

H. H. FUDGER, President. J. WOOD, Manager.

THE ROBERT

SIMPSON COMPANY, LIMITED

PROBABILITIES. Southerly winds; warm and showery; becoming colder at night, with north-west winds.

THE ROBERT

SIMPSON COMPANY, LIMITED

TUESDAY, APRIL 13

An Eight-Fold Department of Outer Wear for Women and Girls



What People Say About Simpson's Dress Goods

No. 2—The Lady Who Compares "I'VE BEEN everywhere and I've come back." Such is a commonly heard expression in our Dress Goods Department. The lady who compares is our warmest advocate. She KNOWS, and her statements have the greater conviction because of her knowledge. "Simpson's Dress Goods," says one of them, "are always different, and you always have such an overwhelming choice at the medium prices!"

And so we do. We want to please the woman of taste, whether she has great means or little. And, judging by our department and its growth, we are pleasing her:

- The finest collection of "One Dollar" Dress and Suiting Materials to be seen on this continent will be displayed specially on Wednesday. An exquisite assortment to choose from. Black Dress Goods, Armures, Voiles, Crepe de Chine, Striped Worsteds, Broadcloths, Venetians, Panamas, Crepines, Silk and Wool and Pure Woolen San Toys, Eolennes, Poplins, Silk Striped Voiles, etc. Complete ranges of the latest smart and stylish for tailored suits. 48-56 inches wide, \$1.00 yard. Satin Soleil, Satin Raye, Ombre Serges, Striped Worsteds, Hairline Striped Satin Cloths, etc. Complete ranges of the latest smart and dressy fabrics for gowns and tailored suits. 46-50 inches wide, \$1.00 yard. Satin Directoire, a most durable material, always retaining its bright, lustrous sheen and soft draping finish. The ideal fabric for princess, empire and directoire gowns; for street or house wear: bois de rose, mordore, mousser, edel, shell pink, pearl grey, terra cotta, tan, navy, green, old gold, etc. 40 inches wide, \$1.00 yard.

A Clean-up in the Men's Suit Section To-Morrow

EASTER business has been enormous. Never knew that we had so many friends. We have always aimed to give the best quality we could find in all Canada for the money, and we are glad to see how appreciation of our efforts grows from season to season. But at Easter it passed all records, and many lines are threatening to "break." We are replacing such, and clearing out the balances.

To-morrow we cite a case in point—about One Hundred Suits ranging from \$10.00 to \$12.50 are to go at \$7.95.

Imported Tweeds and Worsteds — some plain blues in the latter.

Odd sizes, but 36 to 44 in the lot. Wednesday, \$7.95.



Four "Specials" in the Men's Furnishing Department Wednesday

2000 Silk Four-in-Hands for 48c apiece. Conservatively valued as high as One Dollar.

2500 Neglige Shirts for 59c, normally 75c, \$1.00 and \$1.25. Sizes 14 to 17.

150 Pyjama Suits for \$1.49, properly \$2.00 and \$2.50, medium weight, various styles; sizes 34 to 44

200 Garments of French Lisle Underwear for 89c each piece. Intrinsically \$1.25 a garment.

Dahlia Bulbs, 5c Each. Canna Bulbs, 10c each, 8 for 25c. Gladiolus Bulbs, per dozen, 15c and 25c. Tuberoses Bulbs, per dozen, 15c and 25c. Dahlia Bulbs, mixed colors, each 5c.

The Simpson Shoe for Men

New Spring styles are now in. Can't beat them.

Have you heard that we have put in some \$5 styles? Beauties.

Victor prices now include \$4.00, \$4.50 and \$5.00.



Men's \$2.50 Hats for 75c

Men's Derby and Soft Hats, in light and dark brown colors, fine grade English and American fur felt, up-to-date spring and summer shapes. Regular prices up to \$2.50. Wednesday, on sale on balcony, 75c.

We Open Our New Window Shade Section Wednesday

JUST in nice time for the Spring demand, our Window Shades are ready for inspection. Over in the northwest corner of the new store, we have set apart two whole "Squares" for the sole purpose of giving our customers a proper idea of the comparative possibilities of Window Shades, and a place to select them in comfort.

We have all the approved new things—Austrian, French, English and Germany—laces, insertions, plain motive treatments, etc., etc. Prices for shades this spring are lower than last year, that is to say, our qualities are better at the standard prices—25c to \$2.00.

AN INVITATION FOR WEDNESDAY—60c SHADES FOR 30c. 1000 Oil Opaque Window Shades, mounted on good spring rollers, and trimmed with lace or insertion. Various shades of cream and green. Regular 60c. Wednesday, each, 30c.

Foulard—The Silk of the Spring Season

THERE is something about Foulards which seems to suit the styles of the season. They are soft and "drapery," so highly satin finished. We have plenty, single and double width.

23 inches wide—75c, \$1.00 and \$1.25. 40 inches wide—\$1.50, \$2.00 and \$2.50.

The designs are distinguished in effect—some of them simple in pattern, others like dots, others rich with tracery and floral colors.

A SPECIAL OFFER OF NATURAL SHANTUNGS. A large number of Shantung lengths, enough for a dress and a coat, or two dresses for girls—14 to 19 yards. 17-1-2 yards for \$9.75. 18-1-2 yards for \$9.25. 19 yards for \$8.50, and so on, through the various lengths. We ask 55c a yard for these goods by the yard, and you save nearly a dollar when you buy the piece. On sale Wednesday.

GREENWICH

WE sell the famous Greenwich Linoleum. We have plenty of it. We have over twenty different designs—and picked designs with the entire product of the Greenwich Mills at our disposal to choose from.

We sell Greenwich cheaper than anybody else in Toronto.

FIRST QUALITY, regularly elsewhere \$1.10. \$1.25 and \$1.35, our price 89c.

SECOND QUALITY, regularly elsewhere \$1.00 and \$1.10, our price 79c.

EIGHT-FOLD? What does that signify? We have divided the stock of the Cloak Department into eight distinct classes or sections. It was too big to handle in any other way. Just as a little school starting out under one teacher with all subjects and all ages grouped at first in one room may grow into a regularly organized series of classes, each with its staff instructor, so has our Cloak Department grown.

To-day each class of stock has a section to itself with a "head" in charge. The wealth of merchandise included in our new Cloak Department is so great, so varied, so important, that virtually we have now EIGHT DISTINCT DEPARTMENTS where once we had but one. They comprise:

- 1. Ladies' and Misses' Tailored Suits. 2. Ladies' and Misses' Dresses. 3. Ladies' and Misses' Coats. 4. Ladies' and Misses' Separate Skirts. 5. Evening Dresses and Wraps. 6. Girls' Dresses and Coats. 7. Ladies' Waists. 8. Petticoats, Dressing Gowns; Wrappers.

Each of these departments is filled with Spring innovations. Never in our history were we so equipped to serve you. It is a fact—no mere self-confidence on our part. Ask your friends. Everybody is talking. Come and see.

We mention just a few things to ask for particularly:

- LADIES' COATS. New Long Coats, made with semi-fitted backs, trimmed with strappings and buttons of fine broadcloth, in black, brown and navy. Wednesday \$17.50. New Long Coats, of superfine quality cream serge, trimmed with strappings and buttons, fancy patch pockets. Wednesday \$17.50. Ladies' New Long Coats, of new shade greens, in two-tone stripe, all-wool material, made with semi-fitted back, deep vents at back and on sides, fancy pockets, button trimmed, a snap. Wednesday \$13.50. LINGERIE DRESSES. Dainty Princess Dresses of pink, white and pale blue mull and white lawn, fine tucked yoke and sleeves, lace insertion around waist and flounce on skirt. Wednesday \$7.50. LADIES' SEPARATE SKIRTS. Ladies' Skirts, of the new satin-faced cloth, in navy, brown, myrtle and black, and black

- and navy imported Panama, navy serge, and black and navy good bright lustre, made in a variety of flare gore or pleated styles, trimmed some with self folds, others with buttons. Wednesday \$3.95. GIRLS' DRESSES \$1.50. A splendid lot of Girls' Dresses, only arrived from New York this week, are of chambray, in navy, pink, and blue, also of prints and ginghams, in spots, checks, stripes and fancy patterns, made mostly in jumper style, trimmings are self-strappings or folds in harmonizing colors; sizes 10, 12 and 14 years. Extra special Wednesday, \$1.50. WHITE LAWN WAISTS. Tailored Shirt Waists, of fine Swiss lawn, has pleated front and back, pin tucks down front, shirt sleeves, link cuffs and laundered collar, white only. Wednesday \$1.50. Waist of fine Persian lawn, in white, has dainty V yoke of Swiss embroidery and Val. lace, high pointed lace collar, lace insertion down back, tucked sleeve. Special Wednesday \$2.95.

Housecleaning Time

800 yards Heavy English Pillow Cases, bleached, plain, free from dressing, close weave, 44 and 46 inches wide. Per yard, Wednesday, 12c. 200 only Tray Cloths, spoke hem-stitched all around, draw down work design, 18 and 27 inches, at each, Wednesday, 23c. 900 yards Bleached English Longcloth, also mandapian, beautiful fine soft make and finish, yard wide, perfectly pure, at, per yard, Wednesday, 9-1-2c. 100 only All Pure Linen Satin Damask Table Cloths, full meadow bleached, elegant new designs, with boring all around, 2 x 2-1-2 yards, at, each, Wednesday, \$1.97. 95 only fine full bleached American Crochet Quilts, hemmed ready for use, all splendid new designs, fine weave, easily washed, full double bed size, at, each, Wednesday, \$1.33.

Wall Paper Dept's Advice

1,650 rolls Imported Parlors, Halls and Dining Rooms, reds, greens, blues, browns and light shades. Regular to 60c. Wednesday 21c. 1,850 rolls Sitting Room and Bedroom Papers, in blues, greens, greys, and cream shades. Regular to 20c. Wednesday 12c. Regular 2-1-2c Room Moulding. Wednesday 1-1-2c. Regular 4c Chair Rail. Wednesday 2c.

Wednesday Groceries

2,000 stone Fresh Rolled Oats, per stone, 44c. Canned Plums, Lombard, gallon 5. tin. Regular 40c, per tin, 25c. Choice Sugar Cured Ham, half or whole, per lb., 15c. Pure Orange Marmalade, 5-lb. pail, 40c. Finest Canned Tomatoes, 6 tins, 45c. Canned Corn or Peas, 6 tins, 45c. Canned Pineapple, sliced, in heavy syrup, 1-1-2 lb., 2 tins, 25c. Fancy Java Rice, 3-1-2 lbs., 25c. St. Charles Evaporated Cream, per tin, 10c. Finest Messina Lemons, large size, 2 dozen, 25c. Kkovah Custard Powder, 3 boxes, 25c. Domestic Klipped Herring, in oil, 3 tins, 25c. 3 LBS. COFFEE, 35c. One of our popular blends; price a half less than elsewhere. 300 lbs. only, in the bean, ground, pure or with chicory, 2 lbs., 35c.

A Mid-Week Millinery Sale

DID you realize that you didn't have on a new hat last Sunday? Procrastination, you see. We advised you to choose early and save disappointment. Oh, well, here's bigger value than ever for Wednesday. 150 Ladies' and Misses' Trimmed Hats, Tuscan, Leghorn and fancy straw shapes; all are very stylishly trimmed with lovely ribbons, flowers and fruits; no two alike, any and every one a beauty. Special sale Wednesday, \$5.00.

1,200 Umbrellas for 78c

Regularly \$1.25 and \$1.50. WE have held big sales of rubbers, now we are going to the other extreme and holding a big sale of Umbrellas. Everybody needs an Umbrella in April, the month of showers. Everybody is always losing umbrellas, and nobody ever finds any. Here's a great chance—a good umbrella for 78c! Gentlemen—you have no excuse for borrowing umbrellas any more now. 1200 Umbrellas for men, fine taffeta tops, close rolling, best steel frames; the handles are boxwood, cherry and Congo; all are neatly mounted in silver. Regular \$1.25 and \$1.50 each. Special Wednesday 78c.

Clearing Sale of Girls' Wash Dresses Wednesday

SECOND FLOOR. WE took all the maker had of these Girls' Spring and Summer Dresses, and got them at our own price, which figures out the cost to you at about half what we would have to ask regularly. Don't miss this chance to save if you require girls' wash dresses. Little Girls' Dresses, two pretty styles, made in fine check gingham, colors green and white, blue and white, pink and white, both styles handsomely trimmed with fine white embroidery, guaranteed fast colors. Sizes for ages 1, 2, 3, 4 years. Regular values \$1.25 and \$1.50 each. Wednesday sale price 75c. Girls' Wash Dresses, light or dark blue print; waist and skirt styles, trimmed with lace, insertion and frills of material, full wide skirts. Sizes for girls 6 to 10 years of age. Regular price 90c and \$1.00 each. Wednesday sale price 50c.



438 a modern heating, and two lines of H. H. Realty PROBS TURK REM B Garrison Surrou Dema Min Re n CONSTA troops of t demonstrat flament-bul of union ar ment. They dem grand vicie of war and bar. The outbu ger issued that they r der all cit upon to ab lists. The muti nated all 12 of union ar prisoners. Only a fe from takin tion. The latte lerymen at the war m They hav approachin the course s sons were Deputies G in orde the questio and appoi owing to i impossible Deputy his way to Russin Ja places the teen and t There is the minist has been r of marins, minister of mutines confirmed. The cabin in the cur resignation situation A new m evening. The late Pasha, wh ambassador of the new Pasha min was the Greek war the Yildie ed with ch The suits to the cha that His cabinet's r ministry w Measures continued, the counti it came troops had could retu the people The trad iastic chee The gov the intense defensive tified to b perse miss Mahamou er of the fi orous orde of the mo sary. It mentioned. At dave poral and the Moha parliament offices. The ed several bridges, w hour to pr a suburb o er from. belonging Pasha, the Forts at H four, his learned th with the and some had matti in the han surrounded manding ment. The sit strained f to the gr coming the the Liber attempts public aff of Fiasat Liberal s to have lical fea carrying committee other wor violent parliamen followed grand viz chamber the crow that just MR. OTTAW Borden H went t back for Thursday ments th with rega