

Telephone Main 7841 Store Hours 8:30 a.m to 5:30 p.m.

Store Open All Day Saturday Market Adel. 6100

You Are Invited to take advantage of the festive Spring atmosphere of Simpson's Store.

The SIMPSON Company Robert Limited

To Gain a Flying Start at the pile of business correspondence waiting in the office, a man should begin his day fortified by a Palm Room breakfast.

Spring Notes

"My heart's in the Heilan's," sings Dame Fashion this Spring Season and launches the most bewildering variety of woollen plaids the world of fine fabrics has ever known.

Design, for instance—blocks within a block in many tones of the same color—little checks running rampant over big squares, interspersed with shadowy stripes to give a further and still lovelier plaid.

But 'tis not alone in the design that the great appeal of the Spring 1920 plaid lies; 'tis in the wealth of coloring—rich, softly-harmonizing, rare. Two, three and even four tones of a shade are often seen in one plaid.

Just now our Silk and Dress Goods Departments are showing a magnificent assemblage of the newest plaids of the new season. So many of them, indeed, that your only difficulty will be in choosing which you like best.

Most important of all is the fact that these beautiful plaids are featured in fabrics of unsurpassed quality, at prices as low as equally substantial weaves are obtainable for anywhere.



The New Serge and Jersey Dresses for Women

Are Here in a Host of Designs, Possessing Many New Style-Notes That Will Delight and Fascinate the Fancy.

Rippled coat models, many tiered skirts, rich embroidery in silk, chenille, wool and tinsel on both bodice and skirt, novel panniers and panelled effects—they merely hint of the many clever features of these new frocks.

The serges are mostly in navy and black, but the jerseys have taken on loveliest shades of jade, blues, fawns, taupe and gray. Prices range from \$29.75 to \$55.00.

Women's and Misses' Dresses, \$9.95 Regularly \$15.00 to \$18.75

50 dresses only—silk poplins and velveteens, with smartly draped skirts or tunics and braid or button trimming. Various shades. Morning special, today 9.95

Simpson's—Third Floor.



French Trimming for Your Spring Hat

Just Arrived in Time for the Spring Millinery Openings—Their Beauty, Novelty and Variety Present an Endless Array of Ideas to the Woman Who Trims Her Own Hat.

Great bunches of luscious red cherries and cherries in lacquered black or green or Oriental colorings—or unique combinations of fruit and flower in loveliest of bunches.

Flowers of the favored cellophane are in glistening blues, orchid, purple, bronze. Colorful foliage in silk, linen or cellophane—realistic or brilliant tones—we never saw lovelier.

Roses have started on a wonderful career this season—and there's a veritable garden of them in red, pink or American Beauty tones, priced all the way from 50c for some beautiful bunches to \$8.00 for exquisite specimens of the "hothouse" variety.

Feathers Are Favored

And you may choose from smartest of bands of burnt goose, glycerined ostrich or vulture or heron. Curled ostrich bandings in vivid colorings that stress jade, rose and marine blue are too lovely for words—some showing the revival of the fluffy "foxtail."

Wonderful waxed wings range from chic little fly-away to broadly sweeping effects, and numid stick-ups in vivid tones are immensely chic.

Simpson's—Second Floor.

Notion Sale Opens Today

How many times have you looked around vainly in search of a pin or dome fastener, rummaged through your button bag for buttons, turned out your work basket in search of braid and tape to find all your supplies had been used.

Our Semi-Annual Notion Sale of one week will include a large number of staple lines of notions so necessary for the Spring sewing needs, and give the housekeeper an opportunity to replenish the staple notions. The assortment includes dressmaker's accessories, tapes and braids, pin sheets and safety pins, hair goods, hair pins and hair requisites, knitting needles, mid-dy laces, boot laces, shoe trees and coat hangers, mending wool, sanitary goods and hose supports, along with many other things too numerous to mention.

How much will you save? Phone Orders Promptly Filled—Main 7841. Simpson's—Main Floor.

The SIMPSON Company Robert Limited

For St. Patrick's Day

- St. Patrick Seals, per box, 15c; 2 for 25c. St. Patrick Cut Outs, per packet, 15c; 2 for 25c. Streamers, white and green, 2 for .25. Flyers, per dozen rolls .35. Green Crepe Paper, per fold .20. Decorated Crepe Paper, per fold .25. Table Covers, fancy, each .50. Table Napkins, per dozen .8. Lunch Sets, containing 1 table cover, 64 x 84 inches; also 1 dozen each, doilies, plates and napkins, with St. Patrick design. Per set 1.25. Party Hats, assorted designs, each .15. Party Aprons, with figures printed in color, each .15. Electric Light Shades, each, 15c, 30c and 50c. Irish Flags, paper, 2 for 5c, 2 for 15c and 25c each. Silk, 2 for 5c and 50c each. St. Patrick Greeting Cards, each, 5c, 10c and 15c. Balloons, each, 3c, 5c, 2 for 15c and 10c each.

Phone Main 7841. Stationery Dept.—Main Floor.

For Every Spring Frock, Its Wrap

The Misses' Department is Now Featuring a Number of Very Attractive Styles at \$42.50.

Every type from the snappy short sports coat to the long wrap for dressier wears shown—developed from woolly polo cloths, jaunty tweeds or fine silver-tips and velours. Tape-line leather belts, chenille stitchings and collars of Angora or Trisette-de-laine are chic features. Full and half-lined with silk. Exceptional value at 42.50

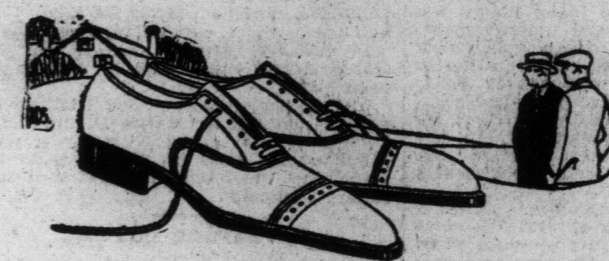
Simpson's—Third Floor.

Smart Spring Oxfords for Men

Well-cut, fashionable footwear—a pleasure to wear and a pleasure to regard. The man who is "particular" will be satisfied at Simpson's.

Men's Gunmetal Oxfords, Goodyear welted leather soles, Made on the favorite lasts for Spring, with recede and full-fitting toes. Sizes 5 1/2 to 11 9.00

Men's Brown Calf Oxfords, built on recede and business men's lasts, with straight toecaps and on the Brogue last with brogue perforations, leather Goodyear welted soles. Sizes 5 to 11 10.50



Simpson's—Second Floor.

New Models in Suits for the Young Man

At \$25.00

Single-breasted, 3-button, form-fitting sacque, with soft roll peak lapels and slash pockets. Dark blue-gray, with neat hairline stripe effect. Sizes 33 to 36.

At \$28.50

Single-breasted, 2-button, form-fitting sacque, with soft roll notch lapels and slash pockets. Novelty gray tweed mixture, with novelty overcheck pattern effect. Sizes 33 to 36.

At \$30.00

The Trencher sacque with an all-around belt, patch pockets with button and hole. A novelty gray tweed mixture with green stripe pattern effect. Sizes 32 to 36.

At \$36.00

A double-breasted, form-fitting sacque model, with peak lapels, regular pockets with outside ticket pocket with flap. Dark brown, fine finished tweed, with novelty colored stripe. Sizes 33 to 36.

Simpson's—Main Floor.



FO... QUEEN ST... PROBS: Ott... Will Review Submitted OTHER P... On the eve legislature the assembly apparently elated among the U... financial prosp... Today both take stock of servatives will what may turn heart-searching groups. The L about the prog have already being transfer The concern important max executive as has resulted special caucus all friends of the reception buildings at a noon. A plain contemplated by Premier D will be present Dewar His follower H. Dewar's Lib the session op like survey of is demanded, know the Libr proach the mo the legislature erty trusting true condition classes of the Dewar left for this evening Ontario Liberal will deal with the constitution threatening the the people of O lack of conside stitutional pow uture. BOARD FAV Mount Plea by V "Cut out the mind what ha deal with the as it stands te is to be devel Yonge street ralled for stre It was thus clinched the Mount Pleasa influenced the s get down to t Controller Ma bons voted for ear line. "Thank God was the comm eron, who assi In a vote agi struction of the went on reco struction and expenditure o construction a the previous s line will be de therefore, cont stated Comm that provided terial and me build the line wear. \$1.00 The recom lows: "That being received ary street, r Pleasant road works be inea the constructi same by day necessary fund Controller amendment t over until the question ha conference wa show. Discussing mayor pointed cil had endo construction. dignantly ad public stenogr council meeti might see his the day follo "Well," opt "You so often self that I ra self the quesio bridges, which the falls, wa Gibbons believ ing these sho the Mount Pl former would Pleasant or became more the matter. going to get things" was and out that ETART Port Arthu breaking Thu on March 15, by the Great Company.