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BOWDER MAGAZINE EXPLODED
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| Had Not William McFarland Exercized Rare Presence of Mind Disaster Would Have Followed. |  |  |
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| acquaintances please accept this intima- |  |  |
| day, April 2 th, 1904 Mary Beamish.widow of the late Richard Beamish, aged 65 years. Funeral notice later. |  |  |
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| JOHNSTON-At the residence, 201 Lisgar- <br> street, Aprll 2sth, Mary Ann Johnston, |  |  |
| printer, in her noth year. Funeral at $2.20 \mathrm{p} . \mathrm{m}$. Wednesday, 27 th, to the Necro- <br> 2.30 p.m. Wednesday, 27 th, to anduaintances |  |  |
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| Funeral from St. Thomas' Church, at 12 o'clock, noon, Tuesday, Aprll 26 th. thence to Newmarket cemetery, by 1.45 |  |  |


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## $=$ SIMPSON $===-=$ SIMPSON $=1$ $\star \star \star \star \star \star \star \star \star \star \star \star$ We Must Treble Our Business During the Next 10 Days

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

whe porth's math theng the channels of the store during the next ten days. Briefly the causes are these: The Spring of rgo4 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 and ander a new phase to the situation. Warehouse after ware--which we, of course, realized was temporary, and woulo enters the freight yards. Our factory was burned. Our furniture warehouse was burned and we are forced to vacate our Lorne Street stiles to the thrning over of the stocks, to converting the railways' freight sheds now. There your have the fest from your standpoint we have offered in a year. It is the first of Ten Days' exceptional selling.

| 3,000 Yards of Dress Goods <br> Light Weight Evening and street Fabrics, 3,000 yards of choice fabrics, in rich drap de Paris and French eollennes; these soft, beautiful fllmy fabrics are very dainty in shades and material, one showing the crepe effect, while the other of a straight, rich cord effect, lustrous silk finish; both fabrics are silk and wool combinations, are corevening 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, spectal... .79 |  | Skirts to Order <br> Special offer in Ladies' Tailored Skirts, made to order, in our Dressmaking Department, second Choice of the following: Llama Cheviot, black, dark, medium, black, dark, medium and light medium and light navy; style of lapped seams, regular value $\$ 10.00$, our special price ............. $\$ 6.50$ |  |  | 125 Men's Suits <br> 125 only Men's Suits, the balance of our big sale of sample suits we had Saxony finished English tweeds and fancy imported worsteds, the colshades, in this season's latest, tints, neat stripe and fashionable mixwell tailored and finished with sizes 35 to 42 , the regular value and $\$ 14.00$, to clear, Wednesday |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 180 Street Hats <br> 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 the earlier you come the better, on sale. | 600 Pairs Corsets 50c or grey sant white est style models, long dip hip, low bust, long front for hose supporterd throughout, 2 wide side steels each side, rustproor eyelets, 4 -hook front clasp, fine qualty, perfect fitting. sizes 18 to " 1 thehes, regular value $\$ 1.25$ a pair, a Wednesday bargain, pair ............................... 50 | \$3.50 Lustre Walking Skirts 98c <br> roo only, Women's Walking Skirts, of plain and figured black lustre, lined with percaline, bound with velveteen, regular $\$ 3.50$, Wednesday . . . . . . . . . . . . 98 | 36 only Women's Suits, of homespuns and tweeds, black and grey mixlined skirts, made with inverted pleat, in various styles, all sizes, <br>  | \$4.50 Taffeta Silk Waists $\$ 1.95$ <br> 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 $\$ 1.95$ | 75 only Boys' Good, Strong, Domestic Tweed Suits, the colors are dark grey check, also dark blae with hairline stripe pattern, made up in single-breasted sack style, and lined with good, durable Italian cloth strongly sewn and splendid fizes 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 fin1sh, 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 Tapestry Covers <br> 55 Hetry English Tapestry Table Covers, $2 \times 2$ and $2 \times 2 \%$ 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... $\$ 1.69$ | $\qquad$ <br> $\$ 2.25$ <br> English ${ }_{\$ 1.50}^{\text {Axminster }}$ <br> 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, re- gular $\$ 2.25$, special .......... $\$ 1.50$ | 900 Yards Black Taffeta <br> 900 yards Black French Taffeta Silk, brilliant finish, Lyons blacks, rustling and soft finish, fine, even makes, 22 and 23 inches wide, regular value 75 c jer yard, sale price, Wednesday Mail and 'Phone Orders Filled. | Light and dark colors, stripes and figures, a splendid assortment, exbe sold, come early for best cholce, regular price would be $121 / 2 \mathrm{c}$, our price, on Wednesday | 50 Dozen Neckties <br> 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 price 25 c each, on sale, Wednesday 2 for |
| Dressers and Stands <br> 8 only Dressers and Stands, in solid guarter-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 | 360 Pairs <br> Huckaback Bedroom Towels <br> 360 pairs of Scotch Huckaback Bedroom Towels, $18 \times 36$ inch size, with border and fringed ends; also Fancy Block Linen Towels, $17 \times 33$ inches, in Turkey border and fringed ends, regular 20 c and 23 c paif, Wednes- day, per pair ..................... 17 day, per pair |  |  | 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 | 25 c Socks for $15 e$ <br> Men's Fine Pure Wool Plain Black Cashmere $1 / 2$ Hose, medium weight, seamless foot, double heel and toe, $9^{1 / 2}$ to II, regular 25 c, Wednesday, per pair....... 15 |
| Hall <br> Racks <br> 12 only Hall Racks, in quarter-cuit 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 Table Cloths <br> 160 only Pure Austrian Linen Table Cloths, 60 x 80 , standard size, assorted in handsome damask centres, and hemstitched edge all around; also Irish Linen Satin sorted designs, with border around, full grass bleached, and sold regularly at $\$ 1.75$ and $\$ 2.00$, | Swiss Curtains <br> 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, Der pair, special, Wednesday $\qquad$ . $\$ 2.48$ |  | Two Hosiery Reductions <br>  <br>  <br>  Laties Fonine Biack Coton Hoses fancolors, full fashioned and seamless, <br>  | 260 Hats for 49c Apiece <br> 260 only Men's Hats, balances of lines nearly sold out and a fow sample lots, in fedora, knockabout, and crusher shapes, good qualits felt, colors black, grey and fawn, regular prices $75 \mathrm{c}, \$ 1: 00$ and $\$ 1.50$ Wednesday; to clear |
| Reduction in Perfumes, Etc. <br> About twenty different odors of highclass French Perfume, they range from 75 c to $\$ 1.25$ per ounce, Wednesday, your choice, per ounce 25 Wednesday, each ....... ....... . 25 Rubber Dressing Combs, regular 50c, Tooth Brushes, regular 10c, Wednesday, eallet DEPARTMENT. | 42 White Bed Spreads <br> 42 only Full Bleached, Heavy EngIish Satin Bed Quilts, 11-4 double bed size, assorted designs, with <br> 靁 handsome centres, made from heavy, round thread and superior finish, regular $\$ 2.50$ values, Wednesday, each | 3,000 Yards | Neckwear <br> Laces, <br> Handkerchiefs <br> Guipure Lace Collars, new, clean, stylish collars, direct from St. Gall, regular $\$ 1.65$, Wednesday, each .68 2,400 Dainty Lace Stock Collars, gular 25 c each, Wednesday. White "All-over Laces for shirt walsts, nesday regular $\$ 1.50$ yard, Wednes- .75 etc., regular $12 \mathrm{c}, 15 \mathrm{c}$, and 20 c yard, Wednesdav, yard........ No 'Phone Orders Filled. | Ladies' <br> Footwear for 50 c <br> A clearing lot of Women's Slippers, in size 4 only; Giris Boots and Slippers, in sizes 13 and 2 only, and Children's Boots and Slippers, in collection of one-pair lots worth as high as $\$ 1.50$ per pair, too many to clear, Wednesday, per pair .50 No 'Phone or Mail Orders. | $\begin{aligned} & \text { 9,000 } \\ & \text { 8,856 Collar Buttons have been ship- } \\ & \text { ped us before we expected them, } \\ & \text { and we intend clearing the lot at a } \\ & \text { very low price in order to make } \\ & \text { room for other goods. The assort- } \\ & \text { ment consists or 18 different styles, } \\ & \text { with pearl, silver and cellolold } \\ & \text { backs, the rronts being best rolled } \\ & \text { plate, sold in the regular way at } \\ & \text { 10c each, your choice, on wednel. } \\ & \text { day. } 3 \text { for .............................. } \end{aligned}$ |
|  |  | 100 Trunks Half Value | $\$ 2.00$ <br> Stretchers $\$ 1.19$ <br> 100 only Curtain Stretchers, made of selected kin-dried lumber, handdressed, malleable, unbreakable nx- tures, nickel-plated, non-rusting pins, hinged joints, will stretch any curtain from one to two yards wide nesday, each | I,250 yards white or ivory Japanese Habutai Silkbright, natural finish-will wash perfectly, fine, even makes, 27 in . wide, regular: value 50 c, Wednesday .39 | Dollar Umbrellas for $50 c$ <br> Just 200 in the lot, Men's and Women's Umbrellas, full size, best dollar each in any other store for this very umbrela, wind at that price; we want to clear every one on Wednesday, and the price will be .50 |

[^0]THE AMOUNT OF SALVAGE
from a fire may be great，but when a man dies his earning
power is totally lost－unless it is insured． power is totally lost－unless it is insured．
If you earn $\$ 2,000$ per year the capitalized value If you earn $\$ 2,000$ per year the capitalized value
of your earning power is $\$ 40,000$ ．Does your．Life nsurance approximate that amount？
the finest issued anywhere．

DEPENDS ON THE CANADA LIFE

Palpitation of the Heart
Faint or Dizzy Spells
and Nervousness

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The univilild favorite of Cllubmen，Bon，Vivants，
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smoothnes and delightul flavor in Whiskies．
D
Extra Special＂ Old Scotch Whisky

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## ：Wonderland 1904＂

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Plain Colored French Taffeta Silks

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 Lubobiur price s.o.0.The Second Part of This Silk Event
French Printed Foulard Silks at $50 \mathrm{c}, 60 \mathrm{c}, 75 \mathrm{c}$,
Regular 75 c to $\$ 1.00$ Yar

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CASTORIA
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The Kind You Have Always Bought



Fast Direct Service
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LAIEE SHORE
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| SYRUP <br> Colds, Bronchitis. Pain in Croup. Hoarseness, Sore Throa all Throaping and Lung Trouble It is pleasant to take and is soothing and healing to the nothing to equal it for stopping that tickling sensation in the persistent cough that keeps yeu awake at night $\qquad$ in my family QUIC used Dr. Wood's Norway Pine |  |
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"Fit-Reform" Wardrobe is ready to show you everything proper for Spring wear.

Fit-Reform" Clothes vary only in styles and patterns. In the art of tailoring-the careful attention to hidden details-"FitReform" holds to the standard it has set for years.

Ever see anything more distinctive, more elegant-than those West of England TweedsScotch Tweeds-Irish Homespuns and Serges-that we are showing?

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Themost invigorating propar.
ation of its Eind ever intro.



E.B. Eddy Company

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Full lines of all the products of our fa tories are already en route from H ULL.

Orders can be filled and customers suip plied with our usual promptness and despatch phones M. 1887, M. 2340.

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$800,000,00$ Office and Safe Deposit Vaulis, 14 King St. West, Toronto.


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