

The Robert SIMPSON Company

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS:

NAME TEMPERATURE.

The Robert SIMPSON Company

Spring Suits and Coats

For the "Uncertain, Coy and Hard to Please."

Here are four typical examples of style, workmanship, quality of material and reasonableness of price, which characterize the spring showing at Simpson's. It is quite time you bought your spring suit. We do not advise you purchase these. Very likely we have a spring suit much more suitable for you than either.

We do advise you to read the particulars. Come to the department if you like the description; come if you do not like it.

We can only give details of two suits and two coats here out of hundreds. We cannot pick one out for you—come and do it yourself. Every facility for getting exactly the suit you want is afforded, and we are satisfied that our 1911 showing is complete enough, up-to-date enough and reasonable enough to send the most hard to please Toronto woman away satisfied enough. Enough said.



A very effective looking skirt in all-wool stripe serge, coat lined throughout with rich satin, new mannish collar and lapels, inlaid with black satin, and cuffs to match, deep overlaid piece of self around lower part of coat, fastens with three large black buttons; skirt has full length front and back panel, which fastens to left side at back, has deep bias self-piece around bottom of skirt from knee line down, colors are the new shades of nickel, silver and iron grey, with pin stripes. 25.00

A desirable and fashionable Women's Suit, made of all-wool French serge. Coat is semi-fitting, lined throughout with silk, notched collar, fastens with four buttons, tailored pockets and cuffs. Skirt has front and back panel to knee line, continued to bottom with overlaid self-piece and side tabs. Colors are black, brown, navy and green. 27.50

A stylish Spring Coat of light grey tweed, made up in a smart style, with tailored collar and long revers, a new vest effect of reseda green broadcloth gives a very dressy appearance to this coat; sleeves are plain trimmed with buttons and broadcloth to harmonize with vest. Price is 17.50

Smart Coat of French Serge in navy only, in one of the latest tailored styles, with mannish collar and revers. Collar is overlaid with natural shade of tussore silk, edged with a narrow piping of silk in coronation blue shade, sleeves are plain with cuffs, which are trimmed with buttons, smart flap pockets give a nobby effect to this coat. Price is. 12.50



Medium Width Ribbons for Dress-makers

The home or professional dressmaker's attention is called to the fact that our color range, in all our medium width ribbons, is now complete.

Dressmakers' Duchesse Satin, perfectly woven, with a beautiful rich finish. Width, 1 in., per yard 7c; 1 1/2 in., per yard 10c; 2 in., per yard 12 1/2c.

Dressmakers' Taffeta Ribbons, of fine weave, heavy quality, purissima. Width, 1 in., per yard 5c; 1 1/2 in., per yard 8c; 2 in., per yard 10c.

Advice as to Millinery

During the height of the millinery season (that time will soon be here) our milliners are rushed to their utmost to keep our stock well up and to fill their great number of orders. We are taking warning, and preparing at once a large number of hats at these popular prices, and the values will induce quick and early buying. Wednesday's showing: 100 Trimmed Hats at \$5.00 each, 50 Trimmed Hats at \$6.00 each, 50 Trimmed Hats at \$7.50 each.

Book Department

500 The Advance Library, bound in cloth, and printed on good paper. Regular 25c each. Special, each. 21

A few of the titles: "Adam Bede," by Eliot; "Arcturion," by Corelli; "Beatrice," by Rider Haggard; "Called Back," by Hugh Conway; "House of the Wolf," by Stanley J. Weyman.

Travelling Goods Department



25 only heavy, smooth, cowhide leather Club Bags, covered frame, with brass lock and side catches, sewed edges, leather bottom corners, neatly lined with inside pocket. Size 18 in. Regular price \$4.95. Wednesday . . . 3.95

20 only medium weight cowhide leather Suit Cases, all made on steel frame, double bolt locks in brass, and single lock, and side catches, linen lined, with pocket and without, strong leather handle. sizes 24 in., 26 in. Regular price up to \$5.75. Wednesday 3.95

A Speciality

What is it? In this case it is a \$15 suit of clothes. Like any other speciality, it is something in which a pride is taken, and to which care, attention, work and thought have been devoted. For years our Men's Department has tried to sell a suit at \$15 which will compare favorably with those for which other stores usually charge from \$20.00 to \$25.00. Volume of business is here to back us, and lack of it often accounts for the \$5.00 or \$10.00 difference in price between the Simpson Suit and the other.

Here are particulars of a couple of suits at \$15.00 which have helped to build up for our Men's Department a reputation and impress it upon the wearer that the \$15.00 suit from Simpson's outlasted its \$20 rival from elsewhere both in appearance and wear.

You will judge that we are proud of our \$15 suit. We have a right to be—it is a good thing.

Navy Blue Worsted Suits, made of English clar twill, a soft, smooth-finished material, cut from the latest single or double-breasted models, slightly conforming to the figure, carefully tailored in every possible way, and finished with extra quality linings and trimmings; sizes 36 to 44. 15.00

West of England Worsted Suits, in the new season's popular brown and grey shades, with self and faint fancy colored thread stripes; cut in a 3-button single-breasted sack style; body lined with the fine twill mohair lining, fronts reinforced with thoroughly shrunken canvas and hair-cloth, beautifully tailored and perfect-fitting; sizes 35 to 44. 15.00

BOYS' HIGH-GRADE SPRING SUITS.

Boys' Two-Piece Suits, English fancy worsted in mixed grey pattern showing a self stripe; cut in double-breasted style, with close-fitting collars and neat lapels; nicely tailored and perfect-fitting; pants bloomer style; sizes 37 to 43. 9.00

Boys' Two-Piece Suits, high-grade English tweed, in the fashionable grey and fawn shades, with neat fancy colored thread stripes; cut from the latest American double-breasted models; splendidly tailored in every way, and finished with extra quality linings and trimmings; pants bloomer style, with strap and buckle at knee; sizes 26 to 34. 10.00

Men's fine black Hosiery, fine quality cashmere, no seams in sole, extra soft close finish, medium weight, good wearing yarn, close fitting ribbed top, reinforced heel and toe, worth 30c. Wednesday 19

Men's French Suede Gloves, 1 dome clasp, plique sewn, spear point back, selected stock, perfect fit and finish, shades are tan and grey, a dress glove in every particular, sizes 7 to 9, regular selling 35c 45c and 50c. Wednesday 25

Men's Lisie Thread 1/2 Hose, finest qualities of "German" makes silk like gauze and medium weight, plain black and colors, newest fancy effects and embroideries, a wholesale clearance of regular lines; high applied ankle, heel and toe, all sizes, regular selling 35c 45c and 50c. Wednesday 25

Body Guard Underwear Cannot Be Beaten

It is our own registered brand, manufactured expressly for us by the best known manufacturer in Great Britain. The materials are selected after the most vigorous examination, thus ensuring purity and quality. They are woven on the most modern machinery by experts in the art of weaving, giving a fabric of strength and evenness of texture.

"Body Guard" natural wool, natural shade, beige trimmings, guaranteed not to irritate the most sensitive skin. Wednesday, garment 1.25

Another garment a little lighter in weight, we believe to be the best line procurable. Wednesday, each garment75

Wednesday Linens and Staples--2nd Floor

A WIDE WIDTH IRISH BROWN HOLLAND, 18c YARD. 40 inches wide, all pure linen, beautiful round thread brown holland, for motor coats, summer dresses, children's wash suits, etc. 800 yards at per yard. Wednesday 18

STRIPED TURKISH BATH TOWELS, 19c PAIR. Fine closely woven fringed Turkish Bath Towels, assorted stripes, 18 x 37 to 19 x 42 inches, only 200 pairs. Wednesday, pair 19

FINE LACE TRIMMED DRESSER SCARFS, 49c EACH. 18 x 54 inches Dresser Scarfs, trimmed all around with lace and insertion, let into centre to match, very dainty and durable. Linen Dept., upstairs, Wednesday, each 49

300 PAIRS PILLOW CASES AT 3 PAIRS FOR \$1.00. 42 x 20 or 45 x 25 inches, good heavy Pillow Cases, ready hemmed and all seams perfectly finished. Will give steady wear. Wednesday, 3 pairs for 1.00

BEAUTIFUL DAMASK TABLE NAPKINS, \$2.00 DOZEN. Perfectly bleached and all linen, neat bordered designs, some are hemmed ready for use, a nice fine quality. 80 dozen to sell at dozen; Wednesday . . . 2.00

UNBLEACHED COTTON 8 1/2c YARD. Yard wide, strong round thread, closely woven, will bleach perfectly. A sturdy cotton in every way. 1,000 yards at, Wednesday, yard 8 1/2c

An Important Sale of Wide Width Black and Colored Silk and Crepes de Chine on Wednesday—Silk Dept. 2nd Floor

An important purchase of rich Duchesse Satin de Chine, in all the latest and newest colorings for spring wear, king's blues, Copenhagen blues, tans, greens, navy, yellows, ivory and black; silks that will give satisfaction to wearer. 36 inches wide. Wednesday 97

500 yards Rich Duchesse Mousseline Black Silk, a rich silk that gives everlasting wear; makes handsome tailor-made costume. 38 inches wide \$1.50

Crepes de Chine; the silks are most beautiful, soft draping, and elegant effect, rich in appearance, and is fashion's favorite for spring wear. The colors are rose, pink, blues, reseda, coral, tans, yellows, sailor and king's blues, ivory, and black. 42 inches wide \$1.25, \$1.50, \$1.75, \$2.00, \$2.50, \$3.00

Wash Goods--2nd Floor

There will be great doings in this department to-morrow. Hundreds of pieces Fine Printed Muslins, all this season's new goods, 28 inches wide, white grounds, with colored flowers, wreaths, sprays, etc., pink, sky, mauve and other favorite combinations; a beautiful fine cloth, and a great opportunity to get a spring dress at less than half the regular price. The usual price is 20c. Wednesday9

Groceries

2,000 stone fresh rolled oats, per stone 38c; choice side, bacon, pea-meal, half or whole, per lb. 20c; pure white clover honey, 5-lb pail 64c; finest canned corn, 3 tins 25c; finest canned tomatoes, per tin 11c; canned California yellow peaches, finest quality, large tin 25c; one car California Sun-kist oranges, good size, sweet and seedless, per dozen 25c; Telfer's cream soda biscuit, 3-lb. box 25c; pure codfish, 2-lb. box 25c; imported macaroni, 3 packages 25c; Post Toasties, 3 packages 25c; Cowan's Perfection Cocoa, 1/2-lb. tin 23c; telephone direct to department.

2 LBS. FRESH ROASTED COFFEE 44c. 200 lbs. fresh roasted coffee, in the bean, ground pure, or with chicory; Wednesday, 2 lbs. for 44c.



Paris Model Blouses at One-third Regular Prices

Yes, this is a sale of 50 Model Blouses, secured by our buyers in Paris, and consisting of the very latest for the coming season. The price we quote for these charming garments has no connection with the value and style. We consider this an opportunity for one of the best investments ever offered Toronto women.

The Blouses are nearly all hand-made, as well as hand-embroidered. Most of them come from the maison "Armandias," the Paris specialists in hand-made goods. Materials are satin duchesse, crepe de chine, ninons, chiffons, and other soft materials. Some are trimmed with real Irish insertions and motifs. Others are elaborately hand-embroidered. There are also some embroidered overslips so fashionable just now. These garments selling regularly would be \$10.50, \$12.50, \$15.00 and \$17.50. Our price on Wednesday is \$5.00

Two Inducements to Visit the Fancy Needlework Dept.--Main Floor

100 dozen Swiss Tambour Muslin Scarves and Shams at Half-price

32-in. square Shams, 18x54 in. runners. Usual price 48c, for, each 24

House Dresses of Percale and New Crepe Sacques

One style in sky or navy pin stripe, with white, collar of self; another style in chambray effect, sky, navy or tan, detachable collar of daintily embroidered white muslin; all sizes 34 to 44. Special value Wednesday 1.00

New Dressing Sacques of serpentine crepe, sky, navy, black or cardinal; has yoke effect of stitched shirring, front and back; sleeves and fronts finished with a fancy figured border, in harmonizing colors; sizes 34 to 44. Wednesday 98

Toilet and Face Powders

Bourgeois Java Rice Powder, Wednesday 29

Veloutee Face Powder, 20c size, Wednesday 10

Metal Soap Boxes, 35c, Wednesday 25

Ingram's Milkweed Cream 39

Special display of Ebony and Ebony Finished Mirrors, ranging in price from 25c to 5.00

Women's Boots Put By for a Rainy Day

300 pairs Women's Boots, blucher style, patent colt, vic kid, chocolate kid, gunmetal and tan Russia calf leathers, all sizes 2 1/2 to 7. Special price Wednesday 2.49

MEN'S BOOTS. 180 pairs Men's Black Calf Leather-lined Boots, blucher cut, heavy solid Goodyear welt soles, all sizes 6 to 11. Special Wednesday 2.79

CHILDREN'S BOOTS. 300 pairs Children's School Boots, blucher cut, strong dog-gola kid leather, broad toe, patent toe caps, heavy sole, spring heels, all sizes 8 to 10 1/2. Special Wednesday 79

155 only Men's and Women's Umbrellas, strong steel rod and frame, with fine gloria tops. The handles are well assorted, both in the men's and women's, including mission woods, boxwoods and fancy horns, a good serviceable umbrella. To clear Wednesday 89

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