The Robert SIMPSON Company Limited | Store Opens at 8 a.m. | Closes at 5.30 p.m | H. H. Fudger, President | J. Wood, Manager | Probs.: Partly fair, with showers. | The Robert SIMPSON Company Limited

To-day Being a Statutory Holiday the Store is Closed

THE Store is closed to-day, but not before adequate preparation has been made for an Easter Saturday's business. Women will find their shopping made easy and comfortable despite the rush. Our selection is beyond the dreams of the most ardent searcher for the "out of the common," and Saturday prices will negotiate the sharpest economical turn.

Men will be able to look after themselves in our departments, and that "search to be suited" which is such a waste of time will be easily avoided.

Millinery for Easter

We held 165 Hats in reserve for Easter Saturday's selling. They are very pretty hats, stylishly trimmed with the best of materials. The shapes are fine tagel and chip, and they appear to be $10.00 or $15.00 hats. Come and see them on Saturday. They are distinctly bargains at their selling price **6.50**

Children's Millinery

We are showing on Saturday 100 Hats of the daintiest, cutest designs. Nearly as many styles as there are hats. The little mushroom and Quaker effects are especially fascinating. Prices are from **$1.50** to **3.50**

100 Women's Sample Suits

Go on Sale Saturday Morning, 8 o'clock. Reg. $12.50 to $21, for 9.98

Sample Suits from our own factory. These are the suits our designers made up for our own buyers to decide their season's styles from. Every suit is made up in the very best way, as special inducement for early shopping Saturday. We will clear them at one price:

The materials are French Venetians imported Panamas, and hopsack Cheviots; colors in the lot are navy, brown, green, black and grey, also of striped suitings, in a number of fashionable mixtures. Coats are 26 to 30 inches in length, lined throughout with silk or satin some are strictly tailored, others trimmed with braids, notched and large rolling collar; skirts have the fashionable lines, plain and pleated effects. Sizes are 34, 36 and 38 bust measurements. Regular values $12.50 to $21.00. Saturday **9.98**

WOMEN'S SEPARATE SKIRTS, $2.98.

Sale of a very special lot of Women's Separate Skirts, of all wool French Venetian and striped worsteds, in black and navy. These are made in a couple of smart styles; one has a neat overskirt effect, the other has deep yoke effect, and finished with tuck and button trimmings. Sizes range from 37 to 42 front measurements; were sold regularly at prices ranging from $3.95 to $4.95. Saturday **2.98**

WOMEN'S SPRING COATS.

Smart Spring Coats, of grey tweed with green stripe, semi-fitting back, smart shawl collar, overlaid with dark green satin, and trimmed with small buttons; sleeves have wide cuffs, slash pockets. Price **10.00**

Very stylish Coat, of all wool Shepherd's Checked Worsted, semi-fitted back, large round collar, trimmed with fold of black satin sleeves have wide cuffs. Special value **14.50**

GIRLS' REEFER COATS FOR $1.98.

A collection of serviceable Reefer Coats go on sale to-morrow morning; these are in smart single or double breasted styles, tailored sleeves with stitched or turn-back cuffs, and trimmed with fancy buttons; materials are all wool serges, imported Panamas, striped worsteds and Vicuna cloths; colors in the lot are brown, green, red, black and navy. Sizes range from 8 to 14 years, and prices were $3.50 and $4.00. To clear Saturday **1.98**

Women's and Girls' Spring Underwear

Saving prices on fine qualities of women's and girl's spring undergarments for Saturday selling.

Women's Corset Covers, five white ribbed cotton, medium neck, long, short or no sleeves, beading and draw ribbon, shell edges, pearl buttons; sizes 32 to 40 bust measure. Regular price 25c. Saturday, each ..... **15c.**

Women's Vests, fine Swiss ribbed, white lisle thread, very slightly imperfect, low neck, no sleeves, beading and draw ribbons; sizes 32 to 38 bust. Regular 35c quality. Saturday, each **19c**

Women's Union Suits, fine Swiss ribbed white cotton, high neck, long sleeves, knee length, button front tight knee, shell edges; sizes 32 to 38 bust measure. Saturday, each **50c**

Women's Drawers, fine white ribbed cotton, knee length, tight fitting, open or closed styles; sizes 32 to 42. Saturday, a pair ..... **25c.**

Women's Vests, fine white ribbed cotton, low neck, short or no sleeves, crochet edges with draw tapes; sizes 32 to 38 bust. Saturday, each **10c**

Girl's Vests and Drawers, fine ribbed white cotton vests, high neck, long sleeves, button front; drawers are knee length to match; sizes 2 to 14 years. Saturday, all sizes, each **20c**

Girl's "Excelda" Vests, fine ribbed white wool, unshrinkable, high neck, long sleeves, button front, medium weight, sizes 2 to 4 years, 35c each; sizes 6 to 8 years, 45c; sizes 9 to 14 years, 55c.

Special. Women's Union Suits, "Strallan" brand, finest plain knit, white wool, spring weight, high neck, long or short sleeves, button front, knee length, beautiful quality; sizes 32 to 42 bust. Regular value $2.75 a suit. Saturday, each **$1.75**

A Manufacturer's Clearing of $6 Silk Petticoats $3.49

120 Women's Petticoats of extra quality taffeta, black, light or dark grey, chanticler and sky; made in a variety of styles, some with silk eyelet embroidery, others with stitched tailored flounces, a few with two-yard reinforced flounce, percaline under flounces, finished with frill. Regular values would be $4.00, $5.00 and $6.00. Saturday **$3.49**

Phone orders accepted for blacks only.

Easter Saturday in the Waist Dept.

This department will surpass itself on Easter Saturday, both in the quality, style and beauty of the goods displayed.

We append a list of specials:—

2.95. A white and black Striped Union, with peasant sleeves and low neck, narrow yoke of black satin, all sizes. Special Saturday **2.95**

$3.95. A lovely Blouse of all-over Guipure lace, low neck, short kimona sleeve, decorated with little black frogs and buttons, ivory and ecru, all sizes. This is good value for $5.50. Special Saturday **3.95**

2.95. Our Black Embroidered Silk Net Waists at this price stand alone for value. We have always featured this line, but our value to-day is better than ever. All sizes to 42-inch. Special Saturday **2.95**

1.95—1.95. The biggest assortment and the very best value ever offered at this price. A collection of 6 different styles, from which to choose, plain tailored Irish linens, men's shirt style in vestings, Madras and linens, with or without pocket, lovely lawns, nainsooks and organdies, in low neck kimonas, high neck kimonas, ordinary style sleeves with long or short sleeves. Many of these lines are practically half price, being good values at $2.95, $3.50 and $3.95. Special Saturday **1.95**

EXTRA SPECIAL.

200 White Linene Tailored Shirt Waists, cut tight-fitting, men's shirt style, open front, visible pearl buttons, patch pocket, embroidered linen collar and linen cuffs. Sizes 32 to 42-inch. Saturday's extraordinary price, each ..... **.73**

New Dress Goods

SPECIAL ANNOUNCEMENT.

High-class rich Black Dress and Suiting Silks, qualities we recommend and guarantee, at exceptional values. Rich, full, deep blacks. Rich black charmeuse, rich black cords, rich black duchesse mousseline, rich black fur back satins, rich black satin-de-chene, rich black duchesse pallilette. 36, 40, and 44 ins. wide, at **$1.50, $2.00, $2.50 and $3.00** per yard.

A special display of the Grey Suitings so popular this season. New Pearl Greys, new Clerical Greys, new Oxford Greys, new Cambridge Greys, in West of England worsted, manufactured by the leading makers for the new tailored suits. 52 to 56 in. wide. **$1.00, $1.25, $1.50, $2.00, $2.50.**

NEW BORDERED DELAINES.

2,000 yds. of the new French Bordered Delaines. All the newest shades and designs, new blues, greys, tans, greens, with contrasting Persian borders, pure wool qualities, perfectly fast colors. 20 in. wide. Saturday ..... **.59**

Wash Goods—2nd Floor

SPECIALS FOR SATURDAY.

200 pieces Fine White Mercerized Brocade—In a splendid range of designs, sprays, sprigs, leaves, spots, etc. These goods retain their brilliant silky lustre after repeated washings. Regular value 20c. Special ..... **.13**

A Great Range of Dainty Printed French Muslins—31 inches wide, suitable for high-class summer dresses, white grounds with satin check, over which is printed in most exquisite colorings beautiful French designs of flowers, sprays, etc. Special value ..... **.59**

The New Marquesettes—With fancy border, 44 inches wide, in green, mauve, navy, sky, and other colorings, special width ..... **.98**

Printed Muslins, Lawns and Organdies—The pick of the British and American markets ..... **.25, .15, .12½**

A Great Bargain in Printed Muslins—200 pieces only of most dainty designs of flowers, etc., pink, sky, mauve, and other favorite colorings, 28 inches wide; regular value 12½c ..... **.7**

Men's Spring Overcoats

English Tweed Spring Weight Overcoats, in grey herringbone weaves, showing self stripes, single breasted Chesterfield style, button through, with close-fitting collars; carefully tailored in every way, and perfect fitting. Sizes 35 to 44 ..... **12.50**

English Vicuna Cloth Spring Weight Overcoats, a soft, smooth-finished material, with slightly unfinished surface, in rich fast black and dark Oxford grey shades; Chesterfield models, single breasted, lined throughout with fine twill mohair; sizes 35 to 44 ..... **15.00**

Spring Weight Chesterfield Overcoats, made from a soft, smooth-finished imported tweed, in a small herringbone weave pattern, American single breasted models, with nicely built shoulders and full chest effect; tailored in the best possible manner, and finished with extra quality linings and trimmings. Sizes 35 to 44 ..... **18.00**

YOUNG MEN'S AND YOUTHS' SPRING SUITS.

English Tweed Suits, in a medium mixed grey pattern, showing fancy colored thread stripes, 3-button single breasted sack style, carefully tailored, finished with best quality linings and trimmings; sizes 32 to 35 ..... **10.00**

BOYS' NEW SPRING CLOTHING.

Boys' English Tweed 3-piece Suits, dark brown and olive stripe pattern, with black and gold thread stripes interwoven, double breasted style; vest 5-button single breasted style, and plain knee pants, splendidly tailored, and perfect fitting; sizes 28 to 34 ..... **6.50**

Tweed Two-piece Suits, in a mixed fawn pattern, with self and fancy colored stripes; cut in the favorite double breasted style, with neat, close-fitting collars, and long, narrow, shapely lapels; pants bloomer style; made extra full and large; sizes 27 to 34 ..... **8.00**

Reefer Coats, fancy worsted spring weight, in a neat black and white shepherd check pattern; cut double breasted style, with velvet collar, silk emblem on sleeve, and double row of fancy buttons; a neat coat for a little fellow; sizes 21 to 25 ..... **5.00**

Easter Means a New Hat

Select the Hat you like best from our complete showing of Christy's celebrated English made Derby or Soft Hats; all the newest shapes and colors, at **$2.00, $2.50** and **3.75**

In other famous English makers we have Battersby, King, Moreley, Greville and Renwicke, splendid hats to wear, and in the correct spring 1911 designs, at $2.00 and **2.50**

Men's and Youths' Soft Hats, in the latest American styles, telescope, crease or neglige, in the popular greys, fawns and browns, at $1.00, $1.50 and **2.00**

Men's and Boys' Caps, in golf, hookdown, varsity, motor or yacht shapes, in tweeds, serges and cloth, large and varied assortment, at 25c, 35c, 50c, 75c and .. **1.00**

Children's Tam o'Shanters, turban and middy shape felt hats, in colors tan, green, scarlet, cardinal, white, navy, brown, black, etc. Specially priced at ..... **.50**

90 Derby and Soft Hats on Sale Saturday Morning. Latest Shapes. Regular $2.00 and $2.50, for $1.00.

1,000 Men's Hats, all up-to-date spring and summer 1911 shapes, and fine grade English fur felt; colors in Derby hats brown and fawn, but mostly black; in soft hats grey, slate, fawn, brown and black. Good values at $2.00 and $2.50. Saturday morning, 8 o'clock, your choice **1.00**

Shirts and Neckwear

2,000 Men's Negligees, neat designs, in the newest colorings, all styles, including the new fancy box pleat front. Made from the best materials only for the Robert Simpson Company. There is a great variety to choose from, and all sizes 14 to 18. Saturday **1.00**

Our fifty cent neckwear is certainly the best we ever had, the colors are correct for Easter wear, the designs are the latest from New York, and the quality and finish is absolutely perfect. Shapes which sell in the usual way at 75c and $1.00, are on sale Saturday at, each, **.50**

2,000 Men's White Duck Shirts, made to the Simpson measures, therefore, it fits. We specialize on this duck shirt. All seams are overlapped and strongly double stitched; it has a reversible collar so that linen collars can be worn. The material is the best ..... **.75**

Women's Sample Underwear

Women's Fine Lisle Thread Vests, with silk ribbon, high neck, no sleeves, beading and ribbon, pearl buttons; sizes 32 to 40 bust measure. Regular 50c. Saturday, each ..... **25c.**

Women's Fine Lisle Thread Vests, with silk ribbon, low neck, short sleeves, beading and ribbon, pearl buttons; sizes 32 to 40 bust measure. Regular 50c. Saturday, each ..... **25c.**

Women's Fine Lisle Thread Vests, with silk ribbon, low neck, no