

Opening Displays At Simpson's

This Is a Season of New Weaves

Before you select the materials for suit and dress you should make a careful comparison of the weaves and colors, new and old. Our dress goods include all the standard materials in all the usual and proven colors, as well as a marvelous array of odd shades and textures in almost every kind and weight of dress goods, many of them exclusively shown by the Simpson Store.

Our Display is Unique and Complete

Bedford Cords, in a fine assortment of new tones and color combinations, fine, medium, and heavy cords.

Whipcords, in self, two-tone, and multi-tone effects.

Wool Velours and Wool Ratines, in new Spring shades.

English Worsted Suitings, in Whipcord, Diagonal Stripe, and other new designs.

Hairline Stripe Suitings, in black, navy, cream, and other grounds, with contrasting hairline stripes, etc., and many others.

Monday's Special Item

1,500 yards New Whipcord-Finished Diagonal Suiting, \$1.50 value for, per yard \$1.10

A very timely purchase from a North of England maker shows a full range of new shades; also black, navy, and cream. This is a splendid cloth, of good, firm weave, that will tailor well and always retain its shape. Thoroughly soap-shrunk and dyed, and finished perfectly; 50 inches wide. Reg. value \$1.50 per yard. Monday, per yard \$1.10 (Second Floor.)

See The Other Page in This Paper for Further Simpson Announcements for Saturday

The New Spring Silks

Each Monday during March will be supplementary Opening Day in the Silk Department, making regular showings of fabrics received during the previous days. Included in Monday's display will be:

New Brocaded Crepe de Chenes, in colors and in black.
New Broche, Charmeuse Satins, in self and combination effects.
Brocaded Silks and Satins, in Duchesse, messaline, and silk-satin finishes.

New Fancy Silks—This section gives the finest showing of Foulards, Persian, and Oriental Silks we have ever secured. Particularly noticeable are the new Bulgarian Silks, very striking in color blending, and most effective in use.

New Striped and Shot Silks, in great variety, brown and white, blue and white, and black and white, are strong sellers at present.

New Charmeuse Satins, in black and colors, in various makes, such as Crepe, Meteor, and Grenadine.

The display of New Draping Fabrics is large and well chosen.

(Second Floor.)

The Richest Tributes of the Fashion World

are laid down for you in Our Spring Opening Displays. Each day in the past week has brought a generous addition to the showing; cases of exquisite millinery, dozens of new suits and dresses, handsome waists and new fabrics; while the other important details of your costume are liberally provided by the newest and daintiest of boots, gloves, hosiery, veilings, trimmings, and whitewear, newly shown.

What you will wear this Spring is easy to decide with such a wealth of suggestions ready for your seeing, while the great buying power of the Simpson Company has secured prices that give added attraction to hundreds of the most desirable items for your Easter shopping.



The Whole Realm of EASTER MILLINERY

"Variety is the spice of life" and also the very life of a millinery business, such as we carry on in the Simpson Store. Every woman who comes to us is looking for something individual, something that will not be met with on every street, at every reception, at every church service. Simpson millinery is individual, so many different models are shown that seldom do we put on the market any great number of similar designs. Here you can get your own style, done in your own way, yet showing the grace of Paris and New York origin.

For the convenience of our customers we have divided the Department into (1) French Section, (2) Simpson Model Section, (3) Young Women's Section, (4) Section for Black and Black and White Toques and Mourning Goods, (5) Imported Suit Hats and miscellaneous sections for trimmings, etc.

AN ABUNDANCE OF PARISIAN FLOWERS

makes a charming display of exclusive novelties—being part of a shipment received a day or two ago.

A NEW LOT OF NEW YORK SHAPES.

Very smart Hats that fit closely. About 100 new models, include some from Kurzman and Joseph of New York.

To Celebrate the Finest Millinery Opening

this store has ever known, and also to draw attention to our enlarged and more-complete stock of exclusive Feather Novelties, we offer until sold:

250 Handsome Twenty-Inch Ostrich Plumes, Saturday \$3.45

In black or white only. Our regular \$6 value. Celebration Sale price, \$3.45. Not more than two to any one customer.



Popular Poplins on Exhibition and Sale

A splendid range of lovely shades in highly mercerized poplin, giving one finish of silk. Colors are pink, sky, black, mauve, Alice, green, tan, linen, champagne, etc. 27 inches wide 25c

The Celebrated "Sunresista" Poplin. It is utterly impossible to move the color of this make by any means, sun, rain, sea, or wash, but a new discovery in the dyeing of the textile fabrics only just perfected in Manchester, England, give it all the advantages we claim. 28 inches wide, all colors 35c

Indian Suiting, 36 inches wide, a plain cloth splendidly adapted for outing suits. An excellent range of colorings, as follows: White, cream, champagne, linen, steel, Alice mauve, green, tan, grey, navy, brown, and black, all fast colors 20c

"Sunresista" Suiting, a plain cloth exactly like a poplin but without the twill. This is colored with the new dye that absolutely will not move. Colors are white, champagne, pink, sky, mauve, grey, reseda, tan, brown, Alice, and black. 28 inches wide 25c (Second Floor.)

The Robert Simpson Company, Limited

Handsome New Suits for Misses and Women

Every day has added something to the surpassing stocks of the Women's Suit Section—and at the same time many of the new models have found owners. To come promptly is the secret of securing the best.

Monday will present an almost new display, owing to this rapid changing of stocks, and for those who have not been here within the last few days the department holds many surprises, both in stocks and their convenient arrangement.

EASTER SUITS FOR MISSES AND SMALL WOMEN.

Made of black and navy English serge, coat strictly tailored, bound with black silk braid, effective and stylish, fastens with two bone buttons, skirt in the new four-gored model, semi-side effect, trimmed with silk braid and buttons. Extra value for \$17.50

SUITS FOR WOMEN AND MISSES.

Of Bedford cords, worsted, serge, diagonals, and pretty tweeds, graceful, smart models that are both stylish and handsome. Coats are beautifully lined throughout with colored satin, collar handsome, fronts inlaid with the new Oriental velvet or satins, cut-away or rounded fronts; coat fastens with two or three novelty buttons, and has tailored pockets. Skirts are caught up at the sides in the new way and are button trimmed. Shades grey, blue, tan, navy, and black. Prices \$25.00, \$27.50, \$35.00, and \$45.00.

AN ATTRACTIVE COAT FOR MISSES OR WOMEN.

A particularly good quality of English coating serge, in navy only, is the material, beautifully lined throughout with splendid messaline in shades of gold or blue, cut in jaunty style, with cut-away front and prettie Robespierre collar, fastened at throat with black satin scarf. \$25.00 value for \$18.50

STRIKING COATS FOR SPRING WEAR.

\$16.50 to \$37.50.

Some of the latest importations from the most exclusive New York and English manufacturers, are made from a large range of attractive materials—New black and white checks, navy and black, serge and Bedford cords, in white, tan, and navy, ensembles, ratines, and chinchillas.

The styles are absolutely correct and the newest for this season's wear. Short length coats, with cut-away fronts and caught collars of Burgundian silk or cretonne patterns, or full length traveling coats in comfortable styles for motor or steamer. Range of prices \$16.50 to \$37.50

SPRING COATS FOR GIRLS.

Are made of serge, vicuna, and cheviot, cut on straight lines, with a large rounded or straight collar, with pointed revers, daintily trimmed with materials in contrasting shades, and finished with novelty buttons. The tailored sleeves are detailed with stitching on the lapel back cuffs, which match the collar. Sizes 8 to 14 years. Prices range from \$3.95 to \$8.75

Charming One-Piece Dresses

of charmeuse satin, English serge, Bedfords, and poplins, in navy, black, tan, and blue and striped effects, have the high collar or flat satin collar finished with lace jabot and dainty bow ties. The skirts are graceful, caught-up, overdressed and panel styles. Remarkable values at \$12.50, \$14.50, \$17.50 up to \$35.00. (Third Floor.)

Handsome Blouses

The blouse has come to its own again. Fashion's arbiters in Paris, London, and New York are in perfect agreement that not for years has the blouse had the prominence and the vogue that will be accorded to it this year of grace, 1913.

In conjunction with this dictum the amazing beauty and variety of the new blouses form a combination very hard indeed to resist.

Without in any way forgetting the charms of our wonderful collection of novel crepe, charmeuse, brocade, and melanges of silk and lace, we would particularly call your attention to our extraordinary showing of

WHITE LINGERIE BLOUSES

which, since the advent of that most graceful of materials

COTTON VOILES

have provided us with such wonderfully beautiful garments that to-day the woman who is suitably bloused and skirted can feel well and fitly clothed according to the mode of the season.

Again, the prices need not worry you. It is surprising what a pretty waist (as dainty in its way as a Paris Model) you can purchase for two or three dollars. Even at these prices the range of styles is immense.

Monday we show in all its perfection the most exceptional lot of new blouses ever gathered in Toronto, with the added pleasure of beautiful spacious department and courteous saleswomen to serve you in it. (Third Floor.)