

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

THE  
ROBERT

**SIMPSON**

COMPANY,  
LIMITED

Probabilities:  
Fresh to strong winds, mostly south  
and east; cloudy; occasional showers.

THE  
ROBERT

**SIMPSON**

COMPANY,  
LIMITED

MONDAY,  
APRIL 5.

## The Great Easter Exposition of Suits, Dresses, Coats and Skirts for Women and Girls



A MAGNIFICENT department is at your service this Easter, and a stock in proportion. Such a variety! It's practically endless. Only one, two, three, or at most six of a kind, but hundreds to choose from, and nothing in the whole display commonplace or trashy.

There's a simple gentility about Simpson styles which distinguishes them far above the over-trimmed elaborate garments that may be seen elsewhere—a moderation which makes our garments all the more exclusive, giving them the refinement appreciated by gentlewomen of taste. The Simpson standard of quality calls for the closest inspection. We absolutely bar all goods that are merely CHEAP. Our cloths are nearly all imported, and of nicely selected shades and tones. The finish of workmanship is neat, careful, thorough. Our linings are matched or contrasted with the exterior goods, and they will WEAR, except in the case of silk, which is, of course, a hard thing to promise about.

As to Simpson value it aims to do, and DOES do this—it provides the greatest possible quality that concentrated effort can crowd into medium prices. We aim for true worth rather than show, for garments priced from \$7.95 to \$130 come to Simpson's. **SOME SPECIAL THINGS FOR TUESDAY.**

**THE FEATURE FOR TUESDAY.**  
An array of High Grade Suits, at \$25.00.

Nearly 300 Suits, in every conceivable type of fabric that is fashionable this spring. These are all made up in plain tailored designs, in various styles. Exact copies of expensive models from New York. They are chiefly in sizes 34, 36 and 38, bust measurement.

Exclusive styles are shown at \$35 to \$50, in beautiful tones and fabrics. These garments are made by the foremost tailors in New York.

Over 1000 of the daintiest of dresses, in mulls, lawns, white, pink and sky and mauve. Some really beautiful effects, exact copies of expensive models, will be exhibited to-morrow at \$6.95, \$8.50 and \$12.50. Elaborately

trimmed with finest of laces and embroideries.

**TWO LINES OF WAISTS.**

1000 Waists, \$1.00. With beautiful embroidered fronts; both fine eyelet designs, and fine rose blind embroideries, made on fine lawn, beautifully cut and finished. Regular \$1.25 and \$1.50. Tuesday, \$1.00.

200 fine Chiffon Taffeta Waists,

handsome net and lace waists, lined with silk, for \$3.95. These are regular \$5.00 waists. The taffeta silk waists are black, brown and green only. The net and lace in white and ecru. Both are stylishly tailored and fancy styles. Tuesday, \$3.95.

**CHILDREN'S DRESSES AND COATS.**

One of the finest expositions of

stylish dresses for girls that have ever been exhibited.

These two items:  
Tub Dresses, direct from New York, in smart checks and stripes, for girls 10, 12 and 14, \$1.50, \$1.95 and \$2.95.

The Reefer Coats, in plain colors and striped tweeds, for girls 6, 8, 10, 12 and 14, at \$2.95, \$3.95 and \$5.00; are exceptional value, and very clever in design.

### Scarfs for Easter

DIAPHANOUS accessories for both day and evening wear. Beautiful as a rainbow in the mist!

You must not fail to have the girls float one or two before you if for nothing else but the pure joy you will experience in their delicacy of beauty. Just in from Paris and Brussels for Easter time.

On sale in the Neckwear section.

Crepe de Chine Scarfs, Mousseline de Soie Scarfs, Mousseline de Soie and Tinsel Material, Real Carrick-ma-Cross, Lace Applique, Lace Scarfs, each \$4.00 to \$18.00.

### At One Dollar Per Yard

NEW Dress Materials, New Suitings, High-class Fabrics for Smartly Tailored Suits, Stylish Dresses and Hand-some Gowns.

You cannot realize what an immense variety of shades, styles and weaves we are showing this season, at One Dollar Per Yard until you have seen the great display of these goods now being made in our large Dress Goods Dept. In every section there are new weaves and new shades, new light weight fabrics for evening wear, new medium weight materials for street and house dresses, suits, etc., new suitings for tailored suits and coats. Experienced men will show you these goods and point out the particular advantage of each fabric. It is only possible here to just call attention to a few of the many varieties being shown.

New "Ombre" Satin Stripes, New "Rayon" Satin Stripes, New "Soleil" Satin Stripes, New "Directoire" Satin Stripes, New "Cottile" Satin Stripes. These fashionable "bright luster" fabrics in a beautiful range of new shades, pale tints for evening wear, medium and dark shades for street and house dresses.

Rich Chiffon Finish Broadcloths, in a complete assortment of the new season's shades, thoroughly shrunk, and guaranteed unspottable. Qualities for dresses and suits.

New Worsted Suitings, in a variety of new weaves and styles. Smart self and two-tone stripes, in all the newest shadings, rich color combinations.

Black Dress Goods and Suitings, large selection of new weaves and styles, guaranteed qualities. Stripe Worsteds and Venetians, Worsted and Broadcloths, Armures and Poplins, San Toys and Panamas, English Serges and Cheviots, Volles, etc., etc.

There is a great demand for "check" materials, and we are making an unusually large showing of these goods. All sizes in black and shepherd checks, in black and white, brown and white and navy and white checks. Smart fabrics for suits, misses' and children's dresses, etc. Will wash well, 42-44 in. wide, 55c and 75c per yard.

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### Double-width Satin in Abundance

THE styles call for wide Satins. We have them. Exclusive qualities in all the newest and most fashionable weaves and colors.

Colored Drap Soudine, a new weave, manufactured by C. J. Bonnet & Co. Sold only by this store in the most fashionable colors, also black, 44-inch, \$4.00 yard.

Colored Satin Charmeuse, an exclusive quality, comes in the latest shades, 40-inch, \$2.50 yard.

Colored Satin Ondoyant, a superb quality, rich mousseline finish.

in the newest street and evening shades, also ivory and black, 40-inch, \$2.00 yard.

Colored Satin Paillette, subdued satin luster, splendid wearing quality, comes in taupe, amethyst, rose, coral, reseda, tan, golden brown, etc., also ivory and black, 38-inch, \$1.50 yard.

Colored Satin Liberty, beautiful high luster, soft draping quality, comes in all colors, 40-inch, \$1.50 yard.

### Wash Goods for Easter Waists

THERE'S plenty of time to make a holiday waist for Easter if you get the goods now. We show the newest and prettiest muslins for waists in the Wash Goods Department, to-morrow.

120 pieces Pretty Mercerized Zephyrs, all the appearance of silk, with double the wear, the new large checks. Regular 25c, for 15c.

Crepe for Waists, all the new leading

shades, pink, rose, amethyst, sky, reseda, white, etc., 25c.

Zurich Silks, dots and plain, nearly all silk, at less than half the price, pink, maize, sky, mulberry, amethyst, old rose, tan, brown, peach, etc., 35c.

### Easter Lilies 10c Per Bloom



2000 Easter Lilies, in pots, with ferns, 3 to 9 blooms, per bloom, 10c.

Also a large assortment of Flowering Plants, including Spirea, Lilac, Lily of the Valley, Azalea, Primula, Ferns, Palms, Rubbers, etc., at moderate prices. Do not fail to visit our Flower Department this week.

SEEDS.  
Lawn Grass Seed, per lb., 25c.  
Flower and Vegetable Seeds, 16 packets for 25c.

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WE are hard at work. In fact, we are hard at work. Most people nowadays know that it is wiser not to wait until the last minute in selecting Gloves and having them fitted.

Women's Long French Kid Gloves, glace finish, black, white and tan. 8-button, \$1.25; 12-button, \$1.50; 16-button, \$2.00. All sizes.

Misses' Hand Bags

1908 Misses' Genuine Morocco Leather Bags, strap handle, clasp frame, leather lined. Regular 60c each. On sale at 25c.

Special Showing of Women's Large Hand Bags at \$1.25.

20 lbs. Sugar for \$1

One car Redpath's Standard Granulated Sugar, 20 lbs., \$1.00.

Butts of Bacon, peameal and boneless, 4 to 8 lbs. each, per lb., 15c.

Lake of the Woods Five Roses Flour, 1-lb. bag, in cotton, per bag, 85c.

Upton's Pure Marmalade, 5-lb. pail, 40c.

Finest Canned Apples, gallon, 5 tin, 25c.

Quaker Oats, large family package, 25c.

St. Charles' Cream, per tin, 10c.

One car Fancy Navel Oranges, per dozen, 25c.

Finest Evaporated Peaches, 2 lbs., 25c.

Queen Olives, 5 oz. bottle, 15c.

Canned Tomatoes, Canada Pride, 3 tins, 25c.

Canned Corn or Peas, 3 tins, 25c.

### Easter Novelties in Neckwear



A WHOLE big storeful of novelties, as ordinary stores measure! See them every time you pass the cases. 'Always something new.'

We emphasize Irish Laces, Gretchen Collars, Jabots, Sets and Stocks.

Let us make a few suggestions in type of what you may see here in the delightful reality.

Real Irish Crochet Coat Sets. Each \$6.00 to \$10.00.

Real "Baby" Irish Coat Sets, \$9.00 to \$12.00.

Real Irish Crochet "Gibson" Stocks, with cuffs to match, \$4.00 to \$10.00 set.

Real "Baby" Irish "Gibson" Stocks, with cuffs to match, \$6.00 to \$12.00 set.

Real Irish Crochet "Gibson" Stocks, each, \$1.75 to \$3.00.

Real Irish Crochet Lace Yokes, each, \$5.00 to \$12.00.

Real "Baby" Irish Lace Yokes, each, \$6.00 to \$12.00.

The new "Gretchen" Irish Crochet Collar, each, \$3.00 to \$15.00.

Real Irish "Crochet" Lace Jabots, each, \$4.00 to \$10.00.

JUST ARRIVED.  
Have you seen the latest rage in Paris?

**LACE BAGS**  
Lace Bags, for afternoons or evenings, made in real Irish crochet, Venetian or guipure lace. Each \$2.00 to \$5.00.

Women's Easter Handkerchiefs

A SPLENDID showing of exclusive Novelties, in which Madeira, Embroidered and Armenian Lace-edge Handkerchiefs are prominently featured, has been made ready for Easter.

White Embroidered and Colored Novelty Handkerchiefs. Each, 25c, 35c, 50c, and 75c.

Hemstitched Handkerchiefs, made of plain linen. Special values at 4 for 25c, and special sale of Women's Initial at 2 for 25c.

**Special Spring Hosiery, Tuesday**

Women's Black Cashmere Silk Embroidered Hose, red, white, sky, silk, all sizes. Special, pair, Tuesday, 50c.

Misses' Plain Black Cashmere Hose, seamless, spliced heel and toe, sizes 6 1/2-8 1/2. Regular 25c. Tuesday, pair, 15c.

Men's Fine Imported Lisle Thread Socks, fancy patterns and colors, also silk embroidered fronts. Tuesday, pair, 25c.

**A Sale of Beautiful Whitewear Samples, Tuesday**

ALL Ladies love beautiful whitewear. Here's a chance to possess all you require at about half the usual cost. And all sample pieces. No two garments alike. Exquisitely sewn and trimmed with fine laces or embroideries. Every piece is new and fresh, and not mused and soiled as usually samples are. If you would like some new and charming lingerie, come to-morrow. Prospective June brides will find this sale of samples especially opportune.

400 Sample Pieces Women's Fine Whitewear, all new and fresh, consisting of Night Dresses, Drawers, Petticoats, Corset Covers and Chemises. No two alike, beautifully made and trimmed with laces or embroideries, insertions, headings and tucks; fine cottons and nainsooks only. All sizes for 32 to 40 bust measure. Tuesday about half regular prices.

### Raincoats and Toppers

SPRING COATS for men have superseded all other interests in the Clothing Dept. for Tuesday.

If you want the smartest coat you can get in town you should see our "Americans."

We make a special showing of all our styles of Spring Coats to-morrow.

Men's Raincoats, in imported English covert cloth, in dark Oxford grey, fawn and olive shades, cut 50 in. long, in the latest Chesterfield design, \$10.00.

Men's extra quality Raincoat, made up in fine Venetian finished imported covert cloth, in all this season's newest shades, 50 in. length, best shrunk in the latest Chesterfield design, \$10.50.

Men's Extra Quality Raincoat, made from an extra quality of Priestley cravenette, in every desirable shade, including black, cut full length, in a handsome Chesterfield design, suitable for dress wear or stormy weather, best trimmings. "Our own make." Special value, \$18.00.

Men's New Spring Topper Overcoats, in imported covert cloth, in the latest plain shades, also mixed colorings, made up in the most advanced fashion of the season, best interlinings and trimmings throughout, \$8.50.

Men's Black English Vienna Cloth Topper Coats, extra fine quality, made in short neat fitting boxy style, cut on the very latest spring model, \$10.50.

### Men's Easter Furnishings

NEGLIGE SHIRTS.

All that is new, correct and up-to-the-minute in designs; all the new improvements known to shirt craft are shown in our comprehensive showing for spring. Prices from 50c to \$2.75.

NEW NECKWEAR.

Our range of designs includes many exclusive shadings, in the new bias stripe effects. We specialize at 50c.

PJAMAS.

A recent shipment from New York is of very fine swackets, in plain blues, mauves, pinks and tans. Prices \$1.50, \$2.00 and \$2.50.

EXTRA SPECIAL.

500 garments of American Elastic Ribbed Cotton Underwear for spring wear, very fine saten facings, in shades of blue and brown. Sizes 34 to 44. Regular 75c garment. Tuesday 50c.

THE NEW SPRING BELTS

THERE is no belt more popular than the elastic, and it is possible to get this line not only in black, white and neutral colors, such as grey, taupe and fawn, but in such shades as wisteria, navy blue, emerald green, purple and dark red.

Some of the weaves are quite plain; others are especially pretty and novel. The newest are embossed, one in acorn, the others in a nugget design. There are variety of buckles to choose from, pearl, gold, plain and engraved designs, copied from the antique in dull metals and hammered brass, mounted or not with semi-porcelain stones. Prices \$1.25, \$1.50, \$1.75, \$2.00, \$2.50, \$3.00 and \$5.00 each.

**Sheet Music, 4 for 25c, Post 3c**

Anvil Chorus, Angela's Serenade, At Sundown, Convent Bells, Consolation (Mendelssohn), Battle of Waterloo, Beautiful Blue Danube, Evening Star (from Tannhauser), Flower Song, Durand's Valse (E flat), Home Sweet Home Variations, Handel's Largo, Girls' Hood Day, Fifth Nocturne (Leybach), Longing for Home, Maiden's Prayer, Monastery Bells, Melody in F (Rubinstein), Mountain Bell Schottische, Old Folks at Home (variations), Over the Waves, Pure as Snow, My Old Kentucky Home (variations), Old Black Joe (variations), Peary Dew Drops, Simple Confession, Spring Song (Mendelssohn), Silvery Waves, Traumer, The Storm, The Fountain, Trip to Niagara, Tam o' Shanter, The Shepherd Boy, The Wedding March, Whisperings of Love, Waves of the Ocean, Madras, The Danube, Valse Blue, Kathleen Mavourneen, Junonia, The Heart Bowed Down, Step Out for Jesus.

### Wall Paperers Busy

GOING to be an active season—getting good and active already. Choose your papers early.

BEDROOM AND PARLOR PAPERS.

1900 rolls Bedroom Papers, in blues, greens, greys, pinks, clean up of few lines. Regular to 20c, Tuesday 9c.

1650 rolls Parlor and Hall Papers in greens, browns, reds and fawn shades, imported stock. Regular 9c, Tuesday 7c.