and


## Of Course it is French－－This Delightful Embroidered Lingerie <br> For Who But the Dett－fingered Needlewomen of France Can Achieve Such Daintiness of Fine Hand－Stitchery in

 Sumple，Serviceable，Moderate－priced＂Undies＂？Moreover，the Various Garments Are Designed Especially＇to Suit the Figure of the Canadian or American Woman．Our Artist has Sketched a Few Typical Models．


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nard，Jonvy，Woeks and
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Paris－Gowns for Morning，
Atternoons and Evening
Wear．For Example：

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| For Wednesday |
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| French Gowns |

At $\$ 45, \$ 65$ and $\$ 69.50$ Every Dress in the Offering Marked at
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CANADIAN CASUALTIES

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Town Car Line MONEY For Recruts Construction Battalion is
Voted Thousand Dollars to Voted Thousand Dollars to
Meet Enlistment Expenses.




 FELCITATIONS FORN NEW GOV.






Frequent Headaches
Much Pain Through Back Kidneys Were Deranged-Digestion Was Poor-Had


## Change To Early Morning Delivery on APRIL 1st

事O UR Daylight delivery which has been in force during the winter months has proved itself a decided success. It was a source of satisfaction to our numerous patrons. It was a con venience to them and to our salesmen.
Conditions which made daylight delivery necessary during the winter cease to exist now that the warm days of spring and summer are upori us. In the Spring and Summer other conditions arise which make a reversion to early morning delivery desirable. The early mornings are cool and the milk will be fresh when you take it in for breakfast. There will be no need for you to keep a supply of milk through the night. Then incidental ly, our salesmen and their horses will benefit by delivering in the cool of the morning instead of the heat of the day.
You should find no inconvenience in the change. All you need do is to put out the bottles and tickets on Saturday night, March 31st, ready for the salesman when he calls in the morning.
Perhaps you have not yet enjoyed the convenience of The Farmers' Dairy service and The Farmers' Dairy quality. You will der ve definite benefit from the Farmers Dairy micher than ordinary milk. Our salesmen can supply you with tickets, or you can get them from us.

## 18 Tickets for \$1

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| ngual actions WILL NOW BE TRIED |  |  | Water Does Much Damage At Factory Building Fire |
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Laflamme's Dentals Bring the Allan Cup to Queen City




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THE TORONTO WORLD




Wear Old Clothes, Old Boots, Old Dresses, and Invest What You Save in the Victory Loan





## AND Hogs


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WHEAT ADVVANCES

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\section*{| Board of Trade Official |
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| Market Quotations |}

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READ THE SUNDAY WORLD

# TODAY＇S ONE－PRICE SALE and Other Good SIMPSON NEWS 



## Household Hardware 49c

 Tin






## China





Glassware

Salt and Peppers


Outdoor Toys
100 only，Toy Whixt Fioric）



 Infants＇Jackets


Toilet Goods


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Items at Other Prices From the Men＇s Store The New Suits and Coats For the Spring Season， 1917 Await Your Inspection The combingtion to be found here of quality， style and Simpson price invariably results in complete satisfaction to our customers．
A MAN＇S BLUE SUIT－－$\$ 20.00$
With White Thread Stripe
By most men a blue suit is regarded as an essential part of their wardrobe．This suit of choice English worsted is plain dark blue，with a thread stripe of white，tailored in a three－button，easy－fitting，sacque style；the lapels being soft roll and the trousers and waistcoat smartly cut． A suit that looks well and wears well．Linings of twill
imohair．Sizes 36 to 42．Price ．．．．．．．．．．．．．． 20.00

YOUNG MEN＇S PINCH BACK SUITS
There are many suits to choose from in this style，which is particularly appreciated by boys for their first＂man＇s suit．＂Representative of the lot is a suit cut from a plain cheviot of a medium grey shade．Coat and vest are both single－breasted，trousers have cuff bottoms．Spleni－
didly tailored and full of style，this suit，in sizes 33 to 40 ， didly tailored and full of style，this suit，in sizes 33 to 40 ，
is priced ．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．． 22.50 A MORNING SUIT OF CHEVIOT The morning suit for formal day wear requires expert knowledge on the part of both cutter and tailor to be a
success．The suits we have to show you are a triumph success．The suits we have to show you are a triumph
of tailoring．They are made from fine English cheviot in a medium shade of grey；cutaway coat，single－breasted in a medium shade of grey，cutaway coat，singlebreasted
waistcoat and well－cut trousers．The tailoring is hard waistcoat and that of the best custom shops．In sizes 36
to tell from
to 44．Price ．．．．．．．．．．．．．．．．．．．．．．．．．． 25.00
TWO SPECIALS FORBOYS Norfolk Suits \＄2．98
For rush selling Tuesday we offer these smartly tailored suits at less than actual cost．
styles with box pleats to stitched－on belt at waist，patch

49
CENTS EACH
For Men 4


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Men＇s Gloves
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For Boys


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## Knitting Wool

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styles with box pleats to stitched－on beit at waist，patch
pockets and full－fitting bloomers．A choice of brown and greyish－brown mixed tweeds．Sizes 7 to 17 years．
Tuesday ．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．． 2.98
Boys＇$\$ 8.00$ and \＄9．00 Suits for $\$ 4.98$ Tweed Suits that usually sell at $\$ 8.00, \$ 8.50$ and $\$ 9.00$ will be in this clearing lot Tuesday，and you will have a
choice of rich greys and browns in many neat patterns． Single－breasted yoke styles，with pleats to belt at waist． Single－breasted yoke styles，
Sizes 25 to 34,7 to 17 years．Tuesday

| Silks | \＄1．25 Books 49c | Silverware | Rag Rugs |
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Our $\$ 4.00$ Boots for Men and Boys






