TUESDAY MORNING

THE TORONTO WORLD

MARCH 25 1913

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The Robert Simpson Company, Limited

Why We Insist Upon Quality

No business ever flourished unless its patrons were well satisfied with their dealings

at the store. We feel that the splendid backing of our public is a recognition of

the fact that Simpson's goods are always of a guaranteed quality-satisfaction

is what we sell you every time and we guarantee its enjoyment. You are assured

Durward's Spring Weight Overcoats

In two hemispheres Durward's Coats have established a well-deserved reputation for

Muslins and Vestings

Remnants of Vestings and Fancy Cross-bar Muslins; a big assortment of neat, effective patterns, suitable for blouses, children's dresses, etc. Regularly 15c to 25c. Wednesday, yard8

NEW BORDERED VOILES, YARD 65c.

Just received a beautiful range of fancy bordered Voiles; the groundwork is of white, with colored border, in a fancy stripe effect; colors are pink, sky, Alice, green; mauve, grey and champagne. Spe-

\$5,000 Worth of Embroideries Half-Price for Wednesday

A big purchase of Embroideries for Wednesday selling. The lot consists of all-overs, flouncings, edgings, insertions, bandings, in cambric, nainsook and Swiss.

ALL-OVERS.

Cambric, Swiss and Nainsook Allovers, 22 inches wide; pretty, dainty allovers, for blouse waists and yokes. Regularly 50c, for 25c; 75c, for 38c; 65c, for 33c; \$1.00, for 50c; \$1.25, for 63c; \$1.50, for 75c; \$2.00, for \$1.00. Main Floor)

FLOUNCINGS

44-inch Swiss Flouncings, open-work, eyelet and floral designs: 85c yard, for 63c; 98c yard, for 73c; \$1.50 yard, for 83c; \$2.00 yard, for 93c.

27-inch Swiss Flouncing, floral, eyelet and open-work patterns; large variety of patterns. Our 68c flouncings for 38c; 85c flouncings for 58c. (Main Floor)

Mannish styles, with Raglan or set-in sleeves, belted or plain backs, leather buttons. Made from a range of new fabrics, English homespuns in white and natural shades, hand-made tweeds, pretty plaids, smart black and white checks. Shades are tans, greys, greens, browns and others. Prices, \$26.50 to \$35.00. SPRING COATS. New and Distinctive Styles for Misses and Women, Very Moderately Priced-\$17.50.

Never have we been able to show such well-filled stocks of coats for spring wear. Coats of Bedford cords in grey, black and navy; honeycomb cloths in tan and white, and black and white; diagonal tweeds in tan and grey. Styles all different and out of the ordinary. Smart short length designs or full length. Some with bright silk collars and nobby buttons:

An Overcoat to Be Worn by More Conservative Men. You will acknowledge that you are fault-lessly attired in a coat made from fine English tweeds, of a plain, rich brown color, cut single breasted Chesterfield style, silk sleeve linings." Price 26.50

The Inverness Durward Coat has been known and worn by many men in the old land, and many are at a loss to know where to get it. We carry, a choice coat that is made from a dark Oxford grey cheviot cloth, one of the best English cloths. A coat designed and made in England and absolutely right in every particular. Price. . 30.00

A Dress Overcoat of plain Oxford grey cheviot cloth is a smart single-breasted fly-front overcoat,

Spring Millinery

The enthusiastic endorsement of the public given to our eastern millinery is ample proof of the marvellous quality of the goods, beauty of the new colorings, and the skill of our workroom staff. We are happy to be able to announce the arrival in our cases of hundreds of new things for customers whose wants were not supplied before Easter, an even more generous offering than before. Our salespeople and millinery workrooms are now free to take up special commissions promptly.

(Second Floor) Nottingham Lace

American Boots for Women

AT SALE PRICE. 1,000 pairs Button and Laced Blucher styles, new short and medium vamps, high or the new recede toes. Made of grey, brown and black suede, tan willow calf. patent colt, gunmetal kid, velvet, satin and South Sea Island duck, Goodyear welted and flexible McKay sewn soles, some have extra high button tops. Sizes 21/2 to 8 in the lot. Regularly \$3.50, \$4.00, \$4.50 and \$5.00. Wednesday 2.45 MEN'S GOODYEAR WELTED BOOTS \$2.95.

Made by Jackson and Savage, Murray Shoe Co., W. B. Hamilton, and Tetrault Shoe Co., in button and blucher tyles, from selected patent colt, gunmetal, tan calf, box calf and dongola kid leathers. Single and double Goodyear welted soles, new recede or high toes, high or low heels. All sizes from 5 to 11. Regularly \$4.00, \$4.50 and \$5.00. Wednesday 2.95 BOYS' HIGH-GRADE BOOTS \$2.49.



almost instantly to the soothing effects of properly fitted glasses. We will fit you with the necessary. No charge for examination. (Second Floor)

Negligee Shirts, 49c Each

800 Men's Negligee Shirts, odd and broken lines from our regular stock, some slightly counter-soiled, good strong materials, with neat designs of fine or wide stripes, coat or ordinary fronts, a few with pleated bosom. Sizes 14 to 17. Regularly 75c. \$1.00 and \$1.25. Wednesday, to

1,000 Men's Messaline Shirts, with separate collar to match. The material is a fine American cambric, with a neat hairline stripe design, cut coat style; has double French cuffs and pearl buttons. All sizes 14 to 161/2. Regularly \$1.00. Wednes-

125 Suits of Men's Heavy Combinations, in rib styles, close-fitting crotch. Made by the leading manufacturers of Canada; these combinations are the last of our winter stock, and are slightly counter soiled. Sizes 34 to 44. Regularly \$2.50. \$3.00 and \$3.50, for.... 1.49 (Main Floor)



Our usual Wednesday Sale will this week comprise some elegant examples of

French Blouses

CHIC FRENCH BLOUSES.

in crepe, voile, marquisette and batiste, hand embroidered real lace, and in most cases hand made. Also some modish styles in rich ninons and silks, shadow laces and fine embroidered nets. At these once-a-week events it is always possible to pick up a blouse worth much more than its marked price. Our special 5.00

Satin Flounce Petticoat \$1.50

Imported Petticoats, light weight, lustre top, straight hanging, knife pleated flounce of good quality satin, black, navy, brown, grey and cream. Sizes 36 to 42. Wednesday 1.50

SATIN MESSALINE PETTICOATS. \$2.95.

Heavy Satin Messaline Petticoats. black, navy, Kelly green and tan; neat flounce, made with kilted pleating. Sizes 36 to 42. Wednesday 2.95

Brassieres and Corset Waists

A special section in our Corset Department is devoted to these accessories for health, comfort and style, and the world's most famous brands are sold at prices that meet every purse. Brassieres are a necessity to the present day figure, and a boon to almost every woman. They ensure a graceful contour, with snug fit and ideal-support. Our showing of Corset Waists for women and girls is unexcelled. and includes a waist for every requirement and every age. Every wanted accessory is shown here.

Brassieres and Bust Confiners, the "H. and W." make, 75c to \$3.50; the "D. and A." make, 50c to \$2.00; the "Bien Jolie" make, \$1.00 to \$3.00.

As an extra inducement for you to come Wednesday we offer the Venus Bust Supporter, a perfect garment, worth \$2.00, at..... 1.50

The "Venus" Bust Supporter is a most perfect fitting garment, is made of light weight white batiste and daintily trimmed with ribbon and Val. lace. Sizes 34 to 42 bust measure. Regularly \$2.00. Wednesday 1.50 Ferris Corset Waists, for women and chil-

dren, 75c to \$2.50. Ideal Corset Waists, for women and children,

75c to \$2.00. Maternity Waists \$1.50 to \$6.00.

Bust Forms, 35c to \$3.25. ('Third Floor)

Some with bright silk collars and nobby buttons; others in more quiet styles, with black satin collars or collars and revers of self material. Are 17.50 priced at NEW SHIPMENT OF NEW YORK COATS. Select your spring apparel while our stocks are complete. Coats for the misses, young and middle-aged women, modelled on sprart lines, with deep cuffs and wide revers, trimmed with bright colors. Prices \$21.50 to \$45.00.

against loss when you buy in the store.

yet thoroughly practical for Canadian wear.

A Durward Coat of covert cloth is greenish-brown in color and plain pattern. It is cut single-

breasted, button through style, with ragian shoul-

ders and silk sleeve linings. The workmanship and style are typical of the "Durward" overcoats.

Price 26.00

plain light grey English tweed, cut in perfect English fashion, single-breasted. Three-quarter

length and buttons through with leather buttons,

silk sleeve linings, patch pockets complete the

description. A swagger overcoat made by Dur-

ward 26.50

gal tweed, in plain patterned light grey cloth,

rough surfaced. It is cut single-breasted, button

through style, with raglan shoulders. A perfect

Spring Suits and

Other Mantles

70 WOMEN'S SUITS.

Regularly \$25.00 to \$72.00, Wednesday \$16.65 to \$48.00

Odd suits, slightly solled through handling, but otherwise perfect; English serges, whipcords, eponge and a variety of fabrics; beautifully tailored and lined with silks and satins. Colors are grey, tan, black, navy, stripes and pretty tweed shades. One-third less than regular prices-\$16.65 to \$48.00.

WOMEN'S ENGLISH DURWARD COATS,

For Touring or Street Wear, \$26.50 to \$35.00.

A Popular Style Overcoat is made from a Done-

A Style Just Suited to Young Men is made from

reliability in material and manufacture and absolutely unapproachable

smartness of style and line. They are strikingly English in every detail,

A SMART SKIRT FOR MISSES

is made from good quality serge in black or navy, cut in a pretty four-gored style. Front panel is pointed and ornamented with tabs of narrow braid and buttons, while the back panel is finished on one side with three narrow tucks. Front lengths **3.00** JUNIOR MISSES' COATS.

Prices were \$7.75 to \$10.50, Wednesday \$6.95.

A splendid collection of coats to be cleared, con-sisting of serges and panamas in navy, also black and white shepherd checks; some trimmed with con-trasting shades. Sizes are 13, 15, 17. Prices 6.95 were \$7.75 to \$10.50. Wednesday 6.95 (Third Floor)

Cream Serges with Black Hairline Stripe

We have some very exceptional values in these popular suitings, in a big variety of designs, in several qualities. These particular goods are very scarce and we are fortunate in having such a fine range to offer. Made from best-grade yarns by a noted English maker, and guaranteed in every way to give satisfaction.

REMARKABLE VALUES IN CREAM SERGE SUITINGS.

We are showing a fine collection of these allwool English and French Serge Suitings in creams, in fine, medium, coarse and wide wale twills, made from the best and cleanest scoured yarns, guaranteed thoroughly soap-shrunk and unspottable; made in weights specially adapted for suits, coats, dresses or separate skirts; 42 to 56 inches wide. Prices from 50c to \$2.00 per yard.

Second Floor)

Direct Importations of Silk Fabrics

bought from manufacturers who lead the trade in superiority of weaves, classic designs, and general reliability in textures. On Tuesday we show the newest weaves and colorings in Charmeuse Liberty Satins from Swiss and French makers.

Charmeuse Satins are now shown in a variety of weaves, all different from the silk and wool fabrics shown two seasons ago, but each weave has the original finish to commend it. Noticeable ard Crepe Charmeuse, very soft and rich. Crepe Gren-Crepe Charmeuse, very soft and rich. Crepe Gren-adine Charmeuse, heavier and brighter. Crepe Sourane, the ideal draping satin, and Meteor Char-meuse, the softest finish obtainable, in 42 to 44-inch, at \$2.50, \$3.50 and \$4.50 per yard, in ranges that cannot be surpassed for beauty in color and richest dyes in black.

In Suiting Cords our ranges are now at their best, giving wide selection in the choicest colorings in plain and shot effects. Bengalines, Ottoman, Cotele, Surah, Diagonal and Regence cords, from 32 to 40-inch, at \$2.50, \$3.00 and \$3.50 per yard.

New Black Satin Brocades, in suiting and dress qualities, just received. A big pattern range to select from, 36-inch. Per yard 2.50 (Second Floor)

Curtains

100 Pairs of Very High Grade Curtains, wide variety of designs, floral and conventional, 31/4 yards long, Wednesday's selling, per pair 1.49

SWISS LACE CURTAINS, PAIR \$4.49 All styles and shades, 3 and 3% yards long, 50 inches wide. special price, Wednesday, pair 4.49

NOTTINGHAM LACE CURTAINS, \$2.98 PER PAIR. A lot of odd lots, 2 and 3 pairs

each, some at half the regular price, Wednesday, pair 2.98 NEW DOUBLE EXTENSION RODS.

The corners are rounded, carries both net and overcurtains, extends to 54 inches, complete with brackets .50

LACE TRIMMED WINDOW SHADE, 39c COMPLETE. A

Opaque cloth, good quality, mounted on reliable spring rollers, size 37 x 70, complete with all necessary fittings, Nottingham laces and insertions, in white cream, buff and green, regular 70c. Wednesday, special, value

You Want Style in Your Hat

That most important item of the young man's attire, come see our new "King" Derby Hats for Spring. A wide selections of correct designs, all "King" quality. Special values at \$2.00 and \$2.50.

We are selling more soft hats than ever, and our assortment is up-to-theminute. We have all colors and we can surely suit you. The style that is meant for you is here. Big value in each. Price \$1.00, \$1.50 and \$2.00.

Chambers' Wonder Books for Young People

Highly interesting and instructive volumes, published at 75c, bound in cloth, and we offer them for, each. .45

Here are the titles:-"Electricity for Young People," by Tudor Jenks; Vol-canoes and Earthquakes," by Professor Houston; "Magnetism," by Professor Houston; "The Atmosphere," by Pro-fessor Houston; "Light," by Professor Houston; "Photography for Young Peo-ple," by Tudor Jenks.

We have just a few copies of the fol-lowing books, which we offer at a re-markable price:

Motor Boats Construction and Opera-tion, by Russell. "A, B, C of the Motor Cycle," by Jackman.

"Gas Enginez, Troubles and Installa-tion," by Rathburn. "Ignition, Timing and Valve Setting," by Russell.

Regularly 98c, sale 59c.

The Robert Simpson Company, Limited

180 pairs Goodyear Welted Boots, in button and blucher styles, patent colt, tan Russia calf, box calf and dongola kid leathers. Sizes 1 to 5. Regularly \$3.00 and \$3.50. Wednesday 2.49

22c Unbleached Sheeting 19c

Plain Unbleached Sheeting, fine even weave, will bleach and launder easily, two yards wide, regularly

Breakfast or Lunch Cloths, made from a good serviceable damask, size 50 x 50. Special Wednes-

New Printed Bed Spreads, in pretty colorings of blue, green, gold and red, in combinations with white grounds, size 70 x 87, Wednesday 1.35 Oxford Shirting, in a range of stripes, suitable for serviceable shirts or boys' blouses, 30 inches

Bread Boxes

15c BREAD TOASTERS FOR 10c.

1.000 only Flat Style Bread Toasters; toasts four pleces bread at one time. Arranged so that heat is distributed evenly and that flame will not touch bread, suitable for any stove. Wednesday, spe-cial, each

Sanitary Dust Pans, with long handle, Wednesday day Mrs. Vrooman's Sink Strainer, with wire hangers, keeps the sink clean, Wednesday 10c, 16c, 35c. Retinned Lip Sauce Pans, Wednesday 9c, 10c, 12c,

e. Bright Tin Dippers, Wednesday 5c. Strong All Metal Potato Ricers, Wednesday ..25 45c Workmen's Dinner or Lunch Box, Wednes-19 day

(Phone orders direct to Department.) GAS STOVE DEPARTMENT. Gas Heaters, an almost indispensable necessity for the home during the spring season. Our special heat-er takes up little space, is constructed to produce a quick heat; easily detached; equipped with a separ-ate key tap, which prevents waste of gas when heat-er not in use. Heater was made to sell at 1.88 Gas Plates for kitchen or laundry use, made of the best material and workmanship. Each burner equipped with air mixer to equalize and mix the air uith gas: 1-burner size Wednesders

th gas: 1-burner size, Wednesday 59e and \$1.00. 2-burner size, Wednesday \$1.25, \$1.50, \$1.98. 3-burner size. Wednesday \$2.39, \$2.89. (Phone orders to Dept.) (Basement)



.25 .25 FRESH ROASTED COFFEE, PER LB. 28c.

(Basement)

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