

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

THE
ROBERT

SIMPSON

COMPANY
LIMITED

PROBABILITIES.
Cloudy to fair, a few local
showers, stationary or a little
higher temperature.

THE
ROBERT

SIMPSON

COMPANY
LIMITED

TUESDAY,
April 26,
1904

We Must Treble Our Business During the Next 10 Days

Whole Page Full of Star Items for Wednesday's Shoppers at Simpson's

A whole month's goods must pass through the channels of the store during the next ten days. Briefly the causes are these: The Spring of 1904 will long be chronicled as one of the most backward in Canada's history. Consequently Spring goods have piled up on the hands of the merchants. Producers and factories have gone ahead turning goods out. Consequently there has been a congestion—which we, of course, realized was temporary, and would right itself with the advent of warm weather. But the civic disaster on April 20th added a new phase to the situation. Warehouse after warehouse succumbed to the flames, storehouse after storehouse was burned. To-day we find ourselves with no place to store goods coming to us from the markets of the world on almost every train which enters the freight yards. Our factory warehouse was burned and we are forced to vacate our Lorne Street storehouse. Hundreds of our cases are crowding the railways' freight sheds now. There you have the full situation. Our solution amounts to this: We will have to devote all our energies to the turning over of the stocks, to converting merchandize into cash. To-morrow's programme is the best from your standpoint we have offered in a year. It is the first of Ten Days' exceptional selling.

<p>3,000 Yards of Dress Goods</p> <p>Light Weight Evening and Street Fabrics, 3,000 yards of choice fabrics, in rich drap de Paris and French collars; these soft, beautiful flimsy fabrics are very dainty in shades and material, one showing the crepe effect, while the other is of a straight, rich cord effect, lustrous silk finish; both fabrics are silk and wool combinations, are correct and fashionable for street or evening wear, in a choice collection of new shades, 30 shades in each fabric to choose from, newest tones, in greys, reeds, fawns, bisques, browns, blues, greens, cream, etc. 44 in. wide, regular value \$1.00 and \$1.25, Wednesday, special79</p>	<p>Cut Glass, Half-price</p> <p>300 pieces of Cut Glass at half, including vases, rose bowls, in many shapes and sizes; here are some of our values for Wednesday:— 6-in. Vases, reg. \$1.90, Wed.95 7-in. Vases, reg. \$3.00, Wed. 1.50 8-in. Vases, reg. \$4.00, Wed. 2.15 9-in. Vases, reg. \$5.00, Wed. 3.00 10-in. Vases, reg. \$7.00, Wed. 3.50 4-in. Vases, reg. \$2.50, Wed. 1.10 6-in. Vases, reg. \$2.70, Wed. 1.35 7-in. Vases, reg. \$3.50, Wed. 1.80 8-in. Vases, reg. \$4.50, Wed. 2.25 9-in. Vases, reg. \$5.50, Wed. 2.75 10-in. Vases, reg. \$7.20, Wed. 3.60 11-in. Vases, reg. \$8.00, Wed. 4.00</p>	<p>Skirts to Order</p> <p>Special offer in Ladies' Tailored Skirts, made to order, in our Dress-making Department, second floor. Choice of the following:— Llama Cheviot, black, dark, medium, and light navy; Armure weave, black, dark, medium and light navy; Pebble Armure, black, dark, medium and light navy; style of skirt seven or nine-gored, with lapped seams, regular value \$10.00, our special price \$6.50</p>	<p>Organdies & Dimities 20c to 40c Goods, 15c</p> <p>The remains of previous big sales grouped together regardless of values and offered at this tremendous reduction in order to make room for new goods. Dainty designs in Dimities, in effects of scrolls, foulards, florals, stripes, and polka dots, in shades of navy, cadet, sun metal, beige, pink, pale green, white and black, and black with white, ribbon mulls, with lapped embroideries and French organdies, sheer and silky, including goods regularly priced at 20c, 35c, 50c, and even 40c, on sale, Wednesday, at, per yard 15c</p>	<p>Leather Goods Dept'm't Offers</p> <p>75c "Sanitus" Hose Supporters, made with belt to go around waist, Wednesday, per pair 45c 50c Plain Elastic Slide-hose Supporters, extra strong elastic, 1 1/2 inches wide, Wednesday, per pair 25c 50c Belt Sets, made of gilt wire, in assorted designs, Wednesday, per set 25c Walrus Grain Wrist Bags, in black, brown or grey, fitted with card case, coin purse and bottle, extra special, Wednesday 1.25</p>	<p>125 Men's Suits</p> <p>125 only Men's Suits, the balance of our big sale of sample suits we had on Saturday, consisting of fine Saxony finished English tweeds and fancy imported worsteds, the colors are assorted, light and dark shades, in this season's latest tints, neat stripes and fashionable mixtures, with colored overplaid, all well tailored and finished with first-class linings and trimmings, sizes 36 to 42, the regular value would be \$3.00, \$10.00, \$10.50, \$12.00, and \$14.00, to clear, Wednesday, \$5.95</p>
<p>180 Street Hats</p> <p>We have 180 Brand New Street Hats, all hand-made, on wire frames, every color, about twelve different styles, not a bad shape in the lot, our regular prices are \$2.25, \$2.50 and \$3.00 each; we are going to clear out every one on Wednesday, the earlier you come the better, on sale \$1.60</p>	<p>600 Pairs Corsets 50c</p> <p>600 Pairs Corsets, made in finest white or grey saten, in one of the newest style models, long dip hip, low bust, long front for hose supporters, bias cut and gored, fine steel filled throughout, 2 wide side steels each side, rustproof eyelets, 4-hook front clasp, fine quality, perfect fitting, sizes 18 to 28 inches, regular value \$1.25 a pair, a Wednesday bargain, pair 50c</p>	<p>\$3.50 Lustre Walking Skirts 98c</p> <p>100 only, Women's Walking Skirts, of plain and figured black lustre, lined with velveteen, bound with velvet, regular \$3.50, Wednesday98</p>	<p>\$18.00 Women's Suits \$8.00</p> <p>36 only Women's Suits, of homespun and tweeds, black and grey mixtures, jackets lined with taffeta, unlined skirts, made with inverted pleat, in various styles, all sizes, but not every size in each style, regular \$15.00 and \$18.00, Wednesday \$8.00</p>	<p>\$4.50 Taffeta Silk Waists \$1.95</p> <p>140 Women's Waists of Taffeta Silk, in black, cream, sky and cardinal, lined throughout, made with tucks and rows of hem-stitching back and front, regular price \$4.50, Wednesday \$1.95</p>	<p>75 Boys' Suits</p> <p>75 only Boys' Good, Strong, Domestic Tweed Suits, the colors are dark grey check, also dark blue with halftone stripe pattern, made up in single-breasted sack style, and lined with good, durable Italian cloth, strongly sewn and splendid fitting, sizes 28 to 33, regular \$3.50 and \$4.00, on sale, Wednesday \$2.49</p>
<p>Sample Sideboards</p> <p>10 only Sample Sideboards, in solid quarter-cut oak, golden polish finish, 4 feet 6 in. wide, heavily hand-carved, shaped tops and drawer fronts, large British bevel plate mirrors, regular price up to \$48.50, on sale, Wednesday \$35.00</p>	<p>55 Tapestry Covers</p> <p>55 Heavy English Tapestry Table Covers, 2 x 2 and 2 x 3 1/2 yards, reversible patterns, with border and heavy, knotted fringe all around, new and assorted designs and colorings with rich combinations, regular \$2.25 values, Wednesday \$1.69</p>	<p>\$2.25 English Axminster \$1.50</p> <p>Deep Pile and Closely Woven English Axminster Carpet, strong to wear and extremely rich in appearance, and with the handsome designs that in themselves almost furnish the room, 5-8 borders to match, regular \$2.25, special \$1.50</p>	<p>900 Yards Black Taffeta</p> <p>900 yards Black French Taffeta Silk, brilliant finish, Lyons blacks, rustling and soft finish, fine even makes, 22 and 23 inches wide, regular value 75c per yard, sale price, Wednesday 55c Mail and 'Phone Orders Filled.</p>	<p>12 1/2c American Percal 8c</p> <p>A Fast Colored Print, One Yard Wide. Light and dark colors, stripes and squares, a splendid assortment, extraordinary value, only 700 yards to be sold, come early for best choice, regular price would be 12 1/2c, our special price was 11c, our clearing price, on Wednesday 8c</p>	<p>50 Dozen Neckties</p> <p>50 dozen Fine Silk Neckwear, made from imported the material, nicely finished, four-in-hands or Derby, puffs and shield knots; all new, stylish patterns and colors; these ties are made from short ends and manufacturers' samples, regular price 25c each, on sale, Wednesday, 2 for 25c</p>
<p>Dressers and Stands</p> <p>8 only Dressers and Stands, in solid quarter-cut golden oak and rich mahogany finish, full, well-shaped drawer fronts, neatly hand-carved, fitted with large British bevel plate mirrors, four double brass hat and coat hooks, regular price up to \$36.50, on sale, Wednesday \$26.75</p>	<p>360 Pairs Huckaback Bed Room Towels</p> <p>360 pairs of Scotch Huckaback Bed-room Towels, 18 x 36 inch size, with border and fringed ends, also Fancy Block Linen Towels, 17 x 33 inches, in Turkey border and fringed ends, regular 20c and 25c pair, Wednesday, per pair 17c</p>	<p>40c 45c and 50c Scotch Linoleum 33c</p> <p>1,450 square yards Heavy Scotch Linoleum, a strong, firm cloth with a well finished surface to stand hard wear; the colors are fresh and pretty, easily kept clean; the patterns in black, Nile, floral and other styles, a splendid range to choose from, in 2, 3 and 4 yards wide, regular value 40c, 45c and 50c square yard, special 33c</p>	<p>2,000 Yards Taffeta Ribbon</p> <p>2,000 yards of Plain Taffeta Ribbon, 4 inches wide, all splendid colors; also fancy ribbons, 3 to 4 1/2 inches wide, all new, all good for neckwear, all pretty colorings, the regular prices are 15c and 20c per yard, Wednesday 16c</p>	<p>Ladies' \$1.00 Suedes 59c</p> <p>Ladies' Fine French-made Suede Kid Gloves, tan, mode, beaver, grey and black, made with a soft, velvet finish from smooth, even skins, two domes, neatly stitched backs, regular \$1.00, Wednesday, per pair 59c</p>	<p>25c Socks for 15c</p> <p>Men's Fine Pure Wool Plain Black Cashmere 1/2 Hose, medium weight, seamless foot, double heel and toe, 9 1/2 to 11, regular 25c, Wednesday, per pair 15c</p>
<p>Hall Racks</p> <p>12 only Hall Racks, in quarter-cut oak, golden polished finish, handsomely hand-carved, box seat with lid, large British bevel plate shaped mirrors, four double brass hat and coat hooks, regular price up to \$22.50, on sale, Wednesday \$16.75</p>	<p>160 Table Cloths</p> <p>160 only Pure Austrian Linen Table Cloths, 60 x 80, standard size, assorted in handsome damask centres with border, and hemstitched edge all around; also Irish Linen Satin Damask Cloths, 2 x 2 1/2 yards, in assorted designs, with border all around, full grass bleached, and sold regularly at \$1.75 and \$2.00, Wednesday, special \$1.25</p>	<p>Swiss Curtains</p> <p>New Swiss Curtains, 50 inches wide 2 1/2 yards long, fine net, perfectly applied designs, the prettiest patterns and best qualities we have ever shown, at, per pair, special, Wednesday \$2.48</p>	<p>Dress Trimmings</p> <p>Ivory and Black Chiffon Applique, large assortment of patterns, regular 40c to 65c, Wednesday 29c Black Sequin Gimp, 1 to 2 inches wide, regular 25c to 35c yard, Wednesday 15c Dress Pendants, black and white and all colors, including Persian, regular values from 10c to 50c each, Wednesday, each 5c Black also Cream Braids, regular 75c, \$1.00 and \$1.25 per dozen yards, Wednesday, per dozen 50c</p>	<p>Two Hosiery Reductions</p> <p>Ladies' Fine Quality All-over Lace and Lace Ankle Real Lisle Thread Hose, fast black, Hermodorf dye, full fashioned leg, double sole, heel and toe, regular 50c, Wednesday, per pair 25c Ladies' Fine Black Cotton Hose, fancy drop stitch and lace fronts, fast colors, full fashioned and seamless, double heel and toe, regular 20c and 25c, Wednesday, per pair 12 1/2c</p>	<p>260 Hats for 49c Apiece</p> <p>260 only Men's Hats, balances of lines nearly sold out and a few sample lots, in fedora, knockabout, and crusher shapes, good quality felt, colors black, grey and fawn, regular prices 75c, \$1.00 and \$1.50, Wednesday, to clear 49c</p>
<p>Reduction in Perfumes, Etc.</p> <p>About twenty different odors of high-class French Perfume, they range from 75c to \$1.25 per ounce, Wednesday, your choice, per ounce 25c Whiska, silver handle, regular 50c, Wednesday, each 25c Rubber Dressing Combs, regular 50c, Wednesday, each 35c Tooth Brushes, regular 10c, Wednesday, each 5c TOILET DEPARTMENT.</p>	<p>42 White Bed Spreads</p> <p>42 only Full Bleached, Heavy English Satin Bed Quilts, 11-4 double bed size, assorted designs, with handsome centres, made from heavy, round thread and superior finish, regular \$2.50 values, Wednesday, each \$1.98</p>	<p>3,000 Yards Mohair Lustre</p> <p>3,000 yards English Black Brilliant Mohair Lustre, 44 in. wide. This quality we recommend. Bright Rich, Silky Lustre, guaranteed absolutely fast dye, good, firm make, extra heavy quality, a splendid weave for waists, dresses, slip skirts, wrappers, etc., regular 45c, on sale, Wednesday 29c</p>	<p>Neckwear Laces, Handkerchiefs</p> <p>Guipure Lace Collars, new, clean, stylish collars, direct from St. Gall, regular \$1.65, Wednesday, each 68c 2,400 Dainty Lace Stock Collars, regular 25c each, Wednesday, each 10c White 'All-over' Laces for shirt waists, etc., regular \$1.50 yard, Wednesday 75c Founcing Embroideries, 20c yard, Wednesday, yard 5c No 'Phone Orders Filled.</p>	<p>Ladies' Footwear for 50c</p> <p>A clearing lot of Women's Slippers, in size 4 only; Girls' Boots and Slippers, in sizes 13 and 2 only, and Children's Boots and Slippers, in sizes 5, 7, 8, and 10 only; a vast collection of one-pair lots worth as high as \$1.50 per pair, too many styles to itemize in this space, but to clear, Wednesday, per pair 50c No 'Phone or Mail Orders.</p>	<p>9,000 Collar Buttons</p> <p>8,366 Collar Buttons have been shipped us before we expected them, and we intend clearing the lot at a very low price in order to make room for other goods. The assortment consists of 18 different styles, with pearl, silver and celluloid backs, the fronts being best, 1000 plate, sold in the regular way at 10c each, your choice, on Wednesday, 3 for 10c</p>
<p>Hams and Breakfast Bacon</p> <p>Sugar-cured Hams and English Breakfast Bacon, half or whole pieces, per lb, Wednesday 14c Fine Table Salt, 5-lb bags, 2 bags, Wednesday 5c Finest Quality Kettle-rendered Pure Lard, 5-lb pails, regular 70c, per pail, Wednesday 59c CANNED FRUIT IN GLASS. Our Own Perfect Quality. 200 Sealers Canned Plums, regular 80c, per quart sealer, Wednesday 19c</p>	<p>3 lbs Borax for 10c</p> <p>1,200 lbs Best English Powdered Borax, in 3-lb packages, regular 7c per lb, Wednesday, a 3-lb package 10c</p>	<p>100 Trunks Half Value</p> <p>100 High Square Model Tourists' Trunks, with waterproof canvas, heavy brass-plated corners, clamps, corner lid pieces and bolts, brass locks, three ten-inch steel strap hinges, slip handle, coppered lid brace, two iron bands across top and down front, deep covered tray and hat box, full size box, 32 in. long, sheet-iron bottom, supported with three strong, hardwood slats, grain leather strap going all around, worth \$9.00, for \$4.95</p>	<p>\$2.00 Stretchers \$1.19</p> <p>100 only Curtain Stretchers, made of selected kiln-dried lumber, hand-dressed, malleable, unbreakable fixtures, nickel-plated, non-rusting pins, hinged joints, will stretch any curtain from one to two yards wide and two to four yards long, Wednesday, each \$1.19</p>	<p>1,250 Yards White Silks</p> <p>1,250 yards white or ivory Japanese Habutai Silk—bright, natural finish—will wash perfectly, fine, even makes, 27 in. wide, regular value 50c, Wednesday .39</p>	<p>200 Dollar Umbrellas for 50c</p> <p>Just 200 in the lot, Men's and Women's Umbrellas, full size, best wearing tops, you would pay One dollar each in any other store for this very umbrella; we have often sold these umbrellas kind at that price; we want to clear every one on Wednesday, and the price will be 50c</p>

New Target is a Winner.
A number of the officers from the city regiments and many from other corps throughout the province were at the armories last night to witness a practical test of Major Peters' automatic target. It was not the first test of the device, for it has been in use all

winter for the gallery practice, and out of 5000 rounds of ammunition used on it the target did not fail once in accurately registering the score. Last night's test was only an exhibition of the possibilities of the contrivance. Major Peters will deliver a lecture on it in the mess room of the armories to-night at 8 1/2.

All Must Go in Two Weeks.
The Rudd Harness Company have leased their retail store at 285 Yonge-street to one of the firms burned out in the recent large fire, and are compelled to vacate in two weeks. In the meantime their large stock of harness, horse goods, trunks, bags, etc., will be offered

at manufacturers' prices. This is not only one of the largest stocks in Toronto, but one of the finest. The Rudd Harness Company being manufacturers of their own goods, can offer goods at prices impossible with the ordinary dealer. This is consequently an opportunity not to be missed.

Proper Footwear for New Zealand.
The board of trade is in receipt of a sample lot of boots and shoes from A. J. Watson, Auckland, N.Z., the purpose of the sample being to supply an object lesson to local shoe manufacturers in the kind of article that finds favor with New Zealanders. The samples are all of U.S. make, both men's and women's styles, and are

distinguished by their lightness and the fashion of the pointed toe. In addition to boots and shoes, the writer believes a good market exists for wooden ware and office furniture.
It is just as well to be careful in speaking of "the term" of a member of the United States Senate—The Washington

Stephanie, Baroness di Gallotti di Napoli, daughter of Signor Gallotti di Milano, Italy, and second cousin of the late Queen Victoria, died last week at Leadville, Col.
CASTORIA.
The Kind You Have Always Bought
Bears the Signature of *Chas. H. Johnson*