

Fourteen Housefurnishing Battalions Devoted to the Spring Campaign

What People Say About Simpson's Dress Goods No. 7—The Lady of Quality.

SOME people like to buy an article which looks. Others like to buy anything that does. But a large number of people insist upon quality—will not be satisfied with mere show or temporary "goodness."

Such a one was the lady who remarked to a salesman the other day: "I do like the feel of Simpson's Dress Goods."

By that word "feel," a world of meaning was expressed. To those that have had experience, the feel of the goods speaks volumes. The eye sees the effect—the color, the surface, the weave—the sense of touch in the fingers tells the Quality. And that lady was paying us a very, very high compliment when she said she "liked the feel of our dress goods," a compliment we deserve, for quality is our first consideration.

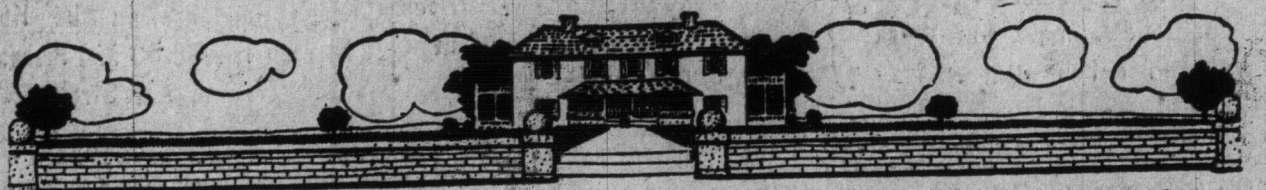
We announce for Wednesday:

A large assortment of new and fashionable weaves, as well as an immense variety of the popular and staple makes. Black, Striped, Worsteds, Venetians, Armures, Poylins, San Toys, Panamas, Voiles, San Toy Crepes, English Costings and Suiting Serges and Chevots, etc. Every piece is guaranteed absolutely first choice, uncrushable and positively unfading. 44-54 inches wide, \$1.00 yard.

5000 yards Black Dress and Suiting Fabrics, Voiles, Panamas, Imperial Cord, Bengaines, Ottomans, Armures, Roxana Cloth, Prunellas, Poylins, Venetians, etc., dead blacks, jet blacks, blue blacks, permanent fast dyes, uncrushable and unspottable, 44-48 inches wide. Regular up to 35c yard. Special price 60c yard.

Cream Costings and Suitings, English Hard Worsteds, Woven Serges, in cream and ivory, wide, medium and fine twills, soft vicuna serges, Pekin stripe and fancy serge. The correct fabrics for summer suitings and children's wear. 48 inches wide, \$1.00 per yard.

Cream Heavy Serges, with colored stripes, cream and navy, cream and brown, cream and black, wide and narrow stripes, a popular cloth, adapted for smart tailored suits. 48 inches wide, \$1.00 yard.



THIS YEAR for the first time we have space to do justice to our stock of Housefurnishing Goods. We have half a city block! We are going to take each section in turn and tell about the new things we gathered for Spring housefurnishers this year.

No. 1—Furniture Coverings

First, we take the very timely section devoted to Furniture Coverings. We have an immense amount of new material this season. We hope you'll come and see it soon, before it begins to dwindle. Come and consult us. We have competent men in charge to advise you, and we are willing to show you everything, whether you buy or not. We maintain one of the busiest upholstery workrooms in the city. We can re-upholster your furniture and guarantee satisfaction. You pay nothing unless the re-covered chair or sofa, or whatever it may be, is absolutely satisfactory.



French, English and Scotch, Silk, Wool and Cotton Tapestry Furniture Covering, 50 inches wide, in a splendid showing of patterns and colorings, including several particularly clever Italian, Renaissance and verdure designs. Per yard, 75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00 and \$3.50.

English Repts and Damasks, 52 inches wide, in rich, self colorings, all-wool and extremely durable, nothing more serviceable. Per yard, \$1.10 to \$1.50.

Mohair, Silk and Cotton Plushes, self colored, of course, 27 inches to 72 inches wide, the most durable of all furniture coverings. Per yard, \$1.25 to \$6.00.

French brocade and Brocatelles, 50 inches wide, in some very new and exceedingly artistic designs; these exclusively ours for Canada; perhaps the most interesting are several Marie Antoinette, Empire and Louis XVI. productions.

Real and imitation leathers, in plain, antique, Spanish, Morocco and various other grains, highly finished. Real leathers, 30c to 50c square foot. Leatherette, 50 inches wide, per yard, \$1.00, \$1.35 and \$1.50.

Madame Irene Corsets

TORONTO ladies can now procure the famous Madame Irene Corset in the different fashionable models at this store. Madame Irene Corsets are recognized by the style makers of the world to be the highest perfection of the art of corset construction. Many of the Madame Irene designs are modeled upon extreme lines, both above and below the waist, in accord with the latest modes. The models which emphasize the high bust, long front, back and hips are much favored, and admirably adapted for wear with Princess, Directoire and Empire modes. Madame Irene Corsetage is the last word in high-class corsets. Ladies are invited to consult our expert modiste—Miss Webber—about the Madame Irene model and the design for particular figures. Prices range from \$5.00 to \$18.00 a pair.



Wednesday's Whitewear Specials

EVERY day new lines of dainty fine white undermuslins have lower prices put on them, and go on the bargain counter for quick clearance. We are moving this department to the third floor in a few days—that's why.

Night Dresses of fine nainsook, semi-high neck, 3-4 sleeves, yoke has 38 small tucks, back and cuffs finished with fine hand-made embroidery, lengths 55, 58, 60 inches. Regular price \$1.25 each. Wednesday at 85c.

Night Dresses, fine nainsook, slip-over style, 3-4 sleeves, deep hand-made embroidery below neck, draw ribbon in fold around neck and on cuffs, lengths 55, 58, 60 inches. Regular price \$1.50. Wednesday, each, 85c.

Night Dresses of fine white or pink flannelette, Mother Hubbard yoke, 24 small tucks and ruffles of goods at neck, front and cuffs, lengths 55, 58, 60 inches, very scarce goods. Wednesday, each, 75c.

Petticoats, fine cotton, deep flounce of handsome heavy embroidery, full ruffle, lengths 38, 40, 42 inches. Regular price \$1.95 each. Wednesday, each, \$1.50.

Beautiful Corset Covers, fitted styles or full front, dainty lace or embroidery designs, silk ribbons and beading, three styles to choose from. Sizes 4 to 44 bust. Regularly 60c to 85c each. Wednesday, each, 50c.

Spring and Summer Silks

THERE is not in Canada so complete an assortment of Spring and Summer Silks at popular prices as shown here.

Printed Liberty Satins and Foulards, Rough Shantung Pongees, Crepe de Chines, Satin Crepes, Satin Messallines, Checks and Striped Taffetas and Louisines, in every color and black. It's going to cost you more, if you buy before you've seen this beautiful assortment, which will be displayed to-morrow.

Spring Muslins in Profusion

SIMPSON'S Muslins are making a stir this Spring. Have you seen them? Many people are buying Summer Dress Fabrics early this year, though it can't still be considered very early in the second half of April. Choosing now gives you every advantage, however. Summer sewing is best done in April.

60 pieces 36-inch White Victoria Lawn, fine even weave, round thread. Regular 10c, for 7-12c.

500 pieces Pretty Printed Muslins and Lawns, white and colored grounds, dainty designs of flowers, wreaths, sprays, etc. Special value 12-12c.

Indian Head Suiting, the original quality, nice and soft, all the new shades, pale blue, pink, tan, mauve, white, etc., 20c.

Wall Papers of Art

WOULD you like to realize how much art there may be in a moderate-priced wall paper? Come and see our imported goods for the season.

Pressed Papers, in white pulp and leatherette stock, in white and green, white and cream, brown, green, red effects, 90c, \$1.50 to \$5.00 per roll.

English Parlors, in silk effects, in stripe and plain designs, blue, pink, old rose, cream, champagne and light shades, 35c, 50c, 75c to \$2.50 per roll.

German and American Tapestry Effects, for dining-rooms and halls, in rich browns, greens, reds, blues, fruits and florals and conventional. Prices 25c, 35c, 50c, 75c, \$1.00.

WEDNESDAY SPECIAL.

1950 rolls, for parlors, dining-rooms, assorted colorings, silk and tapestry effects. Regular to 50c. Wednesday 25c.

Little Girls' Wash Dresses

THE dollar to dollar-fifty kind go Wednesday for seventy-five cents each. Two pretty good washing styles to select from.

Little Girls' New Spring Dresses, of fine gingham, two pretty styles, colors blue and white, pink and white, and green and white, small check, handsomely trimmed with fine white embroidery insertions, one style has all embroidery yoke, fast colors. Sizes for 1, 2, 3, 4 years. Regular prices \$1.00 and \$1.50 each. Wednesday, each, 75c.

Is the Centre of Seasonable Consideration—The Cloak Department

Suits, Dresses, Skirts, Coats for Women and Little Women

OUR CLOAK DEPARTMENT is at your service. Half a city block filled with fashionable things to wear. This newly completed Cloak Department may be fairly classed as one of the fine show places of the city—an educative centre, a centre of fascinating interest to women. We are always glad to have people here whether buying or sight-seeing be the object of their visit. We know that we make friends whenever we form acquaintances.

SEE OUR SUITS

Strictly tailored Satin Cloths, Worsteds and Broadcloths. Three favorite types:

Range A \$12.50

Range B \$16.50

Range M \$25.00

THE DRESSES.

The very latest style innovations are seen in Mull, Linen, Satins and Cloth. Made in the new princess, semi-princess, empire, directoire and long-waisted styles. They have the charm and style about them that women are looking for. In soft mulls, white, pink and sky, \$5.00, \$6.50 and \$10.00. In linens, \$8.95, \$10.00, \$11.50, \$13.00, \$15.00, \$18.50, \$25.00. In cloth, \$10.00, \$11.50.

SKIRT SECTION.

The new spring styles for misses' and ladies' Walking Suits. In Panama, \$3.95 and \$5.00. In voile, \$5.75, \$8.50. Materials bought direct from the mills, and copied from smart, useful New York models; in Panama, black, brown and navy; in voile, black only. \$8.95, \$10.00, \$11.50.

COAT SECTION.

Long, Graceful Coats for general wear, practical and very stylish, tight fitting, semi-fitting and loose styles. All made after the most correct models, where lines and symmetry count. The tailoring is perfect. In broadcloths, lustrous, fancy cloths, Panama and lace, \$12.50 up.

The Spring Wear for Underfoot

YOU have choice in bountiful plenty here in our immense Footwear Department. Every age, sex and size. We and we only sell the

Countess Shoe for women—\$3, \$3.50 and \$4.00. All popular styles and leather.

Queen Quality Shoes for women—\$3.50, \$4 and \$5.

Victor Boots and Shoes for men—\$3.50, \$4 and \$5.

Besides these popular Simpson Shoes we have the very best productions of the different footwear manufacturers in Canada. To add to the attractiveness, we place over half a thousand pairs boots for ladies, boys and girls greatly underpriced Wednesday morning—as follows:

90 pairs of Boys' Boots, Goodyear welted and McKay sewn, chocolate kid, box calf and Dongola kid leathers. Sizes 11 to 5. Regular values to \$2.50. On sale Wednesday, \$1.49.

400 pairs of Ladies' Boots, chocolate and black vic kid, Goodyear welted flexible oak bark tanned soles, each pair fitted with patented heel cushion set in under the insole, extra fine stock, also a few patent coil boots, with dull Blucher tops, all sizes 2-12 to 7. Regular \$3.50 and \$4.00. On sale Wednesday, \$2.49.

60 pairs Boys' Boots, Dongola and box kid leathers, lace style, heavy solid soles, McKay sewn. Sizes 4 and 5 only. Regular value \$1.50. Wednesday, 99c.

Staples for Housekeepers

500 yards Bleached English Longcloth, note the width, 48 inches wide, a beautiful round thread, pure finished cloth, a fraction of the real value. Per yard Wednesday, 17c.

Roller Towels, 100 only, made from heavy twill Crash Roller Toweling, red border, every thread linen, 17 inches by 2-1/2 yards, at each, Wednesday, 25c.

Brown Holland, all pure linen, best Irish make, fine weave and finish, 40 inches wide. Per yard, Wednesday, 35c.

100 beautiful Table Cloths, extra fine rich satin damask; full grass, bleached, and every thread selected linen, handsome new designs, with border all round, 53x1-1/2 yards. Each, Wednesday, \$2.00.

Comforters, finest pure white fluffy cotton filling, splendid range of colorings and patterns, fancy stitched designs, a popular spring and summer weight, 72x72 inches. Each, Wednesday, \$1.20.

150 pairs Hemmed Sheets, torn sizes, made from heavy, strong, closely woven bleached sheeting, 70x90 inches at per pair, Wednesday, \$1.14.

Silverware Department Specials

Manufacturers' agent turned these entire dishes our way. Just twelve of them, worth \$9 apiece! Some "exclusive" store would charge more than that, perhaps. Here's how we'll sell them:

12 only Entree Dishes, bead trimmings, detachable handles. Regular selling \$9.00. Wednesday, \$4.75.

175 pieces, an assortment of Table Pieces, including Fern Pots, Biscuit Jars, Fruit Dishes, Breakfast Cruets, Cake Plates, Bread Trays, Pickle Casters, etc. Wednesday, one price \$1.75.

Men's Spring Hats

Men's Stiff Hats, the correct spring shapes, in the English make, and especially good quality for felt, colors black, tan and brown. Wednesday, \$1.50.

Men's Soft Hats, sample lines, in colors brown, fawn, slate, heaver and grey. Regular up to \$2.00. Wednesday, 75c.

Good Things to Eat

2000 stone Fresh Rolled Oats, per stone, 44c.

300 tins Canned Plums, gallon size. Regular 40c, per tin 25c.

Choice Side Bacon, pea meat, half or whole, per lb., 17c.

Finest Canned Tomatoes, 6 tins 45c.

Canned Corn or Peas, 6 tins 45c.

Choice Prunes, 4 lbs. 25c.

Imported Macaroni, 3 packages 25c.

200 lbs. Finest Cooked Ham, per lb. 25c.

Finest Messina Lemons, 2 dozen 25c.

Shirritz's Marmalade, 2-lb. jar 25c.

Imported Malt Vinegar, Imperial quart bottle 20c.

Leard's Chicken Soup, extra value, per tin 18c.

Exclusive Worsted Suits for Men

The Spring business is opening up. Come and see these Suits:

Men's Suits, in fine imported fancy English worsteds, in copper, brown, tan and olive green shades, made up in the most fashionable design, nicely finished and made with best trimmings, \$13.50.

Men's Fancv English Worsteds Suits, in olive brown, slate grey, and greenish fawn shades; some with neat colored stripe effect, cut on the very latest spring model, tailored and finished in the latest style, \$15.00.

Men's Suits, in a superior finished imported worsted material, in elephant grey, tan and copper brown shades, made up in handsome exclusive style, with flaps on pockets, cuffs on sleeves, best interlinings and trimmings, \$16.50.

Men's High-grade Imported English Fancy Worsteds Suits, in exclusive New York style, in a complete range of newest spring colorings; coat cut on the newest two-button sack design, with slight dip in front, fancy cuffs and pockets, best shark duck and haircloth interlinings, finest trimmings, \$18.50.

NO ALIENISTS FOR DEFENCE

Not State Will Try to Prove Haines is Quite Sane.

FLUSHING, L.I., April 19.—That the "unwritten law" will not figure in the trial of Capt. Haines, Jr., U.S.A., for the murder of Wm. E. Annis, at the

THE FIRST DAY'S SESSION CLOSED AFTER SOME 50 TALISMEN HAD BEEN EXAMINED.

The first day's session closed after some 50 talismen had been examined, with only two jurors in the box. The prisoner appeared nervous and weary after his first day's experience in court. He passed much of the time with his head bowed in his hands. The juryman accepted to-day was August Sundling, a tailor of Corona;

NOT FOR MR. WHITESIDE

Will Continue to Represent Constituents of East Toronto.

Thos. R. Whiteside, M.L.A., gave an emphatic denial last night to the rumor that he would be willing to accept

\$50, Level lot, no (act), good. H. H. Realty. PROBS. INVAD. MUCH. Sounds of Consta. WI. S. CONSTAN. tan. About palace for w. He has no grand vizier. nounced the will remain resignedly th pared for his Constantin animated, and crowded on at every fashion. Strange a told, with ev lived, a prin terror of w tongues are tables it w Another tal ed first and favorites to A newcom circumstan basadors h with the der Sultan had abdicate ex hand, with c flags. Extra new French and the various are hawked by irrespons ingly and r eageously. Resle Twitw P war, Edheu resignations night, decid and th most of the zim Pasha garrison, b the cons vance of th The cons vop the cl chief. Hadamki, s that the iv city before a flowing day. It is und have submi lis of the demanded r mutiny. T Journalists, apparently good feeli ers and the of whom t the Saloni hospitably i Two pro commandi vestment at the citizens garrison. V have had a to the war garrison d monstrous cover of de supersede t executioner traders and deluded the that parti blood, the f of their superi secor dertake no sure for t persons, a ers who-pi nounced. F accepted i and they ing will b The pro plains this army is a constitution with the of the tra sures com and oppre eigners, an guised as sonal end act, will i The Con serring to allies. On of machi amunite tempting without a The pri No Ord Word sumi should partm sions. I eveni state copies day n