#### THE TORONTO WORLD

#### FEBRUARY 23 1914

# Store Opens at 8.30 a.m. The Robert Simpson Company, Limited Store Closes at 8.30 a.m. The Robert Simpson Company, Limited at 5.30 p.m.



# Features of the Spring Opening

## **Our Grand Spring Millin**ery Opening To-Day

includes a showing of early hats, both for tailored and dress wear. The interest which attaches to our openings at all times is heightened this season by reason of the unusual and entirely original styles, and also the fact that our salons have been greatly enlarged to make way for increased business.

That among the many exquisite and modish new chapeaux you will find what is suited to your own special needs is our expectation, and we invite you heartily to inspect at your leisure on your visit to our

MILLINERY PREMIER.

# **Continued Showing** of Fashionable Silks

THE NEW CREPE ARMURES in shades of terra cotta, deep old gold, bright gold, soft Saxe and China blues. cerise, coral rose, taupe, mole, new navy, azure, etc. Wide width fabrics, quite original in texture, in a vast showOfferings From a Whole Store

While the Housefurnishing Sales are bringing their all-too-short month to a close, the other departments of the Store are rallying for the big Spring selling that will follow to-day's openings.

Consequently there never was a more interesting week than this for you in the big Store.

The painting "Columbus at Salamanca," by F. M. Dumond, Paris Salon, 1903, which has been on view during the past month, will remain on exhibit until Saturday evening.

# 1,200 Pieces of Leather Goods Clearing at 25c

This exceptional offer consists of Music Rolls, Men's Wallets, Strap Purses, Card Cases, Three-fold Bill Books, Women's Combination Purses, Strap Purses. A great variety of leathers-goat, seal, morocco, alligator and seal grain. Colors black, tan and brown. Regu-

# Wash Goods A Three Days Sale

Being Part of a Montreal Jobber's Stock in Liquidation.

On the bargain counter, Main Floor, a host of good things - cotton suitings, check and stripe voiles, ginghams, etc. Regularly 15c to 

ON THE PRINT COUNTER. 32-inch Heavy Indigo Drill Prints in white. navy, cadet, red and black grounds, with spots, 28-INCH PIQUES, MATTING CLOTHS and 40-inch Corduroys, in a big range of colors. Good-wearing and washing fabrics. Regularly 

OF

# Silverware Sale Values

### \$7.00 TEA SET FOR \$3.90.

A 3-Piece Tea Set, including full size tea pot, cream jug and sugar bowl, full silver plated, satin finish, hand engraved sides. Regularly \$7.00 set. Sale price, set ..... 3.90

\$3.00 PIE PLATES FOR \$1.98.

Casserole Pie Plates, with brown Guernsey fireproof linings. fitted in a fancy pierced silver-plated frame. with handles. Regularly \$3.00. Sale price.... 1.98

### (Main Floor.) **Bathroom Mirrors**

In white enamel frame, sizes 12 x 18 and 18 x 36. Prices \$2.75 and \$6.50; and then we have mirrors in square frames in either mission, golden oak or white enamel, size 10 x 14, at \$1.25; also bathroom cabinets, with plate-glass, shelves and mirrored door, at \$5.95.

Mirrors made to order, to size. Mirrors re-silvered. (Sixth Floor.)

Suits, Tuesday \$6.95 Made from reliable English tweeds and worsted cloths, in browns and greys, in neat stripe patterns. They are carefully tailored in good-fitting, single-breasted, 3-button style. The linings are strong and good-wearing. Tuesday ..... 6.95

CLEARING OF ODDS AND ENDS IN MEN'S OVERCOATS AND ULSTERS.

A few coats worth \$10.00, to clear .... 4.95 A few coats worth \$12.00 and \$14.00, to

Men's \$10 and \$12

clear ..... 7.95 A few coats worth \$15.00, \$18.00 and \$20.00, to clear ..... 10.00 (Sizes 34 to 38)

BOYS' DOUBLE-BREASTED BLUE SERGE SUITS.

Our special. Smartly tailored from an imported English serge in a rich shade of navy blue. Neatly designed, with well-shaped lapels, slightly fitting back, and hip-fitting bloomers. Sizes 26 to 30, \$5.00. Sizes 31 to 34, \$5.50. BOYS' FINE WORSTED DOUBLE-BREASTED

SUITS.

Made from rich, navy blue, English worsted; fine, soft twill, that keeps its shape and always looks dressy. Smartly designed, with splendid-fitting shoulders and full-cut bloomers. Lined with serge. Sizes 26 to 30, \$7.00. Sizes 31 to 34, \$7.50.

BOYS' BLUE SERGE RUSSIAN SUITS. A finely woven fabric that looks exceptionally well in Russian suit. Neat, single-breasted style, to button up close to chin, with narrow stand collar. finished with emibern, silk buttons, belt at waist and bloomer pants. Sizes 21/2 to 8 years. Tuesday 4.50

### Rosco and Robinhood Brand Underwear MEN'S HEAVY NATURAL WOOL UNDERWEAR.

Shirts and Drawers, in these two popular makes, at greatly reduced prices. S are double-breasted; every garment is fresh and ready to wear, guaranteed unshrinkable non-irritating; light natural shade; all sizes in each line, 34 to 44. Regularly \$1.25. Tues-

PYJAMAS AT \$1.00 A SUIT.

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Made up from materials which sold regularly for \$2.00 and \$2.50, mostly flannelette; military or V-shape neck, with frog and pearl button fastenings. All sizes. 3 to 44. To clear Tuesday at, a suit ... 1.00 (Main Floor.)

# Women's Gloves at 59c In soft, pliable lamb skin, two dome faste

black, tan and white. Sizes 51/2 to 71/2. T day ..... 

night. "It. Women's "Kayser" brand washable gloves, "that will is heavy, washes and wears better than the leather, splendid finish, natural and white. 8 5½ to 7½. Tuesday the brows be removed closures, col port. Mr. M history of t In 1904. v tunes were Wilfrid Lau and R. L. Hallfax bec Women's "Pen-Angle" brand black cas hose, with natural shade sole, recommende tired, irritable feet. Sizes 8½ to 10. Reg

50c. Tuesday ..... Boys' and girls' all-wool fine English cas hose, in a one-and-one rib finish, they are good weight, yarn is strong and closely knitted, extr splicing in heel, toe and sole, black and ta Sizes 5 to 81/2. 40c value. Tuesday ...... Men's all-wool plain black cashmere so eamless, winter weight, best finish, spliced

toe and sole. Sizes 91/2 to 11. Tuesday ..... Men's wool-lined gloves, select tan sliade, su leather, clean, soft, pliable finish, one dome fas-tener, perfect finish. Sizes 8 to 10. Tuesday .70 (Main Floor.)

# Women's Night Dresses-Flannelette

Wonderful value in women's well-made, fine quality nightdresses. Sufficient quantities will be held back to fill all 'phone orders received during the day.

600 Women's Nightdresses-Fine, heavy white flannelette, double-stitched throughout, tucked yoke, ruffle of goods on neck, cuffs and front; a very neat



HOUSE FURNISHI

#### NEW CREPE "ONDULEE."

showing beautiful ripple, raised flower effects, in soffer shades of nut brown, azure, ocean, tan, field green and brown, taupe and grey taupe grounds with contrasting color effects.

#### FRENCH FLOWERED CREPES.

The daintiest little patterns in clover designs on new grounds of stone grey, brass. deep ocean blue, dark reseda and other shades for day wear, with cream, silver grey, baby blue, Heien pink, heliotrope, etc., suitable for evening dress.

#### CREPE FOULARDS.

There is no end to the varieties having "creped" finishes. This one shows a serviceable summer silk made more fascinating still with the new crinkly finish. Both plain and figured designs. (Second Floor.)

# Spring Dress Fabrics

Shipments are arriving daily from the fashion centres of Europe and include fashionable and popular check and plaid fabrics in correct weight for dresses and spring suits.

Duvetine and velour fabrics that drape well and have a lovely suede finish, in the newest French tones

HONEYCOMB DRESS AND SUITING FABRICS in self colors, two-tone colorings, broche and brocades.

CREPE DE CHINES,

all-wool and silk and wool, in a big range of new spring colors, in every wanted quality.

RIPPLE CREPES,

lovely clinging materials, in colors ivory and black, etc.

(Dress Goods Department, Second Floor.)

# Sample Spring Suits at \$16.50

New and different; the very latest ideas from the creators of fashion. Dressy or plain styles with the loose Raglan sleeves and touches of contrasting colors on collars and cuffs. The flaretiered tunic gives the correct width to the hips. Bedford cords, brocades, serges, crepe cloths and light tweeds in navy, green, cedar, black wad black, blue, Copenhagen, tango, etc. Worth \$19.50 to \$27.50. Tuesday ..... 16.50

#### SAMPLE DRESSES IN SPRING STYLES. SPECIAL TUESDAY SALE, \$9.85.

Copies of imported styles, very chic, serges and fancy worsteds, Bedford cords, brocades in dressy styles, bright trimmings, long tunics or graceful draperies. Dresses that unusually charming Tuesday ..... 9.85

#### "BALMACCAN" COATS.

Smart-new models for present, early spring and and mid-season wear. These dashing garments are cut on lines that combine style with comfort, for the Balmaccan is one of the most prac tical coats. These coats are now found in a wide variety of tweeds and smart plaids and softtical coats. weight coatings. Prices \$15.00, \$22.50 and \$19.50

\$4.50. \$5.00 AND \$6.00 SKIRTS, \$3.98. Eighty new spring skirts offered at a price that means big savings. Tweeds, serges and cords, all the newer styles for spring wear, and a splendid. assortment of sizes. Colors black, navy, cream, tan, grey and brown. Tuesday ...... 3.98

DRESSES FOR MOURNING WEAR. We are now showing a wide variety of dresses. in cloth and silk fabrics, all at moderate prices. (Third Floor.)

A lace or insertion trimmed in shades of cream, green or white, 37 x 70 inches, complete with brackets and pulls. Sale Combination opaque shades in green with white or cream, best quality of cloth, mounted on Hartshorn rollers. Size 37 x 70 inches. Sale price, each com-

**Drapery Bargains** 

WATCH THE SPECIAL SALE

WINDOW SHADES AT 39c EACH.

TICKETS.

Plain opaque shades, 37 x 70 inches, mounted on best Hartshorn rollers, com plete with brackets and pulls. Sale price, each ..... A plain opaque shade, 37 x 70 inches, reliable rollers, in green, white and cream, complete. Sale price, each .25 CURTAIN STRETCHERS, 79c SET.

Get a set now, you will need them shortly; these are very special value; they are full size, 12 x 6 feet, folds when not in use to 6 feet x 4 x 4 inches, fitted with unbreakable and non-rusting pins and made from clean white wood. Sale

yard. quality, 32 inches wide. Sale price, ivory, white and cream, 50 inches wide,

Regularly \$1.25 yard. Sale price, yd. .78 Fine nets for bungalows and summer homes, a fine selection. Sale price, 

#### ENGLISH CRETONNE, 69c YARD. \$2.00 value in English washing cree

tonnes, 50 inches wide, a wonderful variety and very special value. Sale TAPESTRIES, \$1.35 YARD.

Special value, strong and durable, for living-room and den furniture, verdare and conventional designs, 50 inches wide. figured Swiss muslin at 14c yard; table of art sateens at 190 yard; tables of nets at 14c, 23c, 33c, 39c up to 78c. Every one is worthy of special notice. (Fourth Floor.)

### "Car'sbad" China Tea Set \$3.75

40-piece "Carlsbad" China Tea Set, choice of four decorations, pink roses, apple blossoms, Scotch thistles, or a very dainty violet decoration. Finest quality thin hard china Kermis shape cups. Regularly \$5.00, Tuesday ..... 3.75

#### BREAKFAST SET, 830.

Dark blue and gold decorated Break. fast Set for four people, consists of four cups and saucers, four tea plates, four cereal dishes, one large cereal dish, and one meat platter. Regularly \$1.35. Tues-

"CARLSBAD" CHINA CUPS AND SAUCERS, AT 10c,

100 dozen for Tuesday's selling, "Carisbad" white and gold decoration china cups and saucers. Thin hard and serviceable ware. Ovide shape cups with very smooth surface and brimant glaze, Regularly \$2.50. Tuesday at, each., .10 "Carlsbad" China Teaplates, same quality as cups and saucers. Regularly

\$1.80 per dozen. Tuesday at, each. . . .10 (Basement.)

# New Furniture

Sidehoard, in selected quarter-cut oak, golden finish, v neatly designed, large square mirror at back. Regularly \$36 February Sale Price 

China Cabinet, in quarter-cut oak, fumed finish, has glass sides and door. Regularly \$23.50. February Sale Price... 17.50

Sides and door. Regularly \$25.50. February Sale Frice... 11.50
Chim Cabinet, in selected quarter-cut oak, fumed finish, has leaded light in door and bent glass ends. Regularly \$25.00.
Chims Cabinet, in selected quarter-cut oak, fumed finish.
Has double glass doors and glass ends, mirror at back. Regularly \$33.00. February Sale Price
Chims Cabinet, in selected Price
Chims Cabinet, in selected quarter-cut oak, fumed finish.

China Cabinet, in solid quarter-cut oak, fumed finish, colon-ial design, has bent glass door and bent glass ends, mirror in-side of cabinet. Regularly \$43.50. February Sale Price. 35.50 Kitchen (aphoned, made of selected elm, polished golden. Has double glass door with shelves inside, two drawers and double door cupboard with shelf. February Sale Price ...... 10.50

Extension Dining Table, in quarter-cut oax, in fumed or iden finish, top extends to 8 ft, Regularly \$26.00, February le Price ......

t 21c yard. To clear all short lengths up to and including six square yards, for vestibules, pantries, bathrooms, etc.; 8.30 Tuesday, Three Special Values in Tapestry Squares at Reduced Prices. There

are about fifty rugs offered at these prices, in three of the most useful sizes-6.9 x 9.0, special, Tuesday. . 4.89

9.0 x 12.0 ..... 7.39 or 8.29 10.6 x 12.0 ..... 8.99 Just 30 Small Rugs at Half-Price. A closely woven fibre rug, in reds, greens, blues and tans; size 36 x 72 inches. Regular \$2.25 quality. Tuesday ..... 1.13 A 6x6 ft. Matting Rug for 75c. A very useful size, with nice stencilled design on one side. Tuesday, Rugs. These are either single rugs of a design or color, and some few may be slightly soiled on the fold of the reverse side. They are very good qualities and attractively colored for bedrooms or sitting rooms. Some of these are half-price for Tuesday's sale-

10 Rugs at \$9.00 each, regular values up to \$18.75. In sizes 12.0 x 9.0, 10.6 x 9.0, 9.0 x 9.0 and 9.0 x 7.6. 12 Rugs at \$5.75 each, regular values up to \$9.00 each. Sizes 10.6 x 12.0, 9.0 x 12.0, 9.0 x 10.6 and 9.0 x 9.0.

8 Rugs at \$11.75 each, regular values up to \$18.35. In sizes 9.0 x 10.6 and 9.0 x 9.0. (Fourth Floor.)

Bedroom Wa'l Papers New English and other imported bed-

room papers in their bright and rich colorings. New Canadian papers in light and pretty effects for bedrooms. our new lines on screens in the department.

ENGLISH BEDROOM PAPERS. on white and light foregrounds with over patterns of florals, strips, chintzes, cretonnes, damasks, shadow. New vogues in blue, green, mauve, pink, yellow, Per roll, 25c, 35c, 50c, 65c, 75c.

AMERICAN BEDROOM PAPERS.

stripes, dash, dot, linen, crash and Jaspe grounds, with over patterns of flowers, stripes, figures, cretonnes chintzes, in pretty soft color blends of blues, pinks, greys, mauve. Per roll, 20c, 25c, 35c, 50

#### BEDROOM SPECIALS.

Imported bedroom papers in plain grounds in light colorings, with over pattern of stripe, floral, and figure designs in assorted colorings of pinks, blues, greys. Regularly 35c roll. Tuesday .16 CANADIAN BEDROOM PAPERS,

florals or plain effect, in pinks, blues, greys, fawns, mauve. Regularly 15c roll.

Tuesday Cut Outs — Bands, strappings and friezes for bedrooms, sitting-rooms, light colorings. Regularly 8c yard. Tuesday .3

54, 56, 58 inches. Priced regularly at 75c 

600 Women's Nightdresses-Fine, heavy white flannelette; yoke has tucks and insertions of silk embroidery; frill of silk em-broidery on neck, front and cuffs; sizes 56, 58, 60 inches. Regularly \$1.25 each. Tues-

KITCHEN APRONS-ANOTHER LOT AT HALF-PRICE.

Two aprons for the price of one here Tuesday. 'Phone orders promptly filled. 2,400 Women's Kitchen Aprons - Good quality blue and white check gingham, wide, fancy border across botton; length 38 

### Lorgnettes

Silver, gunmetal or gilt. Regularly \$6.00. Tues-(Second Floor.)

# Among the Linens

NEW SPRING OXFORD SHIRTINGS AND GALATEAS.

Fine Zephyr Shirtings at 25c yard. These come n neat stripes, mostly light colorings; 30 inches Heavy Dust Galatea, in navy or cade: blue, in

plain coloring or stripe effects; suitable for boys' Fine Oxfords, in a range of neat stripes or

plain colorings; will give great wear; colors guar-

Strong Indigo Galatea, 27 inches wide, serviceable colorings; suitable for men's working shirts. etc.; at, per yard ......15

Famous Norman Galatea, in assorted stripes, pretty brown or blue colorings; will give good satisfaction every way; width 27 inches; at, per 

Even-striped Drill', for trimmings; all wanted 

Plain Drills, in white; 30 inches wide; at, per yard, 15c, 20c and 25c.

# The Groceries

Ib. Finest Canned Tomatoes, 3 tins Canned Corn or Peas, 3 tins Cowan's Perfection Cocoa, 12-1b. tin Finest Marmalade Oranges, good size and color, per doz.

Finest Marmalade Oranges, good size and color, per doz. Choice Messina Lemons, per doz. Choice Creamery Butter, per lb. Pure Kettle Rendered Lard, 3-lb. pail Imported Pure Malt Vinegar, Imperial quart bottle Choice Red Salmon, 2 tins Robin Hood Rolled Oats, large package. E. D. Smith's Pure Raspberry Jam. 5-lb. pail. Blue Bell Jellv Powders, assorted, 4 packages. Pure Gold Quick Tapioca, Chocolate and Cus-tard Powder, 3 packages Banner Brand Jam, assorted, 5-lb. pail 500 lbs. Fresh Apple Blossom Biscuits, 2 lbs... Post Toasties, 3 packages Fancy Carolina Rice, 3 lbs. Aunt Jemima's Pancake Flour, package

CANDY SECTION. (Main Floor and Basement.) 

The Robert Simpson Company, Limited