

# Easter Saturday At Simpson's

"Arrow," "Forsythe," and "Lang" Shirts, New Designs  
A Special Purchase Sale Tomorrow Morning **1.29**



All New Designs---Sizes 14 to 17---Regular Values \$1.50, \$2 and \$2.50

You will note that this is a sale of three unsurpassed makes--a special purchase of perfect, fresh new goods--regular stock lines from the "Arrow," "Forsythe," and "Lang" shirt factories which readily command on all other regular selling occasions either of these prices--\$1.50, \$2.00 or \$2.50.

The materials in them are extremely handsome, in the season's newest patterns--fancy and cluster stripes, in fast colorings of blue, helio and also black--including many two-tone effects. They are all coat style, some with double French soft cuffs, others with laundered stiff cuffs. It will pay you to purchase your summer supply from this sale. Sizes 14 to 17. On sale Saturday, 8.30 a.m., at \$1.29, or four for \$5.00.

A Big Sale of Men's New \$6.00  
Silk Shirts at \$3.98

"Arrow" and "Forsythe" brands; 600 shirts in all. We purchased the lot at a special price concession; thus we are enabled to offer them Saturday at this extremely low price. In the lot are all the newest and most handsome designs in stripes and colored effects; two and three-tone colorings. They have double French cuffs. Sizes 14 to 18. Regular \$6.00. Saturday, \$3.98.

Sale of Men's  
Spring Overcoats  
Saturday \$13.95

This lot is composed of the season's most popular models: The Trencher, with belt all around; the English slip-on, with natural shoulder, close-fitting collar and full back; and the standard Chesterfield. Materials are exceptionally good, plain grey and black all-wool chevots and vicunas; English and Canadian fancy tweeds, in grey and black, brown and grey mixtures, and Donegal effects; also some novelty shades in brown and heather mixtures. They are well tailored, and perfect fitting. Regular \$18.00, \$20.00, \$22.00 values. On sale Saturday morning, while they last, \$13.95.

### VISITORS TO THE CITY

are cordially invited to make use of this store's facilities in every way that may enhance their comfort and pleasure. The conveniences at your service--Women's Rest Room on the Third Floor, Parcel Desk and Telegraph Station in the Basement, Information Desk and Branch Postoffice on the Main Floor.

Dine in the Palm Room. Breakfast, 8.30 to 11 o'clock. Dinner, 11.30 to 2 o'clock. Afternoon Tea, 3 to 5.30.

STORE CLOSED ALL DAY TODAY

## Splendid Opportunities in the Women's Sections

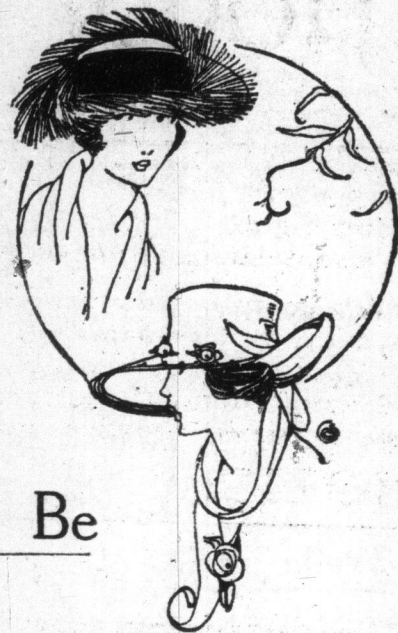
### SATURDAY

The Day of Days  
for Buying

### Millinery

A New Shipment  
of New York

Sample Hats Will Be  
Ready Tomorrow



Easter Hats--\$5.00, \$6.50, \$8.50,  
\$10.00, \$12.50

The last shipment of the kind went out so fast that doubtless many women missed getting one of the hats it contained. They will be glad to hear that another shipment has just arrived, and will be on sale Saturday. Every hat in the lot is an individual model, and every one is just stunning.

There are tailored, semi-tailored and dressy designs developed in the new braids--sometimes alone, sometimes in combination with georgette or tulle. Flowers and fruit dot the crowns, border the brims, or enwreath the crowns--quills at jaunty angles, novelty ornaments and feather mounts or circ ribbon in chic bows give a smart finish. All the new colors and black are shown. Priced all the way from \$5.00 to \$12.50.

Trimmed Hats at \$8.50 Misses' Smart Hats \$6.00

Such smart hats are these, with a host of styles for either matron or miss. In fact, every one is different, thus making them impossible of description.

There are pokes, high-crowned sailors, tricorns, hats with pretty rolled brims and hats with broad flat brims. Much flower trimming on the dressier hats, and wings, quills, fruit and novelty ornaments on the tailored styles are seen. All shades and black. Price, \$8.50.

A chic simplicity, smart style and youthfulness of line, make these hats very attractive at the moderate price for which they will sell Saturday.

There is a splendid variety of the shapes Fashion has decreed for misses' wear, made from bright straws and soft braids in hand-made designs. All the new shades, all cleverly trimmed, and no two alike. Saturday's sale price, \$6.00.

### Huge Sale of Misses' and Women's Easter Suits at \$27.50

Women who have had to leave their suit buying till Saturday; women who have just come into town over Easter; and women who have simply been "putting off," will be glad to hear of this big suit selling event Saturday.

#### A Splendid Variety of Styles and Materials

Coats--Tailored, rippled, pleated and smartly pointed, with clever pockets, button trimmings, shawl and novelty collars and dressy stitchings.

Skirts--Draped, straight and panelled.

Materials--Serges, poplins, gabardines.

Colors--Navy, sand, grey, brown, tan, green and black.

Values--\$32.50 to \$37.50. On sale in the Women's and Misses' Sections at 8.30 a.m. Saturday, \$27.50.

### Women's Smart Dresses, \$18.50

Regularly Priced at \$22.50 to \$30.00.

We have taken 100 Dresses from our regular stock of better-class serges, taffetas, poplins and satins, and grouped them at the moderate price of \$18.50 for a special Saturday sale. There are tailored and dressy styles, too many for detailed description, but all featuring many of the favored ideas in designs and trimmings. Colors navy, brown, green, grey, wine, taupe and black. Saturday's sale price, \$18.50.

### Women's Easter Coats Popularly Priced \$25.00

A splendid assortment, comprising many coats straight from New York, and excellent copies of higher-priced New York models; pleated styles, with broad belts, and tailored coats with button trimmings.

The novelty pockets and shawl or square collars, with over-collars, are attractive. Materials include coverts, serges, velours, chevots and silks, in all the spring shades. Priced at \$25.00.

### Women's Novelty Skirts \$12.95

The woman who has her heart set on one of the lovely striped silk skirts so fashionable this season will surely discover it in this excellent assortment. There is an indescribable variety of rich color combinations. Also a number of heavy plain satin skirts in navy, black and taupe. Moderately priced at \$12.95.

### Special Values Saturday in Misses' Coats, \$25

High-waisted, belted, loose-fared and new trench styles are shown in this splendid collection of Misses' Easter Coats. Every model is typically smart and youthful as it is moderately priced. The materials are serges, poplins, gabardines, and coverts in the leading shades. Price, \$25.00.

### Misses' Easter Coats at \$16.50

They are made from fine black or navy serge in a pretty rippled style with buckled belt and novelty collar and cuffs. Finished with braid and button trimmings. Price, \$16.50.



### Misses' Novelty Skirts, \$5.50

These stunning skirts are made from novelty striped satins, in a number of pretty color combinations and from silk poplins, in navy, brown and black. Attractive features are their shirred backs, smart belts and novelty pockets. Extraordinary value Saturday at \$5.50.

### Misses' Spring Coats, \$10.50

Serviceability and chic style combine to make these tweed coats excellent value at their low price. They are made in raglan style with large convertible collars and deep pockets. Finished with button trimmings. \$10.50.

### Misses' Taffeta Frocks, Saturday, \$25 Popularly Priced at \$35

A noteworthy frock-buying opportunity Saturday offers to young women a variety of lovely imported taffeta frocks at away below their regular value.

The taffeta is of a soft, heavy, lustrous quality, in a host of new spring shades. One is in stunning long-waisted effect, with trimmings of Oriental buttons. Another is richly embroidered with silk and wooden beads. And so on. Each is wonderful value Saturday, at \$25.00.

The Robert SIMPSON Company Limited

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Street West, 100 x 2...  
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