

H. H. FUDGE, President. J. WOOD, Manager.

THE SIMPSON COMPANY LIMITED

PROBABILITIES. Cool and showery at first, followed by strong north and north-west winds, and clearing.

THE SIMPSON COMPANY LIMITED

MONDAY, APRIL 19

What People Say About Simpson's Dress Goods

No. 6—The Commercial Traveller From the Old Country.

NOT the least complimentary of our visitors must be counted the travelling representatives of the mills of Great Britain and Ireland. They come to us for orders sometimes, not always realizing that we send to the English mills direct.

When they see our Dress Goods Department, it surprises them. Especially has this been the case since we moved into the new building. One of them was asked what he thought of the new Simpson Dress Goods and Silk Department now.

"Gentlemen," he said, "I've been living all my life in a city of little shops, and travelling in a land of little shop-keepers. This is my first trip to Canada—and I haven't a word to say."

Black Worsted and Broad-cloths, fast dyed blacks, woven from selected yarns, by makers of the highest class fabrics only.

Simpson's Princess Broad-cloths, suede finish, perfect material for the present classic style gowns and tailored suits.

Magnificent range of Pastel Shadings, light blue, shell pink, apricot, straw, rose pink, blue, peach, etc. Smart and correct weights for evening gowns, dresses and cloaks.

Novelty Striped Broadcloths, sombre and other effects, navys, browns, greens, canard, taupe, etc., 46 inches wide, \$1.50 yard.

Exclusive Worsted Suitings, only one suit length in each

style and coloring, which are the most fashionable procurable. 58 inches wide, \$2.00 yard.

Also in special ombre effects, 52 inches wide, \$1.50 yard.

Fancy Worsted Striped Suitings, giving the greatest satisfaction in wear and stylish appearance, new blues, new browns, greens, visteria, smoke, stone, coal, mouse, mordore, etc., 48 inches wide, \$1.25 yard.

Individual Costume Lengths, Striped Satins, Bengaline, Cotte, Ottoman and other new cord effects, Satin Cloths, Satin Soie, etc., one length only in each coloring, all the newest shades included in this lot, correct fabrics for evening and social occasions, house dresses, street or carriage wear, \$15, \$16, \$18, \$20, \$25 each.

Satin Directoire Cloths, sheer fabric of silk and wool, will neither crush nor spot, every conceivable shade included, 40-44 inches, \$1.00, \$1.25, \$1.50, \$2.00 yard.

We Have More Twenty-Five Dollar Suits



OUR twenty-five dollar suits for women seem to be duplicating their last year's success with interest added. We had run short of sizes in several lines and we had to hurry along the second shipments on order. They are here now, opened up and will be on display in the department to-morrow. The styles are varied, new most of them and different to what we have already sold. They were made specially for us by various manufacturers, being copied from successful high-priced New York suits.

The materials are of the newest fashion, Clifton broadcloths, Rajahs, Satin cloths, Panamas, in stripes, diagonals, and novelty effects of various kinds. Every garment thoroughly new and of distinguished type, thoroughly tailored, and lined with silk, satin and other new cloths. Blacks, sage, green, grey, taupe, fawn, terra, smoke, ashes of rose, navy and brown.

\$25.00

ONE OF THE SEASON'S RAINCOATS. Rich Moire Silk, full length model, strapped over shoulder and back, turned cuffs and tab pockets, reversible high or low collars, black, brown, navy and grey, \$18.50.

THE NEW VOILE SKIRTS. Voile Skirts, made in our own factory. Modeled on expensive New York skirts. Made of crisp imported voile. Perfect dense black. In every way as good as the original models, but at much less than half the price. Here are descriptions of three special favorites:

At \$5.75—Black voile, 9 gored flare style, trimmed with a fold of taffeta silk around the bottom and carried up side, silk buttons.

At \$5.75—Black voile, 13 gored flare, trimmed with three folds of narrow satin bands around bottom, and graduating up left side, satin buttons.

At \$12.50—Black voile, elaborately trimmed with satin folds around skirt, forming deep V each side, and finished with silk tassels and directoire buttons.

WAISTS OF THE UTMOST VARIETY. One of the largest stocks of waists that we have ever shown is placed at your disposal. And every garment in the stock is new and dainty. To attempt to give an idea of its range is to attempt the impossible. But the following should be seen to-morrow, as every one is of value:

Fine lawn, handsome embroidered fronts and tucks, \$9c, \$10.00, \$12.50.

Tailored Shirt Waists, tailored pleats and tucks, \$9c, \$10.00.

Very fine embroidered and lace trimmed lawns, \$1.95, very special.

Handsome Embroidered Waists, lined silk, \$2.95 and \$3.95. Both these lines very much under regular price.

Rich Satin Waists, Skinner's guaranteed, \$5.00.

Natural Dyed Shantung Silk Waists, tailored, \$2.95.

New designs in New York Waists arrive every day.

Reprinted Copyrights

These books were published first at \$1.25 and \$1.50.

The plates have been put on the press, and another edition run off—exactly the same—and we have them to sell at 50c a copy.

Bound in cloth, too. A few of the many titles out of over 300 to choose from.

SPECIAL 50c

"An Olympic Victor," J. B. Connolly; "The Coast of Destinies," M. D. Post; "The Heart Line," Gelett Burgess; "The Mystery of the Four Fingers," Beverley of Graustark; McCutcheon; "The Black Flag," L. J. Vance; "Satan Sanderson," H. E. Rives; "The Colonel of the Red Hussars," Scott; "The Audrey," Johnston; "Graustark," McCutcheon; "Half a Rogue," MacGrath; "Lavender and Old Lace," Reed; "The Sorrows of Satan," Corelli; "Spoliers," Rex Beach; "The Fides of Barnagat," Hopkinson Smith; "Nancy Starr," Lane; "Whispering Smith," Spearman; "The Younger Set," Chambers; "The Audrey," Johnston; "The Brass Bowl," Vance; "The House of a Thousand Candles," "The Maquerader," Thurston; "The Lion and the Mouse," Klett; "The Virginian," Water; "The Devil," Molnar. Etc., etc., etc.

On sale in the new Book Department, First Floor, southwest section, Richmond, and James.

\$3.25 Umbrellas \$2.10

72 Ladies' Umbrellas, best taffeta silk mixed, close rolling covers, fitted with silk case, paragon frame, steel rod, large variety handles, in horn, gunmetal, Dresden and silver knobs, a few boxwood crooks, all neatly mounted in sterling silver and gold. Regular \$3.00 and \$3.25. Tuesday \$2.10.

Furniture Economies

60 Rattan Arm Rocking Chairs, lovely design in brown, green or natural finished reed, deep roll seat and arms, very comfortable and easy rocking. Tuesday \$2.25.

15 sets Dining Chairs, in sets of 1 arm and 5 small chairs, solid oak; frames, golden polished, padded seats and backs, upholstered in choice green leather. Regular \$48.00, Tuesday \$30.00.

50 Hall or Desk Chairs, solid oak, golden or early English finish, padded leather seats, massive and handsome. Regular \$6.75, Tuesday \$4.00.

Sugar—20 lbs. for \$1

One car Redpath's Granulated Sugar, 20 lbs., \$1.00. Lake of Woods Five Roses Flour, 1-4 bag, 88c.

Pure Maple Syrup, new, in Imperial gallon tin, per tin, \$1.35. Choice Picnic Hams, 6 to 8 lbs, each, per lb., 12c.

Preserved Snow Apples, in 3, 4, 5 tin, ready for table use, 2 tins, 25c. Saxon or Banner Oats, large package, 25c. 200 bottles Imported Pickles, Rowatt's, white onions only. Regular 25c., per bottle, 18c.

Finest Lima Beans, 3-1-2 lbs., 25c. Finest Japan Rice, 4 lbs., 25c. Canned Corn or Peas, 3 tins, 25c. Canned Green Beans, small and tender, 3 tins, 25c. Scott's Taylor's Worcester Sauce, large bottle, 3 bottles, 25c.

The New Dress Trimmings in Profusion

Adjacent to New Queen St. Entrances

NEW Dress Trimmings, Garnitures and Persian all-overs in extraordinary choice and variety, such a display as one would expect to see only in New York, London or Paris. Ball and drop effects in Jet, Metal and Silk, Fringes in every new tone, button effects with loops, etc. Gold and Silver Tosca nets and tissues, the new Zouave and Bolero coatees, Battenberg coats, and, literally, hundreds of new designs in lovely net bandings and embroideries in every width and style.

NOTE—Our stock of Soutache Braids is incomparable for choice of color, and quality of braids, over 100 colors to choose from.

A Sale of Pretty Cushions

WE offer the Canadian set of an English manufacturer's samples. Cushions worth up to \$8.50 each. They have been out on the road with the travelers, and we get them now at a fraction of the price on regular stock.

In the Art Needlework Department, just inside the new entrance on Queen Street.

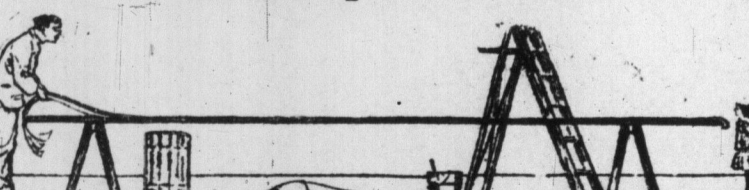
A very unusual sale of Cushions. See window on Monday. 180 Travellers' Samples, consisting of every conceivable style, suitable for any and every purpose. These we are putting on sale at one-half, and even one-third, the regular prices, as description below will show:

Lot 1—35 only of the very best qualities in Brocaded Silks; some frilled, others corded. These are feather filled, not down, and ordinary prices would be \$4.50, \$6.50 and \$8.50 each. All priced at \$2.98.

Lot 2—56 Rich Silk Tapestry and Brocade covering, filled best down, in 22 and 24-inch size. Usual prices \$2.00 to \$4.50. All one price, \$1.08.

Lot 3—85 Dainty Cushions, in washing and tapestry materials. Regular up to \$2.00. All for 98c.

Wall Paper Advice



Cover up your dingy walls. Be cheerful. Surround yourself with pretty colors. Let indoors be just as bright as the sunshine, whether it is sunshine or rain outside. Paper is cheap enough—at this store. We have the widest sort of selection, and can get you almost anything you take a fancy to.

Tapestry effects, in English, German and American Wall Papers, for dining rooms, halls, dens and sitting rooms, in reds, greens, browns, greys and their color blends, with uppers, either plain or frieze. Prices 25c, 35c, 50c, 75c, \$1.00 and \$1.50 roll.

Silk and Satin Effects for parlors, drawing rooms, in champagne, apple green, reseau, pink, old rose, snuff and tobacco grounds, yellow and grey effects, effective designs and colorings. Prices 25c, 50c, 75c, \$1.00, \$1.50 to \$3.00 roll.

3,000 feet Room Moulding, white enamel, 1-2 in. wide. Regular 2-1-2c. Tuesday 1-1-2c.

Have You a Rain Coat?

If not, why not? Now, don't tell us that the question is impertinent. We don't mean it that way at all. Raincoats are part of our business, and we have beauties this Spring. You need a raincoat—let us show you.



Men's Raincoats, in dark grey, fawn and olive shades, in fine English covert cloth, cut 50 inches long, with full skirt, roomy and perfect fitting. Extra special value, \$12.00.

Men's Fine High-grade Raincoats, in a complete range of new spring shades, in fine imported covert cloths, thoroughly rainproof, made up in newest style, heavy moirai body linings and glassed sleeve lining, \$15.00.

Men's Raincoats, made from a superior fine imported Venetian-finished covert coating, light weight, guaranteed strictly waterproof, comes in every desirable shade, including black, made up in perfect fitting dressy style, suitable for fine or stormy weather. Special price \$18.00.

SPECIAL CLEARING SALE OF MEN'S WORSTED PANTS, REGULAR \$3.00, \$3.50 AND \$3.75. CLEARING TUESDAY \$1.97. 300 pairs Men's Pants, made up from fine imported English worsteds, in the very latest stripe effects, new grey shades and fancy grounds, with quiet neat stripe effect, and shaped in the newest style, nicely finished and well tailored, side and hip pockets. Sizes 32 to 44. Regular \$3.00 to \$3.75. Clearing Tuesday \$1.97.

Men's Night Apparel

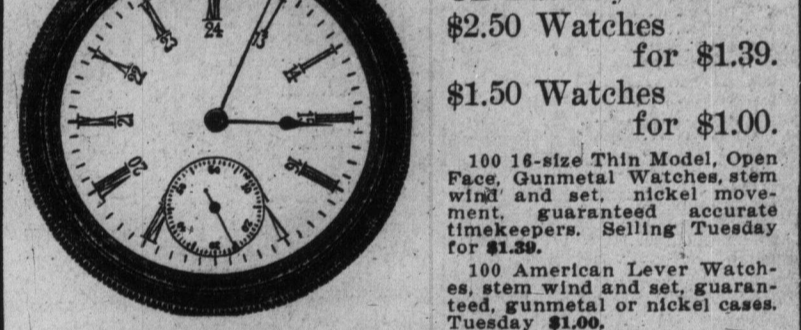
American Pyjamas, of fine, soft swastee, in plain blue, mauve, white, pink and pongee shades, high class workmanship throughout, ensuring perfect fitting qualities, trimmed with frogs, \$1.50, \$2.00, \$2.50.

TWO EXTRA SPECIALS. 100 Suits of Pyjamas, of English flannel, with lay-down collars, also fine striped material, military style. Sizes 34 to 42. Regular to \$1.50. Tuesday 87c.

500 Flannellet Shirts, in a large variety of stripes, collar attached, and pocket. Sizes 14 to 17. Regular \$2c. Tuesday 39c.

Welcome to Watches

Who would go without a watch nowadays? Time is more valuable than ever before in the history of the world—and good watches are cheaper. On Tuesday we sell \$2.50 Watches for \$1.39. \$1.50 Watches for \$1.00.



100 16-size Thin Model, Open Face, Gunmetal Watches, stem wind and set, nickel move. guaranteed accurate timekeepers. Selling Tuesday for \$1.25.

100 American Lever Watches, stem wind and set, guaranteed, gunmetal or nickel case. Tuesday \$1.00.

Small pattern centres and plain borders are strong in this collection. Designed to go with mission furniture and furnishings.

Some idea now of prices. 9 ft. x 10 ft. 6 in. \$19.50. 9 ft. x 12 ft. \$22.50. 10 ft. 6 in. x 12 ft. \$25.50.

As an introduction on Tuesday we will sacrifice a proportion of these prices and sell 200 Rugs as follows:

New Velvet Rugs, the very best quality, woven in one piece, new medallion and plain border designs, exact copies of real Turkey Rugs, and self-color florals: 9 ft. x 10 ft. 6 in. Tuesday, each \$16.48. 9 ft. x 12 ft. Tuesday, each \$18.48. 10 ft. 6 in. x 12 ft. Tuesday, each \$22.48.

Corsets for Tuesday

SAVE fifty cents a pair on these fashionable corsets. They are made in our own factories, and we can guarantee everything in them. Phone orders filled.

Ladies' Fine Corsets, made of extra quality white batiste, medium high bust, long hips, skirt extension, back 16 inches long, bias cut, filled with fine rustproof steels, four wide steels, four plain elastic garters, trimmed with lace and ribbon. Sizes 18 to 26 inches. Regular value \$1.50. Tuesday, a pair, \$1.00.

Nainsook Night Dresses, dainty slip-over style, elbow sleeves, lace heading and silk draw ribbon on neck and cuffs; lengths 56, 58, 60 inches. Tuesday, each, 75c.

Night Dresses, of fine nainsook, slip-over style, three-quarter sleeves, neck and cuffs trimmed with fine lace heading run with silk ribbon; lengths 56, 58, 60 inches. Tuesday, very special, 50c.

Combination Two-piece Suits, corset cover and drawers in one. Fine nainsook, trimmed with lace, small tucks, headings and silk ribbons. Sizes 32 to 42 inches. Regular \$1.75 each. Tuesday, each, \$1.35.

Corset Covers, fine cotton, full front, deep embroidery and tucked yoke, embroidery frills, silk draw ribbons. Sizes 32 to 42 bust measure. Regular price 75c each. Tuesday, each, 47c.

Maid's Aprons, fine lawn, plain bib and shoulder straps, 6 inch hem on skirt, pocket and wide sashes, extra large size, 39 in. long by 45 in. wide. Regular price 65c each. Tuesday, each, 47c.

Princess Overall Aprons, fine ging-ham, small blue and white check, frills over shoulders and on bottom of skirt, buttons in back, pocket. Regular value 90c each. Tuesday, each, 60c.

Plain Aprons, fine white lawn, deep hem, sashes, size 38 x 40 inches. Regular 30c each. Tuesday, each, 19c.

Petticoats, fine cotton, deep flounce, two insertions and ruffle of heavy Trench lace, dust ruffs, French band, lengths 38, 40, 42 inches. Regular \$1.63 each. Tuesday, each, \$1.25.

Fashionable Silks

Satin Directoire Nouveau, a new dress satin, rich mousseline finish, in the latest color tints for street or evening wear, 40 inch, \$2.50 yard.

Cotelle Pongee, a rich corded weave, superb quality, strictly new weave this season, all colors, also white and black, 27 inches wide, \$1.75 yard.

Satin Romano, soft draping weave, rich lustrous, all the most fashionable and scarce shades, 40 inches wide, \$1.60 yard.

French Tussor, a new weave this season, bright lustrous crepe finish, in all the new spring shades, 34 inches wide, \$1.25 yard.

Velvet Rugs Will Wear

"YOU can't beat a velvet," says our carpet man, who was thinking more about quality and beauty than he was about housecleaning when he said so. We have just received our new Seamless Velvet Rugs. We are proud of them. Naturally. But this season we have so many more, and so much more variety! We have twice the space we had last Spring, and, consequently, we've the opportunity to show twice as much. And so we do. Come and see.

Small pattern centres and plain borders are strong in this collection. Designed to go with mission furniture and furnishings.

Some idea now of prices. 9 ft. x 10 ft. 6 in. \$19.50. 9 ft. x 12 ft. \$22.50. 10 ft. 6 in. x 12 ft. \$25.50.

As an introduction on Tuesday we will sacrifice a proportion of these prices and sell 200 Rugs as follows:

New Velvet Rugs, the very best quality, woven in one piece, new medallion and plain border designs, exact copies of real Turkey Rugs, and self-color florals: 9 ft. x 10 ft. 6 in. Tuesday, each \$16.48. 9 ft. x 12 ft. Tuesday, each \$18.48. 10 ft. 6 in. x 12 ft. Tuesday, each \$22.48.

Odd Pairs of Lace Curtains Half-Price

HAVE you a place for a single pair of good lace curtains? They'd do for a parlor or any good room with only one window. One of the pair has been soiled from use as a sample in our department. We'll sell you the clean one to match and charge you half price for the pair.

Odd pairs of Nottingham, Swiss, Renaissance, Marie Antoinette, Brussels and Arabe Lace Curtains. Regular 75c to \$40.00. Tuesday, per pair; half price, 35c to \$20.00.

One curtain of each pair is slightly soiled from use as samples.

Men's Spring Hats

Men's Derby and Soft Hats, new and up-to-date spring shapes, in special grade imported English fur felt; colors in soft hats, black, brown, grey, fawn and green. Tuesday special \$1.00.

Men's and Boys' Caps, in a complete range of newest tweeds, and in grey, navy and black serges, golf, Norfolk, Varsity and Bulldog shapes, silk lined, best finish. Tuesday 50c.