Telephone Number Main 7841

H. H. FUDGER, President.

1. WOOD, Manager.

Store closes 5.30 p.m.

Manly Rain Coats

\$10.00 to \$15.00

day he'll get caught. If ever a man looks foolish

it is when he is caught in the rain. A rain coat is

MAN without a rain coat is like a man that

not like an umbrella-useless unless it does rain. You

can wear a rain coat as a light overcoat in cool weather,

rain or shine, carry it on your arm when you go away

on a trip. You'll find it useful on the boat, on the

shore, in the morning, for chilly mornings, wet days,

and rainy nights. An umbrella is all very well but a

Men's English Cravenette Raincoats, dark grey or fawn shades, single breasted Chesterfield style, full length. A splendid coat for sunshine or rain.

walks a tight rope, he takes chances. Some

Wednesday, May 11, 1910.



To-day's Sale of Ladies' Tailored Suits to Measure at \$28.75 and \$33.50

MADE in our Ladies' Tailoring Department and strictly tailored. We guarantee a perfectfitting suit cut and fitted by an expert in ladies' tailoring. A beautiful range of suitings to choose from - fancy mannish English worsteds, French diagonal worsteds in every new shade. Black and navy twill suitings, all wool Panamas. heavy weight Santoys, and our black, navy and mauve cheviotsfabrics specially adapted for tailor-made suits, as they retain shape. Lined with our Princess Peau de Soie silk, our guaranteed silk twill lining.

THE \$28.75 SUITS

(A choice of any of our Suitings at \$1.00.) Plain tailored coat, with silk collar and plain or pleated skirt. Suits finished complete, and fit guaranteed. Special for 7 days only \$28.75.

THE \$35.50 SUITS

In the better suit you can have a lovely choice of In the better suit you can have a lovely choice of the newest in homespuns, worsted suitings, broadcloths, or any other suitings at \$1.50 yard. We are including the dull mourning shade of purple, and a lovely raven deep black in our \$1.50 yard broadcloth. Coats are lined with our guaranted untearable taffeta, or any other silk desired, at 75c yard. Nice plain tailored coat, with skirt made in any style; guaranteed perfect fit, and made to measure, for \$33.50.

Have You a Wedding Present to Buy?

CONSIDER the desirability of silver as a tribute to the bride, Silverware for her new home. She expects to be nicely set up with silver-every bride does. Don't let her be disappointed. Silverware as a rule seems rather an expensive luxury for a young couple to buy themselves.

This store sells good silverware at very sensible prices. If it is the beauty and practical utility of the articles themselves that you consider, then this is the store to come to, for we sell silverware at plain democratic prices.

\$6.00 Bake or Pudding and Sugar, bright silver finish, bead border, gold lined. Reguancy handles and feet, bead lar value \$3.00. Thursday Dishes, bright silver finish, fancy handles and feet, bead trimming, removable rim, \$1.98. white enamelled pudding dish. \$3.0

\$3.00 Dessert Sets, Cream \$1.98.

\$3.00 Chocolate Pots, satin Regular \$6.00 value. Thursday finish, engraved shield. Regus lar value \$3.00. Thursday



22 Sample Lace Coats from Brussels, just secured from lace traveler who has finished his Canadian trip. Duchesse, Battenberg, crochet and heavy braid

effects, all different designs and lengths, some are almost down to the feet, regular prices \$18.50, \$20, \$22.50, \$25 and \$30. To clear Thursday \$9.75,

A Purchase of 100 Dozen

Real Battenberg Centres At Half-Price

Fancy Need ework Department, Main Floor

TO ALL Spring household renovators this is a par-1 ticularly timely purchase. 18 x 18-inch Real Lace Battenberg Centres, with three different designs of lace to choose from, all of the daintiest and newest style, suitable for table, sideboard, pedestal or bedroom. Thursday 121/2c each, or \$1.45 per dozen.

Groceries

1.000 lbs. Dairy Butter, in prints,

Maggi's Soups, assorted, 6 pack-

Salt, in 5-lb. bag, 3 bags 14c. Telephone direct to department.

35c ASSAM TEA 28c. 300 lbs. Fine, Rich, Full Bodied Assam Tea, a 35c tea anywhere. Thursday, per lb. 28c.

Toilet Needs 20 dozen Gentlemen's "Rubbeset" Shaving Brushes; every brush guaranteed. Special Thursday 33c. Better qualities at 50c, 75c, \$1.00, \$1.25 to \$2.00. 10 dozen Heavy Cloth Brushes with rosewood backs. Regular 50c Thursday 25c.

20 dozen Ladies' 9-inch Rubber Dressing Combs, best value in Can-ada. Thursday 25c. French Scented Soap, assorted odors, 3 cakes in box. Regular 40c.

Witch Hazel Soap. Regular 10c per cake. Thursday 4 for 25c.

regular \$6.00

2.38

Third Floor SOME new and attractive waists are herewith described. Our New Waist Department

New Waists in The New Dept.

is as allowing as taste, moderate prices, and endless variety can make. A new White Vesting Waist, the of linen used. See that "Simpson

lar lapel, caught up at side by large pearl buttons; this comes in various small designs, and sizes 32 to 42.

Very special \$1.25

whole front tucked with a triangu- Green Label" is attached to each of lar lapel, caught up at side by large our "Challenge" Waists.

rain coat is the "sporty" proposition.

Simpson's "Challenge" Pure Irish Linen at \$1.95 and \$2.75 are without rivals, both in the make and quality

very wide panel of rich silk embroidered cuff. Sizes 34 to 42. Very special Thursday \$1.95.

"Cute" Things for Babies

PAINTINESS, wide choice, reasonable prices, are the outstanding features of this section. You cannot do better than buy all Babies' trousseaux here. We offer good reasons for you to come here Thursday and choose:-

ery medallions, Val. lace insertions and tucks, lace frills and fancy braid. Sizes 6 months to 2 years. Special value 75c.

Skirts, with waist, fine nainsook, insertion and frill of Val. lace, tucks. Sizes 6 months to 6 or pink or blue stripe gingham; styles for boys

Robes, fine lawn, yoke has embroidery medulions and insertions of Val. lace; skirt has into 6 years. Special 50c.

Short Dresses, fine nainsook, yoke of embroid- | sertion and frills of wide Val. lace, fancy braid. Special value \$1.75.

Children's Rompers, fine dark blue chambray, styles for boys or girls. Ages 2 to 6 years. Special 35c. Children's Rompers, fine dark blue chambray

or girls. Ages 2 to 6 years. Special 50c. Overall Pinafores, fine dark blue chambray or

Simpson Values in Women's Underwear

Ladies' Vests, Swiss ribbed lisle thread, low ! neck, short or no sleeves, lace beading and ribbon! Sizes 32 to 38 bust measure. Regular value 45c. Thursday 33c.

Children's Waists, fine ribbed cotton, reinforced with tapes, buttons for outer garments. Sizes I to 12 years. Regular value 25c. Thurs-

Ladies' Vests, fine Swiss ribbed white cotton, low neck, no sleeves, fancy yoke, beading and Thursday 25c.

value 25c. Thursday 18c.

Ladies' Vests, fine ribbed lisle thread, low neck, no sleeves, beading and ribbon. Sizes 32 to. 38 bust measure. Regular value 50c to \$1.00. Thursday half-price. Ladies' Vests, fine ribbed white cotton, high

neck, button front, long sleeves, summer weight. Sizes 32 to 42 bust measure. Regular value 35c.

Girls' White Lawn Dresses Graduate

OUT they go to the quick-step tune of Half Price. Don't miss this opportunity if you have girls to dress. The maker made us a big price concession to clear these two styles. That's the reason for the big reduction. Phone orders filled. 190 only Girls' White Dresses, fine !

120 only Girls' Dresses, extra fine white lawn, semilawn, waist, skirt and sleeves tucked, lace princess style, with Dutch neck, long sleeves, trimmed frill on neck and cuffs, deep hem on skirt, neck, front, skirt and sleeves, with extra fine hand em-3/4 sleeves. Sizes 10, 12, 14. 16 years. Regbroidery insertion, and fine French Val. lace insertion. ular price \$1.50 each. Thursday, each, Waist has small tucks. Sizes 10, 12, 14, 16 years; a beautiful dress. Reg. price \$5.50 each. Thursday each \$2.75.

Sale of Ostrich Feathers

800 Ostrich Feathers - beautiful qualities, rich, long silky fibre-every one perfect-new goods-they come in white, cream and black. We have never offered such brand new goods at such favorable prices. 16 inches long,

regular \$3.50 regular \$4.50 3.38

18 inches long, |201/2 inches long, 4.38



Men's Imported Waterproof Coats, thoroughly rub-berized, in a rich olive fawn shade, cut in single breast-ed style, with double storm front and patent pockets.

Sizes 36 to 46, \$12.00.

Men's Light Fawn English Paramatta Waterproof
Coats, thoroughly rain-proof; cut in single breasted
style, with neat Prussian collar. Sizes 36 to 46, \$15.00.

Our Department of Men's Hats

Y/HEN a man comes through the winter and staggers half way through the spring with one hat, he's doing pretty well. That is to say his hat has earned a dividend-and a re-



We urge the reader to realize the date of his tile and come to us.

Men's Stiff Hats, new and up-to-date spring and summer shapes, made from fine English fur felt, and a specially good line of hats to wear, black only. Thursday special \$1.50.

Men's Stiff Hats, new and Men's and Youths' Soft Hats, trooper, crusher, neglige and Alpine shapes, colors Cuba, brown, slate, grey, green or black, extra fine qualities. Thursday bargain \$1.00.

Gardeners, Do You Realize the Date?

RUY YOUR seeds and get them in. Our flower department sells seeds and plants at Simpson prices. "It makes a difference."

18 packets Flower or Vege-able Seeds for 25c.

Onion Sets, regular 15c per pint, Thursday 2 pints for 15c. Lawn Grass Seed, per lb.

Boston Ivy Plants, 2 years Pansies, large flowering, per box 20c. Geraniums, large plants, 150

Seasonable Suggestions From the Furniture Department

Refrigerators Brass Beds.

case, with galvanized steel lining, in white enamel, large ice chambers, provision compartment fitted with adjustable shelves. Thursday \$16.50.

Refrigerators, in solid ash case, with galvanized lining, in white enamel, large ice chamber, provision compartments fitted with adjustable shelves. Thursday \$14.00.

Refrigerators, made in solid ash case, with galvanized lining, fitted with adjustable shelf provision compartment, Thursday \$28.00.

Refrigerators, in solid oak | large ice chamber. Thursday

bright finish, heavy 2 in. posts, with filling, extension foot end. Sizes 4 ft. and 4 ft. 6 in. Thursday \$20.75.
All Brass Beds, with 2-inch

posts, heavy filling, extension foot end, bright or dull finish. Sizes 4 ft. and 4 ft. 6 in. Thursday \$16.00. All Brass Beds, heavy 21/2-in.

posts, very plain, neat design, extension foot end, in bright or dull finish. Size 4 ft. 6 in.

A Twelve-by-Ten Tent for \$9.90

Jimensions:		1
Height		
Length		7 teet
Width		12 feet
TICIPILL	of walls	ACMEDICAL DESCRIPTION OF THE PROPERTY OF THE PERSON OF THE
omplete with	n guy ropes	3 feet
CHARLES THE RESERVE TO SERVE THE RESERVE TO SERVE THE RESERVE TO SERVE THE RESERVE THE RES		

3,400 Rolls of Wall Paper

600 yards Dyed Burlaps. Regular 30c. Thursday 23c.
8,000 feet Room Moulding. Regular to 2½c. Thursday 1c.

'Whirlwin Raise S able Ob Thousar Vitally

and devoted f securing \$150,00 men's Christia At 12.30 to-di will be held, at as well as from committee, who move than 10,00 As far as possib employs women day, and those portion of the n d, are giving

ed. are giving of help the cause al Only \$40,000 is the amount which undertaking for nent basis.

Rev.W.F.Wilson fay's luncheon, as women were scatted by the comfort advantages of a nent. It was a wallence for the mare of the comming the Y.M. C. were about 6000 subscribers were vaplended opportunitizens to become nothe biggest company of the biggest company of the biggest company of the cause of the comming the property of the comming the process of the cause of the

in the biggest commovement that Totaken.

It is only \$40,000 are not solicited scriptions in direc The Spirit This is what wrote to J. M. G "I notice you for the Young W sociation. As you strong on religion starts in to do a men and the kids "I have just ha from the little tes

Continued on NO EXPLOSIO agship London antic battleship applosion was r arred, arrived 1 Rumors to-da board are w

ORONTO REAL for his and urope. It is relie mission is to condicate an opti mber of promit this city, a re dicate having k over the var Toronto's sur Limited, are usiness with

neir London of away three med staff take car