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THE SIMPSON COMPANY LIMITED

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THE SIMPSON COMPANY LIMITED

TUESDAY,
March 15, 1910.

Store Opens at 8 a.m.

Store Closes at 5.30 p.m.

PROBABILITIES—Moderate winds, fair, with a little higher temperature.

We Announce Wednesday, March 16th, as the Date of the Cloak Department's



SUITS show shorter coats, with long roll collars and pleated skirts. Some have a touch of the Russian idea—a slight blousing at the waist with a belt.

COLORS for suits this year include four different greens, five blues, ten greys, five roses, and about five browns.

MATERIALS for suits range through the serges, Panamas and tweeds.

THE PEASANT dress of Central Europe is responsible for the keynote of the styles for the present spring, but the cities of Paris, London, New York and Toronto have rung changes upon this theme until it cannot be called anything but Modern and Rational.

JACKETS of the new suits run from 28 to 34 ins., and the tendency in Paris is towards the shorter lengths. Our suits will occupy the happy medium.

WE HAVE over one hundred different suits from which to choose—that is to say, 100 varying models with some feature rendering them distinctive from each or any other, while all agreeing with the prevailing fashion.

OVER-SKIRTS are shown in effect if not in actual fact, following the Peasant idea. Pleats take the place of gores and flares.

SOME SKIRTS this season are made as narrow at the bottom as 2 yards and even less.

DRESSES of one piece, though not on Princess lines, will continue in good style for indoor wear all spring, and for general use as the summer advances.

MULLS, Dutch Satin, Voiles, etc., are the materials used for these one-piece dresses for afternoon and informal evening wear.

CLOTH Dresses promise to be popular. Germany sends them. They do well for house wear as an alternative for a mull dress on the one hand, or a tailored suit on the other.

NEGLIGEE GOWNS form an important feature in this Spring stock—we have a larger number of imported goods than ever before.

THIS EVENT for Wednesday should be regarded in the light of an authoritative summary of the early fashion tendencies of Spring, and an authoritative pronouncement upon the approved features as sanctioned by conservative taste. We feel sure that gentlewomen of Toronto prefer moderation rather than extremes, and in that confidence we have selected our models, and fixed the degree of innovation countenanced by this store.

The Cloak Department will be converted into a veritable Costume Salon of Spring, a demonstration of the modes peculiar to 1910. We will endeavor to carry out the spirit of the season in our decorations and all the appointments of the department will be harmonized with the Spring idea.

You, as a casual visitor, as a friend of the store, or as a devotee of fashion or a lover of Spring—alike are WELCOME. The occasion is for you. As you see, we give it an extra excitement of a

practical sort. Each section has made ready special offerings, such as will add the zest of Opportunity to Buy to the pleasure of sight-seeing.

Our doors open at 8 o'clock each business day morning, and at 8 o'clock Wednesday morning this Spring fashion demonstration begins. The entire third floor, from Yonge to James street, and from Queen to Richmond, will be united in one effort to show you the moderated modes for Spring, 1910.

TEA Gowns and Kimonos of exquisite coloring and delightfully original fashioning have been plentifully provided from the showings of Paris and New York—Jap silks, messaline silk, accordion pleated and "sun" pleated.

UNDERSKIRTS of silk are shown in twenty different styles—new blues, shot effects, greens, wine shades; \$2.95 to \$8.50; some tailored, some deeply flounced.

WAISTS have been made chiefly in the yoke effect this spring. White is to be stronger than ever. Many are of pure Irish linen, or thin, very sheer lawn.

EMBROIDERY on the waists often shows the influence of the Russian style. Others are done with Irish embroidery. Though tailored waists are shown, "dressy" ones will likely be the more popular this season—so they say.

SLEEVES are full more or less from the shoulder to the elbow this Spring; whether it be coat, waist or suit. From the elbow down moderately close and straight and medium low wrists.

SHANTUNG or Tussor silk will be a leading material among the waists and dresses.

COATS for the out-door Spring are made semi-fitting, with long rolls and deep lapels—serges, lustres, shantung—many in tourist and motor styles. Also utility coats of mannish effect.

CORSET This year are as important as ever to the foundation of the general fashionable effect. Long, sweeping lines over the hips are imperative, and the new corsets provide accordingly.

FASHIONABLE figures call for a normally defined waist line this year and a lower bust. Very clever devices have been arranged to overcome the discomfort of last year's long models.

ONE hundred of the world's foremost models for spring are to be shown in the Corset Section to-morrow.

PRINCESS SLIPS will again be featured in the Lingerie fashions for spring and summer, as also two-piece suits.

GIRLS have been thoughtfully provided for throughout this demonstration of spring styles—Coats, Dresses, Underwear, etc.

Seven Early Morning ATTRACTIONS for Opening Day

Women's \$15.00 Dresses for \$4.95

125 One-piece Dresses, in Panama, serge, poplin and San Toy, in colors of navy, brown, green, black, rose, metal grey, amethyst; some with yokes and collars of tuckered net and lace; some waists trimmed with tuckered silk and silk braid; some with novelty buttons and silk embroidery; some semi-pleated, some panel effects. Regular prices \$15.00, \$12.50 and \$9.95. Wednesday morning.

\$4.95

Women's \$14.50 Skirts for \$5.75

240 Skirts, a collection of up-to-date styles, bought at a fraction of their cost. Tweeds, Panamas, serges and voiles, in blacks, navy, browns, greys, etc. Not every size in every color, but a fair assortment in most of the styles. Sizes from 38 to 42. These were worth in the regular way from \$8.50 to \$14.50. Wednesday morning.

\$5.75

Women's \$7.50 to \$9.50 Covert Coats, \$4.00

150 only Fawn Covert Coats, 30-inch length; a smartly tailored coat, made up in the very best way; fit and style perfect. Cloth of high-grade Canadian covert; semi-fitted style; in all sizes, 32 to 40. Regular prices \$7.50 to \$9.50. Wednesday morning.

\$4.00

Warner's \$2.00 Corsets for \$1.25

240 pairs Warner's Rust-proof Corsets, one of the new Spring models; fine white batiste, medium low bust, long back and hips, finest boning, 6 wide side steels, 4 garters, fine lace and ribbon. Sizes 18 to 26 in. A regular \$2.00 Corset. Wednesday morning.

\$1.25

Special—Princess Slips at \$1.00

96 only Princess Slips, fine nainsook, deep flounce on skirt, with small tucks; waist trimmed with narrow lace frills, beading and silk ribbon draws; pearl buttons in back. Sizes 32 to 42 bust. Wednesday morning.

\$1.00

A \$2.00 Linen Waist for \$1.25

Pure Irish Linen Waist, in tailored Gibson style, patch pocket, shirt sleeve and self cuff, with white laundered collar. The following shades: White with navy, white with black, reseda and white, mauve and white, sky and white, grey and white, and white with green. Regular price \$2.00. Wednesday morning.

\$1.25

Girls' Dresses Specially for Wednesday

A special offering of Girls' New Spring Dresses, all New York styles, in plain chambrays and pretty gingham; choice colorings and designs to choose from; seven beautiful styles in the lot; all splendid washing qualities. Sizes 6, 8, 10, 12, 14 years. Wednesday choice at, each.

\$1.50