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

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES.
Moderate to fresh westerly to northerly winds; fair, with lower temperature.

THE ROBERT SIMPSON COMPANY, LIMITED

Wednesday, April 28.

$10,000 Worth of Dress Waists to be Sold at Reduced Prices.

Nearly Every Waist an Exclusive Novelty of the Foremost Fashion.

JUST THINK OF IT—$10,000 worth of expensive Dress Waists---and practically every one an INDIVIDUAL! And instead of extravagance and the half-remorse which is apt to follow the most delightful of purchases, positive economy and the genuine satisfaction which accompanies a real saving on something you dearly want.

You know that we have come into possession of the Rea Store and its exclusive stock. We have taken over part of this stock to sell in our own store---the Millinery and the Waists. Every single waist has been re-priced for Thursday's selling. On some you save 50 per cent., on others 33 per cent., on others 25 per cent., according to the Simpson standard of value. They are all new, have no duplicates elsewhere, and may be said to exemplify the fashionable ideals of this Spring for dress or semi-dress occasions. Satin and Lace Models, almost every one different.

Hand-made real Lace Waists, were marked $9.00, $10.00, $12.50—Thursday $6.95.

Lace and Net Waists, elaborately trimmed, were marked $6.50 and $7.50, and a few $8.50—Thursday $4.95.

Satin, Messaline and Taffeta Silk Waists, were marked $5.50, $6.50, $7.50, $8.50 and $10.00—Thursday $4.95.

Lingerie Waists, of lawns, nulls, vestings, batistes, were marked $3.50, $4.00, $4.50, $5.00—Thursday $2.95.

Were Marked	$10.00	$12.50	$15.00	$18.50	$25.00	$35.00	$50.00	$60.00
Thursday	$6.50 to $8.50	$7.50 to $10.50	$9 to $12.50	$10 to $15	$15 to $18.50	$18.50 to $25	$25 to $35.00	$35 to $45.00

"What is There in the Simpson Suits, I Wonder?

YOU MAY well wonder when you see how the Suit Department is thronged. We will tell you what it is—it is just this :—

"Man" Tailoring at Moderate Prices

Come and see the splendid gathering of Women's Suits at $15.00, $16.50 and $25.00.

3 or 2-piece styles, made from finest fabrics, in accord with the latest decrees of the masters of fashion. Choose from

Stylish Three-piece Suits of Panama.
Stylish Two-piece Suits of Prunella.
Two-piece Satin Striped Shadow Effects.
Three-piece Suits of French Serge.
Two-piece Suits of All-wool Checks.
Two-piece Suits of Smart Mixtures.
Two-piece Suits of beautiful English Worsteds.

Strictly new models, possessing the style and quality found only in higher-priced suits. There is an attractive variety of style in both 2 and 3-piece models. All the mannish tailored hipless and slightly fitted effects. All the new skirts, latest ideas in trimmings on both coats and skirts. Coats lined with best quality material only. In new tones of colorings.

$15.00, $16.50 and $25.00

In the Costume Department

GOWNS for the social occasions of spring; coats to cover them. Plenty of choice and everything such as refined tastes appreciate.

The gowns mentioned were purchased under unusual conditions, and the prices reflect our good fortune.

150 EXQUISITE SILK COSTUMES, $25.00.

25 Charming, different styles, some with dainty lace, embroidered yokes, others embroidered fronts, directoire, empire and the new long waisted styles; long, close fitted sleeves; soft, graceful clinging skirts; demi-trains; a splendid range of fashionable colors and black; soft lustrous satin, foulards, messalines and duchess satins; new and beautiful shades; **$25.00.**

EXCLUSIVE SUMMER COATS.

Lace Coats—A beautiful display of the new lace coats, finest of laces, Irish crochet, guipures, Orientals, German appliques, etc., etc.; white cream and black; a big range to select from, **$8.00 to $65.00.**

Silk Coats—Distinguished long silk coats, finest of silk weaves, tussore, ombre, Ottoman, satin cloths, in the newest shades, linen shade, natural silk shades, white and also black, **$18.50, $25.00 and $35.00.**

Motor Coats—A very exceptional line, direct from Europe, made of fine fabrics, Panamas, rich lustres and linen and silk finished materials; smart cut models, dainty touches of color, new fawns, champagnes and light shades. All one price, **$12.50.**

Moreen Underskirts at $2.00

Underskirts of rich moreen, made generously wide, flounce of rows of stitching, finished with a full frill, finely gathered and stitched; colors black, brown, navy; sizes 38, 40, 42. Special $2.00 Thursday.

Tub Dresses $1.50

Smart two-piece Tub Dresses, of fine print, in black and white, blue and white, neat checks, tucked waist, with long, full sleeves, skirt of good width, with deep gathered flounce. Special value Thursday, $1.50.

(Third Floor, New Section).

Outfitting for Infants

HERE you can find everything you want towards Baby's outfit at more reasonable prices than anywhere else. Thursday will be a baby day, and it will be to your advantage to pay us a visit.

Little Girls' Dresses, fine gingham, small blue or pink check, box pleated, front has two rows of embroidery insertion, waist belt. Sizes for 1 to 5 years. Thursday 90c.

Infants' Short Dresses, fine sheer lawn, empire style, tucking, embroidery beading and Val. lace frills. Sizes 6 months to 3 years. Thursday $1.00.

Little Girls' Dresses, fine white pique, Russian style, wide tucks, belt, white pearl buttons. Sizes 2, 3, 4, 5 years. Thursday $1.25.

Little Girls' Petticoats, fine cotton, two clusters of pin tucks and deep hem. Thursday 45c.

Little Girls' Petticoats, fine cotton, three clusters of tucks, two insertions and ruffle of fine embroidery. Thursday 95c.

Child's Reefer, fine white all-wool Venetian cloth or fine ladies' cloth, in blue, red or brown, trimmed with narrow braid, double breasted, large white pearl buttons. Sizes 1, 2, 3, 4 years. Thursday $1.65.

Child's Coat, fine cream cashmere, handsomely trimmed with silk braid and silk soutache, carved pearl buttons. Lengths 22, 24 inches. Thursday $2.75.

Infant's Cloak, fine cream cashmere, deep silk embroidery. Thursday $2.50.

Infant's Slip, fine nainsook, tucked yoke, frills of narrow Valenciennes lace, deep hem. Length 34 inches. Thursday 75c.

Infant's Robe, fine Persian lawn, Valenciennes lace and embroidery insertions in yoke and skirt, hemstitched tucks, lace edges. Lengths 34 and 40 inches. Thursday $2.25.

What People Say About Simpson's Dress Goods

No. 11—The Mere Man

A MAN as a rule may be a good judge of nearly everything except dress goods. If he makes it a business like our people do, that is another matter. But send him to choose dress goods for his wife, set him to buying a dress as a present for his mother and you have placed him before a problem or a joke, just as his temper is constituted. "There's one thing about Simpson's" said a Mere Man last Christmas time, "You can rest your mind easy that what they say is right and what they sell is good."

And he bought 14 yards black voile for his wife with a cheerful heart.

FOR THURSDAY SPECIALLY.

3000 yards of Dress Goods and Suitings, including taupe, amethyst, bisque, peacock, rose, wood brown, grey, etc., navys, reds, greens, browns. These fabrics have been purchased at a decided reduction, and we offer them at a price very much below their regular value; stripe and plain satin cloths, shadow stripe and check Panamas, armures and cord de chines, Raye stripe cashmeres, stripe poplins and poplinettes, stripe and check taffetas, etc., etc. Regular value 65c and 75c. Thursday special 50c per yard.

CREAM SERGES AND CHEVIOTS.

A special shipment of Cream English Coating Serges and Cheviots, in a variety of weights and weaves; correct for tailored suits or dresses, being absolutely all-wool and thoroughly shrunk, they launder beautifully, and are particularly suitable for spring and summer knockabout wear, 46-48 inches wide. Special Thursday, 88c.

Natural Colored Imported Shantungs

A NEW shipment just received direct from Honan, China. Every woman now-a-days wants Shantungs for Coats or Dresses. Here is an opportunity that will hurry you here Thursday.

100 pieces, natural color, 26 in. Imported Shantung, 35c.

100 pieces, natural color, 34 in. Imported Shantung, 55c.

100 pieces, natural color, 34 in. Imported Shantung, 63c.

50 pieces, natural color, 34 in. Imported Shantung, 75c.

25 pieces, natural color, 34 in. Imported Honan, 85c.

15 pieces, natural color, extra heavy weight Imported Shantung, $1.00.

Time to Select Oxford Shoes

Come to Simpson's

Queen Quality Oxfords for women are quite the prettiest combinations of style and comfort made. They make the foot look petite and dainty, but not at the sacrifice of crushed toes and squeezed insteps. They do it artfully and they fit scientifically. Ask any Queen Quality wearer and go by what she says. Over 1,000,000 women are wearing Queen Quality Shoes, so it is claimed. We have the sole right of sale in Toronto, and we emphasize the Oxfords. **$4.00, $4.50 and $5.00** per pair.

Then we have our own brand—the Countess. It blossoms profusely into Oxfords too, at this season. It is a Canadian shoe, built on similar lines to the Queen Quality. We think it is the best shoe made in Canada. It is made specially for us, and we have put the money which generally goes to middlemen into the shoe itself so as to increase the quality. You have in the choice between Queen Quality and the Countess, the best value for your money possible. Countess sells at **$4.00** a pair.

Then besides these two famous brands we sell Oxfords of a dozen different makes, at various prices. You have only to choose.

OXFORDS FOR MEN, TOO.

First of all, our famous Victor—it has a circle of friends now which pretty well covers Canada. Comes in smart up-to-date thick-soled tans, as well as black leathers. We've added some higher-priced styles to the series, making the Victor shoe equal to anything you can get across the line. Prices now run **$4.00, $4.50** and **$5.00.**

Besides the Victor we have a good range of Oxfords covering the all-Canadian production. Prices to suit every man.

Big section of our magnificent new department on the second floor devoted to men, with smart up-to-date men to wait upon customers.

Come to us when you are ready for Oxfords.

Chamois Gloves

Are a Positive Craze in New York.

Women's Fine Natural and Cream Chamois Gloves, 2 dome at wrist, soft, pliable quality, neat dressy spring glove, strong and durable, sizes 5 1-2 to 7 1-2, 75c value. Thursday, per pair, 59c.

A Self-Filling Pen for $1.50

And a good one—a success.

Fill it in a second—dip it in the ink well and pull the ink right up. No bother at all. Ask to see it at the Stationery Department.

Popular Music

Regular 15c and 19c. Special 2 for 25c. Post 2c.

"Whistle and I'll Wait for You," "Yip-I-Addy-Ay," "None of Them's Got Anything on Me," "Redhead," "Mother Hasn't Spoke to Father Since," "I Haven't Told My Mother Up Till Now," "Kerry Mills Barn Dance," "Somebody Ought to Tell Her Husband," "Over the Hills and Far Away," "I Wish I Had a Girl," "Oh, You Kid," "Hoo-oo, Ain't You Coming Out To-Night?" "As the Years Roll On," "Under the Maple With Molly O," "College Yell" (two-step), "The Fighting Hope" (two-step), "Love Sparks" (waltz), "O, Canada," "All Hands Around," (barn dance), "I Wish I Had a Pal Like You," "Just One Sweet Girl," "Sweetheart, Won't You Come With Me to Dreamland?" "Gee, Ain't I Glad I'm Single," "There Never Was a Girl Like You," "Curley" (two-step.)

Groceries for Thursday

2000 lbs. Fresh Dairy Butter, per lb. 24c.

Fresh Flaked Wheat, per stone 50c.

Choice Red Salmon, 1-2 lb. flats, Cock of the North Brand, 3 tins 25c.

Prime White Beans, 7 lbs. 25c.

Pure Maple Syrup, imperial gallon tin, $1.35.

Salt, in 5-lb. bag, 3 bags 14c.

Pure Orange Marmalade, 5-lb. tin, 40c.

Canned Sweet Pumpkin, 2 tins 15c.

Telfer's Cream Soda Biscuits, 3-lb. box 22c.

Canned Apples, gallon s. tin 22c.

Scott Taylor's Worcester Sauce, large bottle, 3 bottles 25c.

Quaker Oats, 3 packages 25c.

35c ASSAM TEA, 28c.

300 lbs. of fine, rich, full bodied Assam Tea, of great strength and delicious flavor, a 35c tea anywhere. Thursday, per lb. 28c.

Charming Undermuslins

Beautiful styles and qualities, priced extremely low, in the Whitewear Section these days. We will move this popular department to the third floor in the new building shortly, and quick reduction of stock is necessary. Better come for a share of these good things Thursday.

Corset Covers, two beautiful styles, fine nainsook, full fronts, trimmed with fine embroidery and Valenciennes lace insertion, beading, silk ribbon and frills of narrow Val. lace, pearl buttons. Sizes 34 to 44 bust. Regular value 90c each. Thursday, each, 65c.

Night Dresses, two dainty styles; fine nainsook, square or round slipover neck, elbow sleeves, neck and cuffs finished with fine embroidery beading, silk ribbon and narrow edge of lace, lengths 56, 58, 60 inches. Regularly $1.50 each, Thursday for $1.00.

Two-piece Suit, corset cover and belskirt drawers in one, fine nainsook, prettily trimmed with fine French lace frills and insertions, embroidery and lace beadings and silk ribbons; a very dainty complete suit. Sizes 34 to 42 bust. Regular value $3.00 each. Thursday $1.75.

Household Library in 4 Volumes for 95c.

Singly 25c a Volume.

Etiquette, Motherhood, Cook Book, Women's Legal Status.

Printed on good paper and bound in cloth.

At $15—A Stylish Spring Overcoat

WE continue to claim that $15 is a wonder worker in the men's store. We sell as nice a black spring coat as a man would want to wear, for $15.00.

English goods—cheviot with a soft smooth slightly unfinished surface.

The lapels are neat and clean cut, the collar lies close in to the neck, the shoulders are broad and the whole coat looks like a piece of genuine tailoring.

Ask to see it,

$15.00

Men's Shirts and Neckwear

200 Soft White Negligee Shirts, with fine mercerized self stripe, fancy bosom, perfectly made in every detail of fit and appearance. Sizes 14 to 16 1-2. Extra special Thursday **$1.00.**

500 Silk Four-in-hand Neckwear, for spring and summer wear, correct widths, plain colors and fancy patterns. Regular 50c. Thursday **33c.**

300 Fancy Elastic Web Suspenders, cross back style, cast-off kid ends. Regular 50c. Thursday **33c.**

Staples

Irish Bleached Satin Damask Table Cloths, all linen, handsome new bordered designs, 2 x 2 1-2 yards. Each, Thursday, $2.33.

Fine Spoke Hemstitched Pillow Cases, close, even weave, 42 x 36 or 44 x 36 inches. Per pair, 33c.

Extra Heavy Pure Linen Crash Roller Towels, red border, 18 inches by 2 1-2 yards. Each, Thursday, 32c.

Centrepieces, 18 x 18 inches, spoke hemstitched all around, also drawn work, fine quality. Each, Thursday, 23c.

$2 to $4 Pictures at 98c

Reproductions in Carbon, Photogravures, Etchings, Etc.

An opportunity to secure a good picture at a price quite impossible under ordinary circumstances.

Complete your house furnishing by selecting one or two of these pictures. They are quite new stock. We are compelled to clear them out for want of room in the department.

The assortment is too large for detailed description. See them. Regular prices from $2.00 to $4.00. Thursday's price 98c.

(See Window.)

Men's $1.25 Gloves for 59c

1000 pairs of Men's Spring Gloves, new stock just received, sample lot, every pair perfect, grey and tan, kid and suede finish, dome fasteners, silk lined and unlined, some real mocha in the lot. Splendid value for $1.25. Thursday 59c. Sizes 7 1-2 to 9.

Underpriced Travelling Goods

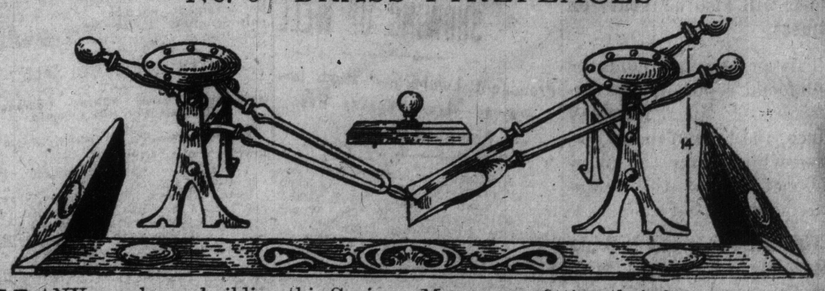
16 only Fitted "Bedford" Cowhide Suit Cases, made in Canada expressly for us, fitted with comb and brush, clothes brush, soap and tooth brush, bottles, scissors, etc. Nothing better at the price. Simpson's regular price $7.95. Thursday's price $6.50.

50 only Pebble Canvas Suit Cases, a special purchase for quick selling Thursday, made on steel frames, metal corners, brass lock and trimmings, linen lined, leather handle. To clear Thursday $1.25.

(Top Floor.)

14 Housefurnishing Depts. in One Block

No. 6—BRASS FIREPLACES



MANY people are building this Spring. Many are refitting their houses, or renovating them inside as well as out. We would call attention to one important detail which it might be well to consider in connection with the new scheme of arrangement.

YOUR FIREPLACES

What color are they to be? It will make a material difference to your carpets, draperies, wall paper and interior decorations. Why not decide upon these important details at one and the same time ?

If you will come to us we can show you a very large and new variety of Brass goods designed for fireplaces such as are going into the new style homes—Fenders, Fire Dogs, Fire Screens, Andirons, Scuttles, etc., etc. The prices for these goods will be found quite moderate, as these artistic things go—especially outside this store.

Fenders complete with Fire Dogs and Fire Irons, **$10.00 to $45.00.**

Black iron or brass or combination.

Coal Boxes, iron, brass or copper, **$6.50 to $15.00.**

Scuttles, **$8.60 to $12.50.**

Fire Screens, **$7.50 to $25.00**