

# Simpson's is Fast Becoming a Gigantic Fashion Book

## New Things for Spring Now on Display New Silks, New Dress Goods New Millinery

Today the Silk, Dress Goods, Millinery and Garment Departments will be abloom with a gay showing. It will be specially helpful as a guide to the authentic fashions for the coming spring and summer.

You are cordially invited to visit the above departments today, while the displays will be at their freshest.



## Simpson's Silks Famous for More Than Twenty Years---See the New Displays

The Simpson Silk and Dress Goods Store has gained a reputation—not only in Toronto, not only in Ontario, but throughout Canada, for the unlimited variety and unsurpassed qualities of its merchandise.

We believe that our great opening display of spring silks will maintain that reputation. We are confident that we have equalled, if not surpassed, all former endeavors—and are in full readiness to greet the coming season with the finest fabrics fashion has created.

There are more colors and color combinations than it would be possible to name, but the trend of fashion is toward plaids and stripes and spots in springlike tones, with a plentiful gathering of plain silks and satins in sombre shades for suits and brighter colorings for frocks and other purposes. Navy leads the way with a host of new blues en train. A wonderful assemblage, truly—of which we can but name a few to give you a hint of their infinite variety.

Foulards are back in the fashionable world again, and lead the way for frocks. They combine such beauty with their splendid durability as to make them justly popular. Their wonderful showerproof qualities and pussy-willow finish are notable features, while the designs,

range all the way from the quaint polka dot to Oriental designs that are as bewitching as they are unique.

Taffetas in faille and soft chiffon finishes are more popular than ever for suits and frocks, while they have become a very craze where skirts are concerned. There is a host of plain colors with navy predominating—lovely changeable taffetas in rare color harmonies—and last, but by no means least, gingham plaid, Scotch plaid and satin-striped taffetas, in the most adorable effects imaginable.

Satins have lost none of the high favor they gained last season and are here in a splendid variety of rich, lustrous qualities. There are liberty duchesse, satins, charmeuse and grena-

dine satins, messaline and duchesse messalines and washable satins, as well as an exquisite new finish known as liberty charmeuse. The colors show lovely tones ranging all the way from the delicate pastels to the deep dusky tones, with plenty of black and white.

Silk crepes have an inimitable charm where dainty afternoon or evening frocks or delicate blouses are concerned. Weighty silk crepe de chine, Kabe crepes, indestructible volles and exquisite Georgettes are chief among the many such fabrics and are seen in tones of pale loveliness, such as flesh, maize, peach, pastel blue, etc., on up to the beautiful sombre colors, such as wistaria, taupe, navy, battleship, Burgundy, amethyst, etc.



## Here They Are, Men! New Suits That Forecast the Coming of Spring

### Not the Most Expensive---But the Most for the Money

The Simpson's Men's Store believes in setting the pace, rather than following behind; thus today, before the snow is off the ground, we are showing new spring suits.

Men who have been eagerly looking forward to a change from the "old" to the "new," without too big an expenditure for the early suit, will be glad of the good values and moderate prices we offer today. Note these few:

**They Are Priced Moderately  
\$22.50, \$25.00, \$28.00, \$30.00  
and \$32.50**

Men's Suits of grey unfinished worsted, self overcheck pattern, single-breasted two-button style with form-fitting back and centre vent. At \$22.50.

Men's Suits of brown and black striped tweed, single-breasted, three-button style, semi-form-fitting, no centre vent in back. At \$25.00.

Men's Suits of blue and mixed stripe tweed and single-breasted two-button style, having straight front with slightly-rounded corners, form-fitting back with centre vent, slash pockets. At \$28.00.

Men's Suits of blue check cheviot, single-breasted, three-button style with form-fitting back, no centre vent. At \$30.00.

Men's Suits of brown check tweed; single-breasted, three-button style with soft rolling lapel, having centre vent at back. At \$32.50.

## Youths' and Young Men's First Long Trouser Suits \$15.00

Youths' and young men's long trouser suits of brown and black check tweed. Single-breasted, two-button model. Slash pockets. Plain back with centre vent; belt all the way around. Sizes 32 to 35. At \$15.00.

Brown tweed mixed pattern, single-breasted, two-button model; slant pockets; plain back; centre vent; belt all around. Sizes 32 to 35. At \$18.00.

## Men's Bath Gowns, House and Lounging Coats That Fit Better But Cost No More

Men's bath robes of Beacon-blankets. Attractive red and grey fancy patterns on blue-grey ground. Girdle at waist. Price, \$6.50.

Men's house coats, in dark grey material; collar, cuffs and pockets trimmed with reverse side of cloth. Edges, cuffs and pockets piped with black and grey cord. Price, \$6.50.

Men's lounging robes of fancy mixed pattern. Edges, pockets and cuffs piped with cord in corresponding shades. Girdle at waist. Price, \$9.00.

## The New Dress Fabrics Are Interesting, Handsome and Exclusive

Leaving the Silk Section for a time we thread our way through counter after counter in the Dress Goods Department, where every glance catches some new, rich fabric—the choicest products of the loom, in so many fashionable colors as to be well-nigh bewildering. Among the most popular are

**Sand, Cork, Pekin Blue, Hortensia, Nutria, Robin's Egg, Olive Duck Blue, Taupe, Nickel, Aluminum, Maltese, Navy, Mole, Fig and Clay.**

—surely a merry host from which to choose for your new spring suit, street frock or coat. Here are a few of the various lovely materials:

Gabardine of fine all-wool, with a rich chiffon finish, claims a high place among the smartest coat and suit fabrics.

Tricotine, too, a delightful soft material, with a wider flatter than the gabardine; it also closely resembles the Poiret twill that found much favor last season.

Tweed has come into such prominence as to be almost famous. There are homespun tweeds for coats, in solid colors, combination tones, and novelty flecked materials. There are fancy tweeds in very fine qualities for dressy suits, in light grey, brown and fawn mixtures. Again, there are the wonderful heather tweeds, in a host of attractive mixtures.

Serge—Materials come and go, but serge "goes on forever," growing more and more indispensable. For the tailored suit or coat, for the smart, practical skirt for the street dress, nothing ever has, and doubtless ever will, usurp its place. We are proud of our serges; made from the finest Botany soap-shrunk wools, with guaranteed eyes.

## Magnificent Displays of Exquisite New Ribbons

### Exclusive Designs and Wonderful Colors Are Features

The coming season is to be a ribbon season, and the dozens upon dozens of wonderful new ribbons in dozens and dozens of exquisite colors that are glorifying the Ribbon Department are ready for every need. From the tiniest ribbons for the tiniest fancies to the broad, rich silks and satins for stunning hand bags and trimmings, they express the most exclusive touches of fashion. We call your attention to a few of the many:

- Cire, black leather finished ribbons. Per yard, 15c to 50c.
- Colored Gros Grains, 5 widths, in 40 shades. Per yard, 15c to \$1.00.
- Taffeta Failles, 5 1/2 inches wide, all new shades. Per yard, 50c.
- Satin-edge Taffetas, 5 inches wide. Per yard, 35c.
- Dresdens, in lovely tones. Per yard, 35c to 50c.
- Plaid Taffetas are popular. Per yard, 45c and 75c.
- Colored Moires, in rich shades. Per yard, 39c and 75c.
- Tapestry Ribbons of enchanting colors. Per yard, \$1.25 to \$3.50.
- Gold and Silver Embroidered Black Satins. Per yard, \$4.00.

## For Women and Misses Spring Suits, Coats, Dresses, Etc. That Sparkle With Freshness and Newness

**Charming Suits From New York---\$25, \$30, \$35**

Both the Women's and Misses' Departments have just received from New York shipments of beautiful suits to sell at these three popular prices. The collection is varied in design, and includes serges, poplins and gabardines, in sand, Belgium, browns, hunters' green, greys, navy and black. They really deserve your early inspection.

### Women's Smart Serge Dresses

There seems to be no end to the attractive styles that find their way into the street dresses of serge.

This time it is a frock with a double bolero, richly adorned with military braid, and finished with a jaunty gypsy collar.

Or it is a dressy surplice model handsomely braided and having a pleated skirt.

Again, it is a straight pleated and panelled style finished with row upon row of military braid.

### Among the New Spring Coats

Whether you want a dressy afternoon coat, a street coat, a coat for business wear, or a coat to go a-motoring in, there is one to suit the need among the host of charming new garments that are pouring out of their boxes to help re-create your Spring wardrobe.

Among the many lovely fabrics are Delhi cloths, in all the leading Spring colors. Some of their delightful features are the graceful lines with the slightly fitted backs and rippled skirts, the many fabrics in contrasting colors in the collars, the unique belts and pockets, and the many new ways in which buttons are used to adorn them. They range in price from \$35.00 to \$46.00.



## Spring Opening of New French Millinery

Your Attention is Invited

Models will be shown from Marie Lancret, Germaine, Hermance, Louison, Marguerite and Leonie, Mary and Annie, and many other famous Paris designers will show you the fashion tendencies for spring.

A dominant note is their simplicity, which is enhanced and made all the more alluring by some deft touch of the artist in the way of rare ornament or costly feather.

There are demure French pokes, mushroom, and prettily drooping shapes which will find their way right into the hearts of the miss, while the upstanding French military designs, turbans and large afternoon hats will appeal to the matron.

Veils are used in many distractingly lovely ways, showing everything from one that is actually drawn under the chin with a velvet ribbon and tied at the nape of the neck to a flowing veil that drops Oriental-like over the face, and is richly beaded.

The Robert SIMPSON Company Limited