

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

SIMPSON COMPANY, LIMITED

Probabilities.
Fresh west and northwest winds; fair and cooler.

THE ROBERT SIMPSON COMPANY, LIMITED

FRIDAY, APRIL 23

New Additions to the Cloak Department's Galaxy of Fashion



Saturday's Programme Begins at 8 o'clock and Continues All Day Till 5.30

WE have been adding to the already overwhelming attractiveness of our Cloak Department. We have new things to show you. Have you chosen your Suit yet? Come to-morrow. Beauties at \$14.50, \$16.50 and \$25.00. Summer dresses are here. Choosing now at leisure will give you more satisfaction than if you wait until everybody else has done so, and warm weather forces your hurried decision.

Look over the list of suggestions and realize what opportunity this great new department extends to you to-morrow.

- LADIES' SUITS.**
Suits of diagonal serge; colors are black, navy and brown; medium long coat; skirt and coat trimmed with buttons. Saturday \$14.50.
- Stylish Suits of imported worsteds, in navy, grey and green tones, long coats, trimmed with novelty buttons, flare gore skirt, trimmed with strapping and buttons. Saturday \$16.50.
- Lady's Three-piece Suit, of fine Panama, colors are black, navy and green, jumper is trimmed around neck with braids and silk, skirt trimmed with buttons to match coat. Saturday \$25.00.
- SUMMER DRESSES.**
An assortment of Dresses in Shirt Waist Styles, materials are white duck and linen, black and navy luster; some waists are tucked; skirts are trimmed with folds, or quite plain. Saturday \$2.95.
- Sample Smart Washing Suits, clearance of a manufacturer's stock; they are of English rep and linen; colors are pink, helio, sky and tan; coats are either braided or trimmed with buttons. Prices are \$7.50, \$8.50, \$10.00 and \$12.50.
- Very Pretty Princess Dresses, of pink, sky and white mull; have lace insertion down front and around waist, yoke and collar of lace, tucked sleeves. Saturday \$6.50.
- LADIES' COATS.**
Ladies' Coats, in fawn and light and mid fawn stripes, covert cloth, semi-fitted back, fancy pockets. Saturday \$25.00.
- A special line of Ladies' Coats, in striped covert, made three-quarter length, trimmed with strappings. Saturday \$8.50.
- Stylish Tailored Coats, of cream and grey serge, made in three-quarter length, trimmed with buttons. Saturday \$15.00.
- Long Cream Serge Coats, semi-fitted back, trimmings are self strappings and buttons. Saturday \$18.50.
- LADIES' SEPARATE SKIRTS.**
All-wool Voile Skirts, in black only, made in full flare gored style, trimmed with folds of taffeta around bottom. Saturday \$5.75.
- Skirt of imported Panama, in black, navy and brown, finished with strapping and buttons. Saturday \$7.50.
- Panama Skirts, in black and navy, trimmings are either folds or buttons. Saturday \$3.95.
- GIRLS' DRESSES AND COATS.**
300 Reefer Coats, of light and dark striped and checked tweeds, brown, navy, green, blue, Venetian cashmere, cream with black stripes, some finished with velvet collars, to suit girls of ages 6 to 14 years. Saturday \$2.95.
- Girls' Dresses, of imported serge, in blue and ox-blood shades, fancy yokes, finished with buttons, long sleeves, gathered skirts, 10, 12 and 14 years only. Saturday \$1.25.
- Girls' Dresses, in pink and sky spotted muslins, navy and white linen finished fabric, blue chambray, and white with navy, brown or pink striped Madras, made in a large variety of styles; trimmings are either strappings or braids. Sizes 10, 12 and 14 years. Saturday \$2.95.
- Girls' Coats, of imported serge, in navy, scarlet or grey, made in reefer style, velvet collars. Sizes 6 to 14 years. Saturday \$4.75.
- NET WAISTS, \$2.95 AND \$3.95.**
Dainty Net Waists, in white or ecru, lined throughout with silk, tucked and trimmed with rows of lace, Maltese lace and insertion, front and sleeves finished with tabs and silk buttons. Saturday \$2.95.
- Embroidered Net Waists, in white or ecru, finely tucked and trimmed with fine lace and insertion, tucked sleeves and pointed collar, silk lined. Saturday \$3.95.
- A CLEVER TAILOR-MADE WAIST FOR 95c.**
Made of good quality white lawn, with large Gibson pleat, center box pleat, and fastened with large pearl buttons, flap-tailored pocket, link cuffs and stiff laundered collar. Sizes 34, 36, 38, 40 and 42. Exceptional value 95c.
- HEATHERBLOOM PETTICOATS, \$1.95.**
Heatherbloom Petticoats, in black only, made with founce of bias pin tucks and accordion pleating, finished with frill, gathered frill. Special value on Saturday \$1.95.

TWO-PIECE DRESSES AT \$4.50.
Smart American Outing Dresses, two-piece, of pink and white or blue and white check gingham, waist made sailor style, with collar, tie and cuffs of plain material, matching dress. Skirt made extra full, with double box pleat back and front, finished with deep fold of plain material as of waist. A very smart dress for \$4.50.
Third Floor, New Section.

1,200 More of those Long Gloves, 75c

WORTH \$2.00 and \$2.50. We sold the first half of this special purchase last week. Now's the chance to share in what so many of your friends found uniquely advantageous. These Gloves are worth from \$2.00 to \$2.50 a pair. 1200 pairs of Women's Real Swell Kid Gloves, "Perrin" make, Mousquetaire styles, every pair first quality, neat silk-stitched backs, perfect fitting, tan, mode, grey, black and white, 20 button length to 8 buttons, not all shades or sizes in each length; same as you have paid \$2.00 and \$2.50 for. Saturday, per pair, 75c.



In the Millinery Salon

150 Trimmed Hats for Ladies and Misses — splendid new styles—the very latest New York shapes have been used, together with plenty of lovely French flowers, foliage and rich ribbons—every Hat is as carefully finished as though ordered—all colors and no duplicates. Special Saturday Sale, \$4.85.

We have marked SIXTY of the REA'S Hats down for Saturday Selling to just One-Half the regular marked prices. \$12.00 Hats for \$6.00. \$15.00 Hats for \$7.50. \$20.00 Hats for \$10.00.



75c Picture Song Books for 10c.

WE ARE clearing a publisher of all he has left on hand. 500 Pretty Picture Songs for Little Folks. Music by G. A. Grant Schaefer. Drawings by Walt M. De Kalb. This book was published to sell at 75c per copy. This is a collection of simple songs for children, quantity illustrated. While they last, 10c each. On sale Book Department, new store, Main Floor.

Carnations, 35c per dozen

Carnations, fresh cut, per dozen, 35c. SEEDS
16 packets Flower or Vegetable Seeds for 25c.
1 lb. Lawn Grass Seed for 25c.
1-4 lb. Sweet Peas, fine mixed, for 15c.
1 oz. packets Nasturtium, tall or dwarf, Sweet Peas, Morning Glory or Scarlet Runners, for 5c.

Saturday's Groceries

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 29c.
Redpath's Loaf Sugar, 4 lbs. 25c.
Canned Plums, in quart gem jar, 300 jars, while they last, per jar, 25c.
250 fine Canned Strawberries, in sanitary tins, well filled, in heavy syrup, per tin, 15c.
Toasted Corn Flakes, 3 packages, 25c.
One car Fancy Navel Oranges, large size and sweet, per dozen, 35c.
Baker's Cocoa, 3-2 lb. tin, 22c.
Heather Brand Sweet Wrinkle Peas or Corn, regular 10c, 3 tins 25c.
Pure Maple Syrup, in Imperial quart tin, 25c.
Imported Pickles, Rowatt's, assorted, per bottle, 10c.
Choice Red Salmon, Cock of the North Brand, per tin, 15c.
Fancy Mixed Biscuits, 2 lbs. 25c.
2 LBS. COFFEE, 35c.
200 lbs. only, in the bean, ground pure or with chicory. Saturday, 2 lbs. 35c.

Lace Laden Showcases of Neckwear.

NEVER so inviting—never so enticing. This spring our Neckwear Department is a delight to every real woman.

Hand-made jabots—little touches of Irish lace and fine embroidered linen.

Gretchen Collars, the innovation of the moment, made of real Irish crochet, cluny, etc.

Coat sets of Irish lace, embroidered linens.

Pretty stocks of chiffon, Valenciennes, Venetians, etc., for women who do not care for tailored effects in dress.

Lace yokes in Venetian, guipure and Breton net.

And a hundred and one novelties and daintinesses, all shown at the moderate Simpson prices. We never had so much variety, so many new ideas, so many real inspirations.

Come and we'll be delighted to show you. The Neckwear Department is very much at Home to visitors these days.

- Gretchen Collars, in real Irish crochet, "baby" Irish, hand embroidered, with real Irish laces. Each, \$3.00 to \$13.50.
- Gretchen Collars, in fine embroidered linen. Each, 75c to \$2.00.
- Gretchen Collars, in guipure lace. Each, 50c to \$1.50.
- Gretchen Collars, in fine embroidered Swiss, also fine mull, trimmed with narrow French Valenciennes lace. Each, 25c to \$1.50.
- JABOTS**
Jabots of real Irish crochet, also "baby" Irish. Each, \$3.50 to \$7.00.
Jabots of Princess lace and embroidered net. Each, 60c to \$1.50.
Jabots of sheer handkerchief linen, trimmed with narrow "baby" Irish lace, also with narrow Cluny laces. Each, \$1.50 to \$5.00.
Jabots of fine embroidered mull, trimmed with narrow fine Valenciennes lace. Each, 50c to \$1.50.
- FRILLINGS**
Frilling in all widths, all the fashionable makes, all colors, all prices, in lace, chiffon, linen, tinsel. Per yard, 15c to 50c.
- Jabots of fine pleated mull or net, trimmed with narrow Cluny and Valenciennes lace. Each, 25c to 75c.
- Jabots of fine embroidered Swiss, in all white and white with touches of color. Each, 25c to \$1.00.
- LAUNDERED EMBROIDERED COLLARS AND BOWS**
Stiff Embroidered Collars, in white, also white embroidered in colors, scalloped or hemstitched edges. Each, 25c to 50c.
- Bows in silk or white pleated, net, Swiss embroidered bows, Valenciennes lace bows, in white and white with colors. Each, 25c to 50c.

What People Say About Simpson's Dress Goods

No. 9--The Salesman

THE men who actually handle dress goods yard by yard more than any other man or woman in this city, should be competent to judge the dress goods of this store. At the same time they would have no standard of comparison if they had handled Simpson's Dress Goods and no other. We therefore picked upon one of our salespeople who has had a wide experience upon this continent, and also in the Old Country, and asked him how he liked selling Simpson's Dress Goods. "I enjoy it," said he. "I can always find the exact shade and weave the customer wants. If she doesn't know quite what she does want, I can always make suggestions and please her in the end. It is a pleasure to sell goods with such a range as we've got now."

Worsted Suitings, in black and colors, stripes, overcheck, self-colors and two-tone effects. Every new and fashionable color, combination and weave. Taupe, taupe brown, taupe green, reseda, brown, gendarme, etc. 48 and 52 inches wide. Special selling, yard, \$1.00.
Cream and Colored Mohair Lusters, navys, reds, greys, browns, blacks and creams. Hand sheer weaves, fast dye, very smart and durable for separate skirts, waists, house dresses or children's wear. 42 inches wide. Special price Saturday, yard, 25c.

3000 Sample English Linen Doylies and Tray Cloths

ON sale in the Fancy Needlework Department, near the new Queen-street entrances.

These goods, the best and finest of their kind, represent the entire collection of the biggest house in the world dealing in fancy linens. The traveler, after having covered the American continent, sold us the samples at a fraction of the cost for regular stock. They include all the new designs for Doylies, Table Cloths, Shams, etc. Anyone with a love for fine linen, or with a wedding on the horizon, may consider this opportunity fortunate indeed.

3000 pieces of the Finest Linen Cluny, Battenburg, Renaissance and hand-worked Doylies, Tray Cloths, 8 o'clocks, Shams, Runners, Babies' Pillows, large Tea Cloths and fancy Sachets, both separate and in sets complete. On sale Saturday at one-half and one-third ordinary prices. In marking these goods we have endeavored to condense prices as much as possible, and we would draw particular attention to the following prices: 49c, 75c, 98c, \$1.48 and \$1.88. At one or other of these prices you can get goods that are worth \$1.00 to \$5.00. Ladies at a distance can rely on having our very best services, if in writing they will describe as near as possible what they require.

The Department of Inner Wear for Women and Girls

2nd Floor
Royale Corsets at \$1.00 a Pair

WE HAVE just passed into stock another shipment of that now famous Royale Corset. We claim this Corset to be as good in every way as any \$2.00 corset.

Phone orders filled.
350 pairs Ladies' Ultra-Fashionable Corsets, made of extra fine white coutil or batiste, high or medium bust, long hips, deep skirt, extension back, 16 1/2 or 17 inches long, filled with fine all dust-proof steels, four wide side steels, four fine plain elastic garters, hand-somely trimmed with lace and ribbon, sizes 18 to 26 inches, a magnificent corset, regularly worth \$2.00. Saturday \$1.00 a pair.



Charming Whitewear at Reduced Prices

Underskirts, fine cotton, 17 inch lawn founce, row of embroidery and tuchon lace insertion, deep frill of fine tuchon lace, dust ruffle of lawn. Sizes 38 to 42 inches. Regular value \$2.25. Saturday, \$1.69.

Drawers, fine cotton, 5 tucks, hemstitched tucks and frill of fine embroidery. Sizes 23, 25, 27 inches. Regular value \$1.00. Saturday, 75c.

Girls' Dresses—2nd Floor
By taking all the manufacturer had of these we named our own price. Saturday we pass them on to you. Phone orders filled.

Girls' Dresses, fine plain color chambray, sky, pink, rosebud and grey. Yoke has insertions of white linen and whitepithed frill. Sizes 6, 8, 10 years. Regular value \$1.00. Saturday, 50c.

Girls' Dresses, fine white lawn, trimmed with French Val. lace and small and large tucks, embroidery, medallions and bertha. Sizes 6, 8, 10 years. Regular value \$2.75. Saturday, \$2.00.

Ladies' Dressing Sacques
Little Girls' Dresses, fine Persian lawn, empire style, fine embroidery beading, with 1-2 inch silk ribbon, hemstitched tucks and deep hem, ribbon rosette. Sizes 6 months to 3 years. Regular value \$2.25. Saturday, \$1.75.

Fancy Printed Lawn, pink, blue or black patterns on white ground, stole, cuffs and belt of fancy lawn. Sizes 32 to 44 bust measure. Saturday, special, \$1.00.

Fancy Printed Lawn, in rose effects, roll collar and butterfly sleeves, have frill of fine embroidery, wide silk ribbon waist belt. Sizes 32 to 44 bust. Saturday, special, \$1.75.

The Sale of the Rea Waists

The sale of A. E. Rea's stock of high-grade waists is continued in the Waist Department of the Robert Simpson Company.

Men's Day Programme for Men

Suggestions from the Men's Store for the Benefit of Men's Store Customers

THE CLOTHING we sell is our choice of the Canadian production. It's the cream. We see samples of just about everything that's turned out in this country, and what we select is superior either in value, in material, in style, or in finish to all other clothing going.

With that fact in mind, look at the prices printed below, and come in to-morrow and prove what we say for yourself.

Men's Spring Overcoats, in rich black English chevrot, also dark Oxford grey shade, Chesterfield style, deep silk facings. Extraordinary value, \$19.50.
Men's High-grade Raincoats, in Venetian-finished English covert cloths, in Oxford grey, olive and fawn shades, best Italian body linings, gilet sleeve linings. \$12.00.
Men's Blue and Black Suits, fine all-wool English worsteds, new spring models, single and double-breasted. Special, \$12.00.
Men's Blue and Black Suits, in all-wool English chevrot, made up in the latest three-button sacque style, best linings and trimmings. \$18.00.
Men's New Spring Suits, in fancy English worsteds, in tan, greenish shades, with dark stripe and dark braided style, with sailor collar, white braided trimmings, gilet cuffs and flaps on pockets. \$14.00.
Men's Fancy English Worsteds Suits, in olive, brown and elephant grey, with neat invisible stripe, cut in two-button American style, slight dip in front, long roll lapel, fancy cuffs and pockets. \$16.50.

BOYS' SPRING SUITS AND REEFERS.
Boys' New Spring Reefers, in neat black and white shepherd check material, latest New York design, neat black velvet collar. Sizes 4 to 10 years. \$4.50.
Boys' Reefers, in silver grey English tweed, double breasted style, with sailor collar, white braided trimmings, gilet buttons. Sizes 4 to 9 years. \$3.75.
Boys' New Spring Topper Coats, English covert cloth, medium grey and fawn shades. Sizes 25 to 30, \$6.75 to \$11.25.
Boys' Two-piece Double-breasted Suits, in all wool English tweed, soft finished, light grey shade, made with belt, strong linings, plain knee pants. Sizes 25 to 29, \$4.75.
Boys' Sailor Blouse Suits, in fancy grey imported English worsteds, made in latest New York style, with brown silk flowing tie, braid trimming and silk ornaments. Sizes 5 to 10 years. \$5.50.

Boys' White Duck Russian Suits, made with sailor collar and belt, trimmed with pale blue fancy braid, bloomer pants. Sizes 3 to 7 years. \$2.00.
THE NEW HATS FOR MEN.
Black Derbies or Fedoras, English or American, for \$1.00.
Christy's famous hats, Derbies or Fedoras, \$2.00 and \$2.50.
Battersby's American shapes, \$2.00.
King Hats, \$2.00.
The new Caps, 25c to \$1.00.
Children's Tams, 25c to 50c.

A BIG CLEARING OF MEN'S NEGLECTED SATURDAY, \$1.25 VALUES, 99c OR 3 FOR \$2.00.
We secured a clearing line of 50 dozen white negligees, with fancy mercerized self-striped bonnets, and we'll sell together with a fine assortment of Oxford and cambric, in stripes, etc., and zephyrs, in blue shades, with values up to \$1.25. Saturday, 99c each; 3 for \$2.00.

Men's Spring Gloves, dogskin and suede finish, one dome fastener, in tan and grey, new arrivals from abroad, overseas and pique sewn, all sizes. Saturday, per pair, 99c.
Men's Fine Quality Imported Fancy Colored and Embroidered Lisle Half-Hose, close, even spread, sample lot, finest quality, values up to 45c, spliced heel and toe. Price Saturday, 25c.

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Male or female, five years practice, must and Remington need apply. 26 Victoria St.

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