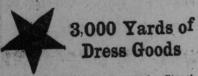
Cloudy to fair, a few local



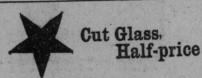
We Must Treble Our Business During the Next 10 Days

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

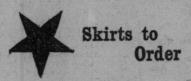
A whole month's goods must pass through the channels of the store during the next ten days. Briefly the causes are these: The Spring of 1904 will long be chronicled as one of the most backward in Canada's history. Consequently Spring goods have piled up on the hands of the merchants. Producers and factories 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 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 was burned. Our furniture 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.



Light Weight Evening and Street Fabrics, 3,000 yards of choice fabrics, in rich drap de Paris and French eoliennes; these soft, beautiful filmy 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, reseda, fawns, bisques, browns, blues, greens, cream, etc., 44 in. wide, regular value \$1.00 and \$1.25, Wednesday, special79



300 pieces of Cut Glass at half, including vases, rose bowls, in many shapes and sizes; here are some of our values for Wednesday:—



Special offer in Ladies' Tailored Skirts, made to order, in our Dressmaking 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



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.

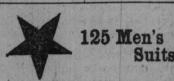
for new goeds.

Dainty designs in Dimities, in effects of scrolls, foulards, florals, stripes, and polka dots, in shades of navy, cadet, gun metal, beige, pink, pale green, white and black, and black with white, ribbon mulls, with lappet embroideries and French organdies, sheer and silky, including goods regularly priced at 20c, 25c, 35c, and even 40c, on sale, Wednesday, at, per yard15

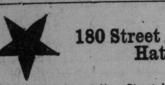


75c "Sanitus" Hose Supporters, made with belt to go around waist, Wed-50c Plain Elastic Side-hose Supporters, extra strong elastic, 1% inches wide, Wednesday, per pair 25

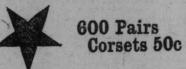
50c Belt Sets, made of gilt wire, in assorted designs, Wednesday, per brown or grey, fitted with card case, coin purse and bottle, extra special, Wednesday \$1.25



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 stripe and fashionable mixtures, with colored overplaids, all well tailored and finished with first-class linings and trimmings, sizes 35 to 42, the regular value would be \$8.00, \$10.00, \$10.50, \$12.00, and \$14.00, to clear, Wednesday.



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



600 Pairs Corsets. made in finest white or grey sateen, 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 26 inches, regular value \$1.25 a pair, a Wednesday bargain, 50



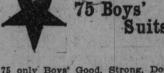
100 only, Women's Walking Skirts, of plain and figured black lustre, lined with percaline, bound with velveteen, regular \$3.50, Wednesday98



36 only Women's Suits, of homespuns 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, Weinesity



140 Women's Waists of Taffeta Silk, in black, cream, sky and cardinal, lined throughout, made with tucks and rows of hemstitching back and front, regular price \$4.50, Wednesday



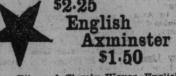
75 only Boys' Good, Strong, Domestic Tweed Suits, the colors are dark grey check, also dark blue with hairline stripe pattern, made up in single-breasted sack style, and lined with good, durable Italian cloth, strongly sewn and splendid fitting, sizes 28 to 33, regular \$3.50 and \$4.00, on sale, Wednesday\$2.49



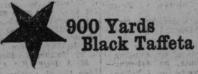
10 only Sample Sideboards, in solid quarter-cut oak, golden polish finish, 4 feet 6 in. wide, heavily handcarved, shaped tops and drawer fronts, large British bevel plate mirrors, regular price up to \$48.50, on sale, Wednesday\$35.00



55 Heavy English Tapestry Table Covers 2 x 2 and 2 x 2% vards, 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

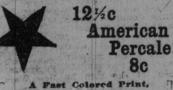


Deep Pile and Closely Woven English Axminster Carpet, strong to wear and extremely rich in appearance, and with the handsome designs that in themselves almost furnish the room, 5-8 borders to match, regular \$2.25, special\$1.50



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, Wednes-

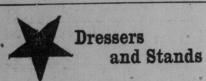
day55 Mail and 'Phone Orders Filled.



A Fast Colored Print, One Yard Wide. Light and dark colors, stripes and figures, a splendid assortment, extraordinary value, only 700 yards (*) be sold, come early for best choice, regular price would be 12½c, our special price was 11c, our clearing price, on Wednesday



50 dozen Fine Silk Neckwear, made from imported tie material, nicely finished, four-in-hands or Derbys, 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,



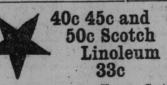
8 only Dressers and Stands, in solid quarter-cut golden oak and rich mahogany finish, full, swell-shaped drawer fronts, neatly hand-carved. fitted with large British bevel plate mirrors, large double door washstand, regular prices up to \$36.50, on sale, Wednesday \$26.75

Hall

Racks



360 pairs of Scotch Huckaback Bedroom 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 23c pair, Wednes-



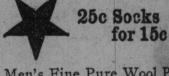
1,450 square yards Heavy Scotch Linoleum, a strong, firm cloth with a well finished surface to stand hard wear; the colors are fresh and pretty, easily kept clean; the patterns in black, Nile, floral and other styles, a splendid range to choose from, in 2, 3 and 4 yards wide, regular value 40c, 45c and 50c square yard, special33



2,000 yards of Plain Taffeta Ribbon, 4 inches wide, all splendid colors; also fancy ribbons, 3 to 41/2 inches wide, all new, all good for neckwear, all pretty colorings, the regular prices are 15c and 20c per yard, Wednesday16



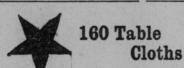
Ladies' Fine French-made Suede Kid Gloves, tan, mode, beaver, grey and black, made with a soft, velvet finish from smooth, even skins, two domes, neatly stitched backs, regular \$1.00. Wednesday, per pair .59



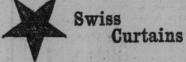
Men's Fine Pure Wool Plain Black Cashmere 1/2 Hose, medium weight, seamless foot, double heel and toe, 91/2 to 11, regular 25c, Wednesday, per pair.....15



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



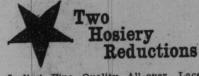
160 only Pure Austrian Linen Table Cloths, 60 x 80, standard size, assorted in handsome damask centres with border, and hemstitched edge all around; also Irish Linen Satin Damask Cloths, 2 x 21/2 yards, in assorted designs, with border all around, full grass bleached, and sold regularly at \$1.75 and \$2.00, Wednesday, special\$1.25



New Swiss Curtains, 50 inches wide 31/2 yards long, fine net, perfectly applied designs, the prettiest patterns and best qualities we have ever shown, at, per pair, special, Wednesday \$2.48

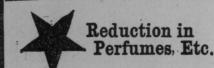


Black, also Cream Braids, regular 75c, \$1.00 and \$1.25 per dozen yards, Wednesday, per dozen50

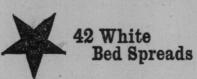




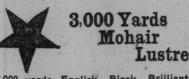
260 only Men's Hats, balances of lines nearly sold out and a few sample lots, in fedora, knockabout, and crusher shapes, good quality felt, colors black, grey and fawn, regular prices 75c, \$1.00 and \$1.50.



About twenty different odors of high-class French Perfume, they range from 75c to \$1.25 per ounce, Wed-nesday, your choice, per ounce .25 Whisks, silver handle, regular 50c, Wednesday, each25 Rubber Dressing Combs, regular 50c, Wednesday, each35 TOILET DEPARTMENT.



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,



3,000 yards English Black Brilliant Mohair Lustre, 44 in. wide. This quality we recommend.

Bright, Rich, Silky Lustre, guaran-teed absolutely fast dye, good, firm make, extra heavy quality, a splen-did weave, for waists, dresses, slip



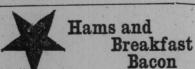
Guipure Lace Collars, new, clean, stylish collars, direct from St. Gall, regular \$1.65, Wednesday, each .68 White All-over Laces for shirt waists, etc. regular \$1.50 yard, Wednesnesday 75
Flouncing Embroideries, Insertions, etc. regular 12c, 15c, and 20c yard, Wednesday, yard No 'Phone Orders Filled.



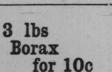
A clearing lot of Women's Slippers, in size 4 only; Girls' Boots and Slippers, in sizes 13 and 2 only, and Children's Boots and Slippers, in sizes 5, 7, 8, and 10 only; a vast collection of one-pair lots worth as high as \$1.50 per pair, too many styles to itemize in this space, but to clear, Wednesday, per pair .50 No 'Phone or Mail Orders.



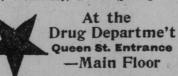
8,856 Collar Buttons have been shipped us before we expected them, and we intend clearing the lot at a very low price in order to make

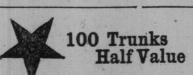


CANNED FRUIT IN GLASS. Our Own Perfect Quality. 200 Sealers Canned Plums, regular 30c, per quart sealer, Wednes-

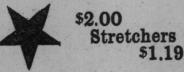


1,200 lbs Best English Powdered Borax, in 3-lb packages, regular 7c per lb, Wednesday, a 3-lb package .10

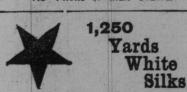




Trunks, with waterproof canvas, heavy, brass-plated corners, clamps, corner lid pieces and bolts, brass locks, three ten-inch steel strap hinges, slip handle, coppered lid brace, two iron bands across top and Jown front, deep covered tray and hat box, full size box, 32 in long, sheet-iron bottom, supported with three strong, hardwood slats, grain leather strap going all around, worth \$9.00, for\$4.95



100 only Curtain Stretchers, made of selected kiln-dried lumber, handdressed, malleable, unbreakable fixnickel-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



1,250 yards white or ivory Japanese Habutai Silkbright, natural finish-will wash perfectly, fine, even makes, 27 in. wide, regular value 50c, Wednesday .39



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 sold the very same kind at that price; we want to clear every one on Wednesday, and the price will

New Target is a Winner.

A number of the officers from the city regiments and many from other corps thruout the province were at the armories last night to witress a practical test of Major Peters' automapractical test of Major Peters' automapractical test of Major Peters' automapractical test of Major Peters' automatic target. It was not the first test of the condition of the device, for it has been in use all to-night at 8.15.

All Must Go in Two Weeks.

The Rudd Harness Company have leased their retail store at 285 Yonge-tong the fast of the corps through the sender being to supply an object lesson to vacate in two weeks. In addition to only one of the largest stocks in Torontic Name and shoes from A. J. Wat one of the finest. The Rudd harness Company being manufacturers of the fast of the corps through the province were at the possibilities of the contrivance, the possibilities of the contrivance, the possibilities of the contrivance, the province were at the possibilities of the contrivance, the province were at the possibilities of the contrivance, the province were at the possibilities of the contrivance, the province were at the possibilities of the contrivance, the province were at the possibilities of the contrivance, the province were at the possibilities of the contrivance, the province were at the sender being to supply an object lesson to the fast of the possibilities of the corps and shoes from the leased their retail store at 285 Yonge-to, but one of the finest. The Rudd Harness Company have leased their retail store at 285 Yonge-to, but one of the finest. The Rudd Harness Company have leased their retail store at 285 Yonge-to, but one of the fast only one of the largest stocks in Toron-to, but one of the fast only one of the fast only one of the fast only one of the fast one

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