

Boys' Norfolk Suits, in fine worsted-finished English tweed, in dark grey, with self stripe, also bronze and brown shades, excellent wearing materials, plain knee pants; size, 26 to 28, 54.00. Boys' Two-piece Double-breasted Suits, with belt, in a complete rang of new spring tweeds, in greys, browns and greenish mixtures, finished in the latest style, well lined and tailored, bloomer pants, sizes 25 to 28, \$5.75 29 and 30, \$5.50; 31 and 32, \$7.09.

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A whole dozen of Sunday Schools could be outfitted from this lot, while grown readers could pick out a whole summer's study or recrea-tion at the cost of a single volume as sold in the ordinary way. Don't miss it. On sale from 5c per volume up.

The Latest Craze

Picture Puzzles, in single and com

bination sets. These games are taking the place of bridge, and can be worked out singly or in lots of four. For sale, Stationery Department, New Store, from 25c each.

priced

AT 48c, WORTH \$1.50. AT 68c, WORTH \$2.00.

French Elastic Belts, one with steel

buckle and steel points, one of plain

lar \$1.50. Saturday 48c.

have in stock now

Pumps, \$4.50.

\$5.00.

elastic, with gunmetal buckle. Regu-

French Elastic, with steel buckle and steel points. Regular \$2.00. Saturday

Bronze Calf

The newest ideas in Footwear. We

Ladies' Bronze Calf Button Boots,

Ladies' Bronze Calf Ankle Strap

In all sizes.

Regular to 50c. Saturday 27c

wear Underpriced

U NDERPRICED because we are desirous of reducing stocks as much as possible before moving the Lingerie Department to the third floor in the new building. It will pay you

well if you come and select your entire summer supply now. Saturday's program is particularly worthy of investigation.

Dainty Fine Corset Covers, of fine nainsook, bainty Fine Corset Covers, of fine nainsook, three pretty styles, fitted or full front, embroidery medallions and lace, or all embroidery trimmed, silk ribbon draws. Sizes 34 to 44 bust measure. Regular prices 65c and 75c each. Saturday, your choice, **50c** each. Pretty New Belts Under-

choice, 50c each.
Corset Covers, of find nainsook, Dorothy style, full front, peplin skirt, lace and ribbon trimmed. Sizes 32 to 40 bust measure. Regular value 39c each. Saturday 25c.
Corset Covers, of fine cotton, fitted style, trimmed with fine embroidery and Valenciennes lace, silk ribbon draws, short puff sleeves, edged with lace. Sizes 34 to 44 bust. Regular price 63c each. Saturday, each, 45c.
Drawers, fine cotton, wide umbrella style, cluster of tucks and Torchon lace ruffles, both styles. Sizes 23, 25, 27 inches. Regular 35c pair. Saturday 25c.
Night Dresses, for extra large wo-men, fine cotton, high neck, long suce, lengths 56, 58, 60 inches. Regular suce, lengths 56, 58, 60 inches. Regu-stitched ruffles, sizes 40 to 46 bust mea-stitched ruffles, sizes 40 to 46 bust mea-sure, lengths 56, 58, 60 inches. Regu-lar price \$1.15 each. Saturday, each, 1 sec.
Petticoats, heavy cotton, deep flounce.

most moderate of prices considering quality. Special showing of 6,000 yards of the latest and most fashionable weaves, in full ranges of the newest colorings in Dress and Suiting Fabrics. Fashionable Worsteds, in all com-binations of newest colorings, self, striped and other stylish designs, 50-56 inches wide. Special \$1.00 yard.

Saturday's Special Wall Paper 1150 rolls Dining Room and Parlor 1150 rolls Dining Room and Parlor sood selling lines, assorted colorings. Regular to 50c. Saturday, a pair, 55c. Night Dresses, fine cotton, semi-slip-tor 56, 58, 60 inches. Regular 90c each. Sa-turday, each, 69c. Styles, lengths 23, 20, 24 inches. Regul-Petticoats, fine cotton, 23-in. fiounce of lawn, four clusters of narrow tucks, two rows extra wide and heavy Tor-chon lace and wide ruffle, lengths 38, 40, 42, 44 inches. Regular price \$2.95 each. Sa-turday, each, 69c.

 ¹⁰ Belskirt Drawers, no gathers on hips or at waist, bell bottoms, fine nain-sook, wide flounces, with tucks, both styles, lengths 23, 25, 27 inches. Regular 55c.
 ¹⁰ Dress and Suiting Fabrics.
 ¹¹ Dress and Suiting Fabrics.
 ¹¹ Black Worsteds, Broadcloths, Suit-inches. Regular price \$1.75 each, \$a-urday, each, \$1.00.
 ¹² Petticoats, fine control of the newest coloring in Dress and Suiting Fabrics.
 ¹³ Black Worsteds, Broadcloths, Suit-ing Serges and Cheviots, 50-56 inches wide. Special \$1.60 yard.
 ¹⁴ Black Venetians, Armuno. New Panama Sultings, a beautiful collection of shades for street or house wear. 48 inches wide. Special \$1.00 yard. Black Venetians, Armures, Poplins, Panamas and Striped Worsteds, 48-50 inches wide. Special \$1.00 yard.

material itself.

season's novelties, oright justrous fab-rics, in silk and wool, specially adapt-ed for house, carriage, social occasions or evening wear, new browns, blues, greens, tans, taupes, amethyst, reptile, wisteria, etc. 42-44 in. wide. Special \$1.00 yard. Black Voiles, fine, medium and coarse meshes, Crepe de Chine, San Toy Crepes, San Toys, Melrose, Ar-mures, Imperial Cords, Taffetas, etc., 44-46 inches wide. Special \$1.00.

Ombre Stripes and Silk Warp Hen-riettas, handsome fabrics, and particu-larly effective for this season's style of gowns. Every new shade represent-ed in these fabrics. 44-46 inches wide. These materials are guaranteed first choice goods, perfect blacks, absolute-ly fast and permanent dyes. BROADCLOTH' SECTION

Dress Goods

No. 4-The Lady of Fashion

TFONE is to be distinctively dressed one

order. Then every detail comes under the

jurisdiction of personal taste. And the first

and by far the most important detail is the

leader, "have one very good thing to recom-

largest variety of Dress Goods in Canada.

And the lady might have added-at the

"Simpson's dress goods," said a Toronto

naturally gets one's costumes made to

\$1.00 AND \$1.25 SHIRTS, 78c

2000 English Oxford and Zephyr Shirts, in plain blue, striped, spots etc., guaranteed fast washing colors, perfectly made and sure to fit. This is a clearing line we secured from a leading Canadian manufacturer. Size 14 to 17. Regular \$1.00 and \$1.25. Saturday, 73c.

50c NECKTIES, 35c.

2000 Four-in-hand Neckwear, in spots, stripes, plain black, white and colors, correct styles and widths. Regular 50c. Saturday 35c, or 3 for \$1.00. THE SPRING HATS.

Men's Derby or Stiff Hats, latest spring and summer styles, in all the popular proportions of brim and crown, in black, brown, fawn and tan colors. Saturday at \$3.00, \$1.50 and \$2.00.

Men's Soft or Fedora Hats, leading American and English spring and summer, 1909, styles, fine fur felt, in greens, browns, fawn, slate, grey and black colors; large range of shapes to choose from. Special prices, \$1.00, \$1.50 and \$2.00.

mend them. You have an unlimited choice." In the Great Footwear Dept. To-Morrow

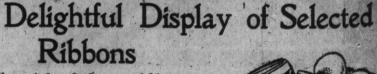
Which is perfectly true—we show the soo pairs of MEN'S BOOTS AT sizes 2 1-2 to 7, widths A to E. Regulate value to \$5.00. Saturday \$2:49. 11 gest variety of Dress Goods in Canada. 250 pairs on sale at 8 a.m. 250 pairs on sale at 8 a.m. 250 pairs on sale at 8 a.m. 250 pairs on sale at 12.15 moon.

New "Countesa" and "Queen Qu ity" Shoes and Oxfords, in all popular styles, lasts, -leathers a toes.

500 pairs of Men's Boots, heavy solid leather soles, McKay stitched and steel pegged, Blucher cut, box kip and strong Dongola leathers, comfortable, long wearing workingmen's boots, all sizes 5 to 11. Regular \$2.00. Saturday \$1.10. "Countess" prices \$2.00, \$3.50 and \$4.00.

"Queen Quality" \$3.50, \$4.00, \$4.50 and \$5.00.

1,000 pairs of Ladies' Boots and Ox-fords, Blucher, button and lace styles, vici kid, chocolate kid, tan calf, vei-ours calf and patent colt leathers, medium weight soles, low, medium and high heels, popular styles and lasts; all \$4.00, \$4.50 and \$5.00.



The pick of the world's production.

Not everything, but the best of everything. You waste no time in eliminating common ribbons here. All are choice.

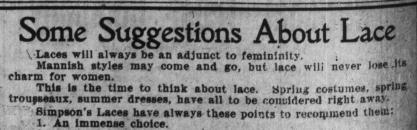
Choosing is quick, easy and delightful. NEW RIBBONS FOR SASHES, BOWS AND MILLINERY. Rich Slik Fallletine, all colors, 51-4 inches wide. Special 200 yzz. Fancy Ribbons, in dainty Dresdens, Persians, stripe and check effects

Fancy Ribbons, in dainty Dresdens, Persians, stripe and check effe 5 to 6 inches wide, 35c yard. Silk Taffeta Ribbon, with large satin coin spot, in self colors, tan-penhagen, navy, black, sky, white, green, old rose, 61-2 inches wide.

vard.

New novelties in Fancy Dresden and Gold Stripe Effects, for Dress imming, Neckwear and Hair Bows, all colors, 7-8 inch., 12 1-2c; 11-4 ich. 15c.

Sashes and Hat Bows tied free at Ribbon Counter.



A tasteful selection to choose from. A qualified staff to advise customers regarding laces.

3. A qualined star to advise customers regarding faces. 4. Quality and worth at Simpson's moderate prices. Won't you come in and spend five or ten minutes in looking at our Lares? No matter about buying unless you really want to. We would like to see you grow enthusiastic, even though you don't want laces

Gloves and Hosiery of Trimmed Hats at for Spring \$4.65

O UR Saturday Sales of popular-priced Hats are the feature of the season. To-morrow we are arranging a fresh new lot-Hats with ideas and effects you haven't

150 Ladies' and Misses' Trimmed Hats, French straw| and chip shapes, New York fancy straws and hand-made hats, trimmed with beautiful flowers and foliages and rich 4.65 300 lbs., Fresh, Fragrant Coffee, in the bean, ground pure or with chicory. Saturday, 2 lbs. 350 urday sale

\$2.501

for 25c.

or three pairs for \$1.00. Men's Lisle Socks, 35c a pair and up. To-morrow a special lot of samples

Ladies' French Suede Gloves, \$1.50 to.

We have everything needful-come to

Lisle Thread Hosiery, from 35c up;

Special lot Saturday for 75c.

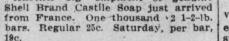
Perrin's make-black, white, mode, grey and tan, 20-button to 8-button.

Men's Dress Dogskin Gloves; or suede finish, \$1.00. Sizes 7 to 10.

seen before, and the figure is a bit more popular than ever.

us and ask

\$2.00 C.C. a la Grace Corsets \$1.25 a Pair 360 pairs Ladies' High-grade Corsets, C. C. a la Grace model, made of very fine white coutil or batiste, medium high bust, long lapels, deep skirt extension, back 16 in. long, filled with finest rustproof steels, four wide side steels, four wide strong plain elastic garters, trimmed with lace, silk ribbon and satin bow. Sizes 18 to 36 inches. Regular value: \$2.00 Setunder to the set of the set Another big ' shipment of genuine and satin bow. Sizes 18 to 36 inches. Regular values \$2.00. Saturday, a pair



bars. Regular 25c. Saturday, per bar,

Shell Brand Castile

Grocery List

2000 lbs. Fresh Creamery Butter. White Clover Brand, per lb., 29c. Canned Plums, in quart gem jar, 300 lars, per jar, 25c Malta Vita Breakfast Cereal, 3 pack-

ages' 25c. One car Fancy Navel Oranges, large

size. Regular 45c, per dozen 35c. Clark's Pork and Beans, in Chili sauce, large size, 3 tins, 25c. Loaf Sugar, 4 lbs., 25c. Heather Brand Canned Pears or

Corn. Regular 10c, 3 tins 25c. Imported Pickles, Rowatt's, assorted, 1-2 pint bottle, per bottle 10c. California Seeded Raisins, 3 pack-

ages 25c. Choice Red Salmon, Cock of North Brand, per tin 15c. 300 ibs. Fresh Fruit Cake. Regular,

0c., per lb. 15c. Candy, 300 lbs., Fresh Walnut Maple

2 LBS. FRESH ROASTED COFFEE,

\$1.25.

Sale





