, \$3.49.

900 Children's Knitted Drawers, 19c

Clearance of manufacturer's oddments. Wide knee, tight knee and bloomer styles, knit of fine ribbed white or black cotton, or in white or black halbrigan knit cotton. Sizes 2 to 8 years in the lot. Not more than four pairs to each customer. No 'phone or mail orders. Today, 19c.

Women's Pullover Sweater Coats

Extraordinary Wednesday Special, \$2.95. Knit in fancy weave with an all-wool surface and one thread of cotton in back. Plain ribbed double cuffs and deep plain ribbed waistline. Sailor collar of soft brushed wool. Colors rose with grey, saxe with white, paddy with brown, and maize with grey. Sizes 36 to 42 bust. No 'phone or mail orders. Today, \$2.95. Simpson's—Third Floor.

Manufacturers' Samples

Petticoats at Half Price 98c to \$5.00

Plain and fancy materials—sateens, taf-fettes, Farmer's satin, seco silk, taffeta, heavy silks and satins, and other smart effects; about 150 garments altogether. Sizes 34 and 36. Regularly \$1.95 to \$10.00. Today, half price, 98c to \$5.00. (No Phone Orders)

Umbrellas

Silk mixture covers, tape edge, close rolling steel frames. Women's handles, black ebony with colored rings, also black cordallers Men's handles, opera and crook with sterling silver mounts. Today, \$2.95. Simpson's—Third Floor.

Stamped Pillow Slips 85c Pair

On fine circular pillow cotton, for eyelet or solid work. Ends can be buttonholed, hemmed, or crocheted edged. Size 40 x 26. Special, pair, 85c.

Angorina Fluffed Cotton

For summer, sleeveless, sweaters, grey, navy, light blue, yellow, gold, re-seda, paddy, trench, khaki, apricot, brown and black. Special today 10 balls for \$1.00. Art Needlework Dept.—Fourth Floor.

14k Pearl Necklaces \$8.95.

Special offering of twenty necklaces, set with real pearls in daisy, bird and floral designs. Regularly \$12.00 to \$13.50. Today, \$8.95.

\$35.00 Diamond Rings at \$26.75

Tiffany style for women or square better style for men. Brilliant diamonds in 14k rings. Regularly \$35.00. Today, \$26.75. Simpson's—Main Floor.

Boots

(No Phone, Mail or C.O.D. Orders on Sale Footwear)

Men's Gunmetal Boots, \$2.69

180 pairs only. Light weight gunmetal blucher boots, on semi-round toe last. Medium weight McKay sewn sole—military heel. Sizes 6 to 10. Today special, \$2.69.

Two Striking Specials in Easter Hats \$8.50 and \$12.50

An exceptional assortment, offering styles with a touch of exclusiveness, at very moderate prices.

Large, dressy models, with transparent brims—smart tailored hats in liscere—new close-fitting designs, hand-made from fine braids.

Mostly black and navy—with a few spring colors. Today, \$8.50 and \$12.50.

100 New York Trimmed Hats at \$5.00

No two alike in this splendid lot of new hats offered at an unbelievably low price today. Black, with colored trimmings, in flowers or fancy feathers, or pretty color combinations. Today, 8.30 a.m. rush special, \$5.00. Simpson's—Second Floor.



600 Pairs of Women's Chamoisette Gloves 59c

Regularly \$1.00, fine suede finished white fabric; washes splendidly. Sizes 5½ to 6½. Today, 59c.

Women's 85c Silk Gloves, at 65c—1,320 pairs, black and white, in the treco weave. Double tipped fingers. Sizes 5½ to 7. Regularly 85c. Today, 65c.

Women's Silk-faced Hose, 23c—560 pairs, clearance of mill seconds—black only. 18-inch silk leg, and seamless. Sizes 8½ to 10. 59c quality. Today, 23c.

Boys' 65c Stockings at 39c Heavy black cotton, one-and-one ribbed. Big purchase of mill seconds. 65c values. Today, 39c.

Men's Grey Fabric Gloves, 49c Fleece lining, for automobile or street wear. Sizes 7 to 10. Today, 49c. Simpson's—Main Floor.

Homefurnishings

Sample Furniture at Reduced Prices

12 only, Odd Dressers and Chiffoniers, Dressing Tables, in golden oak, Belgian grey, walnut and kyonx finishes. Period designs. Regularly \$32.50 to \$40.00. Today, \$25.95.

4 only, Living-room Chairs, all-over upholstered—deep spring seats and backs, Marshall cushions. Slightly soiled. Regularly up to \$78.50. Today, \$39.85.

Living-room Suite, \$295.00—Chesterfield, Arm Chair and Wing Chair—Mahogany frame, handsomely carved, deeply upholstered, tufted backs, loose cushions. Covered in high-grade tapestry. Regularly \$372.00. Today, \$295.00.

Odd Washstands—In ivory and mahogany. Imperfect. Regularly up to \$12.75. Today, \$6.95. Simpson's—Fifth Floor.

Chintzes Half Price, 24c to 74c Yard A big clearance today of all short lengths (up to 20 yards). Great variety of pleasing colors and patterns. All clearing at exactly half usual selling prices. Regularly 49c to \$1.50. Today, yard, 24c to 74c.

Oriental Couch Covers, at \$2.98 Each—Reversible tapestry, showing Oriental striped designs, in mixed shades of red, green and yellow. Fringe all around. Regularly \$3.50. Today, each \$2.98.

Heavy Brass Extension Rods, 25c Each—¾-inch diameter, and made to fit any window from 26 to 50 inches wide. Complete with plain ball ends and brackets. Regularly 35c. Today, each 25c. Simpson's—Fourth Floor.

4 Yards Wide Linoleum, \$1.29 Square Yard Heavily glazed linoleum that will cover your room without a seam. Tile, block and floral effects. Heavy canvas back. 4 yards wide. Today, special, square yard, \$1.29.

Tapestry Rugs, Clearing at \$19.95 Each—Oriental and floral patterns. Regularly up to \$24.00. Today, special, each, \$19.95.

500 Rag Rugs at 69c Each—For bedroom or bathroom. Striped or mottled effects—mixed colorings. Size 24 in. x 36 in. Today, each, 69c. Simpson's—Fourth Floor.

Tourist Trunks \$7.95 Club Bags \$3.95

Canvas Covered Tourist Trunks, with leather straps. Reliable lock. Sizes 32, 34 and 36. Today, \$7.95. Simpson's—Sixth Floor.

Walrus Grain Fabrikoid Club Bag—Double drop handles. Sizes 16 and 18 in. Today, \$3.95.

Bamboo Table Lamps, with Silk-lined Shades, \$6.00—Blue colored bamboo—silk linings, in rose, pink, gold or blue. Full living-room size. Wired with cord, plug and key socket. Today, special, \$6.00.

40. Semi-Indirect Fixtures, \$4.95—With single chain supporting a 15-inch bowl. Regularly \$9.40, \$9.60 and \$11.60. Today, special, including 60-watt bulb, \$4.95. Simpson's—Sixth Floor.

The Robert SIMPSON Limited

New Spring Suits \$17.95

Developed in tweeds and fine finished worsteds. The most wanted shades of grey and brown, in stylish patterns. Single-breasted—2 and 3-button, soft roll, semi and form-fitting sacques. Sizes 33 to 44. Today, \$17.95.

Men's Two-Purpose Tweed Raincoats, \$14.95

Brown and grey, in numerous plain small check and mixed effects. Trencher model, with all-around detachable belt, convertible collar and slash pockets. May be worn as a slip-on overcoat. Sizes 34 to 44. Today, \$14.95. Simpson's—Main Floor.

Men's Shirts \$1.29

Regularly \$1.50 to \$3.00. Negligee Shirts for Big Men Sizes 15½ to 18.

Incomplete lines, consisting of crepe cloths, percale and shirting muslins. Coat style, with soft double French cuffs and laundered stiff cuffs. Dressy patterns and colors. Sizes 15½ to 18 only. Regularly \$1.50, \$2.00, \$2.50 and \$3.00. Today, \$1.29, 4 for \$5.00.

Men's \$1.00 Merino Underwear at 49c

Sizes 32 to 36 Only. Shirts and drawers, for present wear. Natural shade. Sizes 32 to 36. Regularly \$1.00. Today, garment, 49c.

Men's \$1.50 Work Shirts, 95c

Made from fast black sateen, with reversible collar attached. One pocket. Sizes 14 to 18. Regularly \$1.50. Today, 95c.

Men's 75c Suspenders at 39c

"Bull Dog" brand, made from extra strong elastic attached. One pocket. Sizes 14 to 18. Regularly 75c. Today, 39c. Simpson's—Main Floor.

Clearance! Men's Hats 79c

Soft Felt Hats, in many colors. Black Stiff Hats, in many shapes. Exceptional value at the price. No C.O.D. or phone orders accepted. Today, 79c.

95c and \$1.50 Caps for 79c—Men's and Boys' Caps, in one, four and eight-piece top styles. Excellent choice of plain and fancy materials. Today, 79c.

Children's \$2.50 Velour Hats at \$1.69—Black, grey and green velour hats, in Rah-Rah shapes, with flat and diamond-shaped crowns. Today, \$1.69. Simpson's—Main Floor.

Boys' Blue Serge Suits \$11.85

Sizes 25 to 36; 7 to 18 Years. The smartest styles in blue serge suits. Single-breasted model—all-around loose belt, with buckle fastener. Patch pockets, with triple knife pleats. Full-fitting bloomers, with belt loops and governor fasteners. Sizes 25 to 36; 7 to 18 years. Today, special, \$11.85.

Boys' Suits at \$8.85

Sizes 25 to 36; 7 to 18 Years. Attractive styles in grey and brown striped and mixed tweed effects. Single-breasted models, with loose belt and novelty pleat effects. Full-fashioned bloomers, with belt loops and expanding knee bands. Sizes 25 to 36; 7 to 18 years. Today, special, \$8.85. Simpson's—Second Floor.



WANTED - Experienced Saleswomen

For FRIDAYS and SATURDAYS

FOR WOMEN'S AND MISSES' SUITS AND COATS, DRESSES, MILLINERY, NECKWEAR, VEILING, GLOVES.

Preference given to former employes living at home. Make application before Friday.

Women's Employment Bureau—Fifth Floor, Simpson's.

FOR Avenue Road, No 34
4 rooms, 3 bathroom
room, verandah, Ga
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