

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

THE ROBERT

SIMPSON COMPANY, LIMITED

PROBABILITIES. East to north winds; fair; not much change in temperature.

THE ROBERT

SIMPSON COMPANY, LIMITED

FRIDAY, MAY 21

James McCready's Samples Geo. A. Slater's Floor Stock

A \$10,000 Sale of Boots and Shoes for the Holiday--Men's, Women's, Youths', Misses', Boys' and Girls' ---Boots and Oxfords

Table with 2 columns: Value range and Price. Values up to \$6.00 for \$2.49, up to \$3.50 for \$1.99, up to \$3.00 for \$1.49, up to \$2.50 for .99.

THIS STORE has become famous for its Shoe Sales.

We are prepared to add another to the long list of overwhelming successes.

This week our representative went to Montreal, the shoe manufacturing centre of Canada, to procure the ammunition for a record celebration of the "twenty-fourth," to be held on the Saturday immediately before the holiday. He secured no less than five factory clearances, including:

The Samples (five sets) of the James McCready Company The Floor Stock of the James McCready Company The Floor Stock of George A. Slater

We put these goods on sale Saturday morning at 8 o'clock. A staff of sixty salespeople--men and women--will be ready, organized to distribute this immense aggregation of footwear. The goods will be sorted under the different prices, Men's, Women's, Boys' and Girls' on different tables. Every possible facility for quick service will be provided. No one who comes will be disappointed.

Men's Boots and Oxfords, made box calf, vic kid, velours calf, patent calf, tan Russia and storm calf and gunmetal leathers; Blucher, lace, buckle and strap styles; some are made with 7, 10 and 15 inch legs, for prospectors and hunters; Goodyear welted medium and heavy soles; solid, strong, comfortable, long wearing shoes. Sample sizes are 6-12, 7 and 7-12 only. Floor stock all sizes 5 to 11. Regular values are up to \$8.00. On sale Saturday, 2.49

Ladies' Boots, Slippers and Oxfords. Blucher, lace, strap and button styles; patent calf, Dongola, tan Russia calf and velours calf leathers; all popular sizes and weights of soles; sizes 4 and 5 only. Regular values are up to \$3.00. Quick clearing price Saturday, .99c

Ladies' Boots and Oxfords, in most of the popular styles and leathers; Blucher, lace and button styles, tan calf, vic kid, velours calf, patent calf

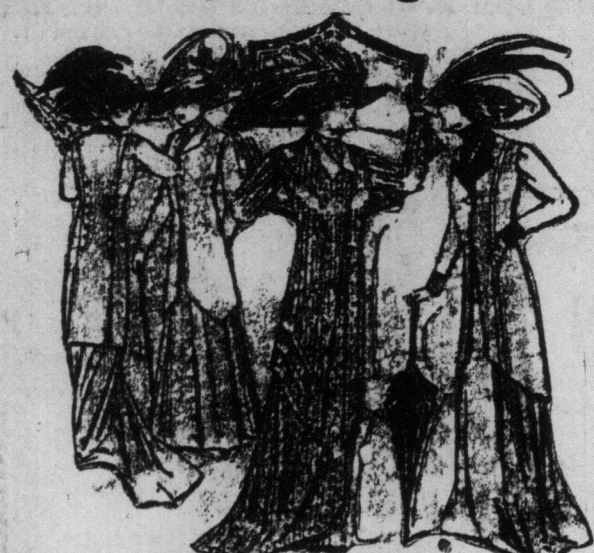
and gunmetal leathers. Sizes 2-12 to 7. Regular values to \$5.50. On sale Saturday, 1.99

Boys' Boots, box calf, Dongola kid, tan Russia calf and patent calf leathers; heavy soles; Blucher and lace styles; Goodyear and McKay sewn soles. Sizes 1 to 5. Values to \$3.00. On sale Saturday, 1.49

Misses' Children's and Youths' Boots and Oxfords, vic kid, patent calf, tan calf and velours calf leathers; Blucher, lace and button styles; medium and heavy soles; sample sizes 10, 11 and 12. Floor stock sizes 8 to 10-12, 11 to 12, 11-12 and 12. Regular values to \$3.00. On sale Saturday, .99c

Men's Boots and Oxfords, vic and Dongola kid, patent calf and box calf, tan and Blucher styles, also white canvas Oxfords and boots, medium and heavy soles; all size 7. Regular values to \$2.50. On sale Saturday, .99c

Holiday Programme in the Cloak Dept



HERE is our holiday programme. Read it and realize that this department of outer wear for women holds special attractions in every section of its area for those who are preparing to celebrate the first holiday of Canadian summer.

25% off Travelling Goods Prices

Over eight thousand dollars' worth of Travelling Goods to be cleared out before moving in our new department. In order to make room for new stock we are offering a discount of 25 per cent. on Steamer, Tourist and Solid Leather Trunks, Suit Cases, Valises, Carry-alls, Club Bags and everything necessary for holiday travelling.

Holiday Provisions

2000 lbs. Fresh Dairy Butter, White Clover Brand, per lb. 25c. Crosse & Blackwell's Marmalade, 2-lb jar, 25c. Toasted Corn Flakes, 3 packages 25c. Canned Yellow Peaches, Strawberries and Cherries, per tin 15c. Redpath's Loaf Sugar, 4 lbs. 25c. Clark's Pork and Beans, in Chili Sauce, large tin, 3 tins 25c. One car Fancy Navel Oranges, large size, regular 45c, per dozen 35c. Dalton's Lemonade Powder, 3 packages 25c. Choice Red Salmon, Crock of the North Brand, per tin 15c. Imported Pickles, Rowatt's assorted, per bottle, 10c. Fancy Mixed Biscuits, 2 lbs. 25c. Candy, 500 lbs. Broken Chocolate Cream Bar, regular 25c, per lb. 18c. 2 LBS. FRESH ROASTED COFFEE 25c. 300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Saturday, 2 lbs. 35c.

LADIES' AND MISSES' WASH SUITS

A new style of Wash Suits, fresh from the market yesterday; they are of striped Madras, colors are mauve and white, navy and white, fawn and white, and dark grey and white stripe effects; coat is medium length, in new pointed cutaway style, trimmed with strappings and buttons, flare skirt, trimmed to match coat. Saturday \$8.50.

LADIES' WASH SUITS, \$8.50.

Smart Suit of striped linen finished fabric, in fawn and white and black and white tones; coat is in new long pointed cutaway style, deep vents at back, fancy pocket flaps, trimmed with self strappings and pearl buttons, muse gore skirt trimmed with buttons to match coat. Saturday \$8.50.

LADIES' COATS FOR THE HOLIDAY.

Whether you travel by rail or steamer, you will require a coat; here are two new styles.

The one is a smart coat of plain fawn covert or fawn striped covert cloth, 30 inches long, semi-fitted back, trimmed with buttons. Saturday \$5.00.

The other is a medium long semi-fitted Coat of striped covert cloth, fancy patch pockets, trimmed with lace and is worth \$10.99. Saturday's price \$6.95.

CLEARANCE SALE OF "REAR" HIGH-GRADE SEPARATE SKIRTS.

Made of chiffon Panama, crisp quality French voile, coating, chevron and chevron serges and French Venetians, colors in the lot, but not in each material, myrtle, brown, indigo, navy, black, pearl grey, and Alice blue; made in a variety of pleated and gore styles; trimmings are satin, silk or self folds, strappings or buttons. Regular \$7.50, \$8.25, \$9.00, \$10.00, \$11.00, \$12.50, \$12.50 and \$15.00. Saturday \$5.95.

Gloves for the Holiday

Ask to see the Elite--best real kid glove at \$1.00 we know of. At \$1.25 La Reve will hold its own anywhere in America. At \$1.50 the Monopole is THE Glove. For sale only at Simpson's.

Holiday Hosiery

For women, lace and cotton, full fashioned, embroidered front stockings; also polka dots, stripes and side cloches, and plain lace effects, medium or gauze. 66c a pair, 3 pairs for \$1.00. (On sale in the old store.) For men, fancy half-hose, of cashmere, lace or cotton, newest designs from Europe, 25c-45c a pair. (On sale in the new store.)

Fresh Cut Flowers

Carnations, per dozen 25c. Sweet Peas and Violets, per bunch 25c.

BEDDING PLANTS.

Hanging Baskets, special 86c. Pansies, large roots, choice, per box 20c. Annuals and Tomato Plants, per quart, 10c, or 3 for 25c.

White Parasols for \$1.68

"Life will be sunshine to-morrow." Get one of these parasols for the holiday. 40 Handsome White Parasols, in linen finished cambric, scalloped edges, beautifully embroidered in hand effect designs. Very special Saturday \$1.68.

250 Petticoats, Saturday, \$1.35. Fine cotton, 25-inch flounce of lawn, cluster of tucks, four rows Valenciennes lace insertions, ankle ruffles, lavender, dust frill. French hand; lengths 38, 40, 42 inches; a beautiful skirt.

300 only, white coutil or batiste, high or medium bust, long hips, deep skirt extension, back 15-12 or 17 inches long, four wide side steels, four fine plain elastic garters, handsomely trimmed with lace and silk ribbon. Sizes 18 to 26 inches. Saturday, a pair, \$1.00.

A Corset We Recommend

SATURDAY we will put on sale 300 more pairs of that corset, which, by reason of its most extraordinary value, has already on several occasions more than surprised Toronto ladies. This corset is made expressly for us in our own factories, and embodies every requirement of fashion. We will guarantee it in every detail. We claim it to be worth double the price we ask. Phone orders filled.

Millinery for the Woodbine

HUNDREDS of new Hats have been prepared for "Race Week," and many of them will be shown for the first time on Saturday morning. Beautiful light Summer effects in the most approved styles and shades, and every one will have an individuality of its own. We have also prepared for our regular Saturday sale.

120 New Trimmed Hats, made from expensive imported shapes, with lovely flowers and rich ribbons, which we consider one of the best values we have ever offered. Saturday \$4.50.

35 New Hats, for misses and children, will also be on sale; these are leghorns and hats of fancy braids, with ribbons and flowers. Special sale price \$2.50.

Distribution of 3000 White Lawn Waists

ON SATURDAY we will have ten tables piled with the largest variety of assortment of these "Contract" waists we have ever shown; materials fine white, and embroidered lawns. We emphasize the popular price of 98c.

Here are a few of the 98c styles: Fine white lawn, all-over embroidered front, tucked and tucked back, tucked collar and sleeves, finished with Valenciennes lace. Saturday, 98c.

Tucked Waist, of fine Persian lawn, front panel of openwork embroidery, link cuffs, new high tucked collar, finished with lace. Saturday, 98c.

Waist of fine lawn, has all-over embroidered front, with openwork embroidery down centre, tucked back, tucked sleeves, finished with Valenciennes lace. Saturday, 98c.

Tailored Waist, of fine muslin, rows of fine tucks down each side of centre pleat; shirt sleeve, finished with link cuffs; fancy pocket, finished with pearl buttons; laundered collar. Saturday, 98c.

Waist of fine muslin, tucked front and back; director sleeves, tucked and finished with lace; high tucked collar. Saturday, 98c.

Charming Lingerie at Reduced Prices

A WEEK from to-day the Whitewear Department will be settled in its new home on the third floor in the new building. We are going to celebrate the last Saturday in the old section by offering lingerie that would be impossible to duplicate except on the most extraordinary occasions.

WOMEN'S WHITWEAR.

\$2.50 Night Dresses, Saturday \$1.50 each--An exquisite style, in fine nainsook, slip over neck, 3-4 sleeves, eight clusters small tucks, bow waist, back has fine embroidery ruffe, beading and silk ribbon, cuffs to match; lengths 58, 58, 60 inches.

\$1.25 Night Dresses, Saturday for \$3c--Fine soft nainsook, slip over neck, 3-4 sleeves, neck and cuffs finished with dainty embroidery beading run through with silk ribbon; lengths 58, 58, 60 inches.

\$1.00 Flannellette Night Dresses, Saturday 99c--Fine, plain quality, white or pink, 24 tucks and ruffe of goods on neck, front and cuffs; lengths 56, 58, 60 inches; just the gown for summer home nightwear.

65c Drawers, Saturday a pair 45c--Fine cotton, wide umbrella style, deep ruffles of fine embroidery, cluster of five tucks; lengths 23, 25, 27 inches, in both styles.

65c Isabelle Skirt Drawers, Saturday 45c--Fine nainsook, no gathers at waist or on hips, wide bell shape, finished with deep lounce, hemstitched tucks; lengths 25, 27, 29 inches.

45c Corset Covers, Saturday, each 25c--Fine nainsook, full front, peplum skirt, deep lace, run with silk ribbon on neck, lace and arms. Sizes 32 to 44 bust measure.

75c and 85c Corset Covers, Saturday, each 50c--Fine nainsook or lawn, two piece, dainty styles, all-over embroidery front of embroidery yoke, finished with beading, silk ribbon and narrow frills of lace. Sizes 32 to 44 bust.

\$2.50 Petticoats, Saturday, \$1.35. Fine cotton, 25-inch flounce of lawn, cluster of tucks, four rows Valenciennes lace insertions, ankle ruffles, lavender, dust frill. French hand; lengths 38, 40, 42 inches; a beautiful skirt.

INFANTS' LINGERIE.

\$1.50 Dresses, Saturday, each 95c--Fine nainsook or lawn, two dainty styles, trimmed with embroidery beading, lace frills, tucks and deep hem, or with lace insertions and frills. Sizes for 6 months, 1, 2, 3 years.

75c Dresses, Saturday, each 50c--Fine nainsook, pretty Mother Hubbard style, six clusters of tucks, fancy braid and lace frills; skirt has deep plain hem. Sizes 6 months, 1, 2, 3 years.

\$2.00 Summer Coats, Saturday 95c--Heavy white lawn, deep cape and skirt, trimmed with two wide ruffles of fine embroidery, pearl buttons; length 22 inches, for 6 months to 2 1-2 years.

\$1.75 Christening Robes, Saturday \$1.00--Fine nainsook, clusters of small tucks, insertions or frills of Valenciennes lace; lengths 34 or 40 inches.

\$2.50 Christening Robes, Saturday \$1.50--Very fine Persian lawn, hand embroidered yoke, beading and ruffles fine hand embroidery; skirt has very deep plain hem; lengths 34 to 40 inches.

\$2.75 Cream Cashmere Coat, Saturday \$1.85--Lined with saten, trimmed with silk embroidered frill and silk braid; length 22 inches.

1909 styles, fawn, tan and black, most reliable makers in Europe and America. Choose Saturday at \$1.00, \$1.50, \$2.00 and \$2.50.

Men's Soft Hats, American and English styles, green, dark green, brown, fawn, slate and grey. Saturday special 98c, \$1.50 and \$2.00.

Men's Stiff Hats, right up to date 1909 styles, fawn, tan and black, most reliable makers in Europe and America. Choose Saturday at \$1.00, \$1.50, \$2.00 and \$2.50.

Men's Caps and Outing Hats of every description, very large selection at 25c to \$1.00.

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A Suit for the Holiday

Two-Piece Worsteds at \$15.00

ON SATURDAY a great many men will be anxious to save time and get away for the holiday. It would be a good idea to take note of this suit we describe and ask to see it first. Ten chances to one it will fill the bill for a holiday suit, and a general summer-time proposition, right down to the ground. It is one of our \$15.00 suits--a line we have made a determined onslaught upon, with the idea of getting the utmost style and quality possible at the price. See it to-morrow.



Read this full list of suggestions from the Men's Store:

Men's Two-piece Summer Suits, made up from high-grade imported fancy English worsteds in greys, mode and greenish fawn shades, with neat invisible stripe and colored thread mixtures; fashioned in single and double-breasted, two-button sack style, designed for this season's wear; elegantly tailored and finished, seam piped and stitched with silk, made with canvas and hurocloth interlinings to ensure shape retention and prevent coat from sagging; pants have side buckles, belt loops and roll bottoms. Extra special value. \$15.00

Men's Black Chivert Suits, in fine soft finished, imported, deep, rich black material, single and double-breasted, fine trimmings, \$15.00.

Men's Extra Quality English Worsteds Suits, in rich navy blue and black shades, indigo dye, single and double-breasted, finest grade trimmings throughout, \$15.00.

Men's Raincoats, high-grade English covert cloth, thoroughly proofed, in greys, fawns and olive shades, 50-inch Chesterfield style, \$12.00.

Men's Wash Vests, a handsome assortment of new season's styles, in white duck and fancy English mercerized effects, all the latest designs and patterns, \$1.25.

SPECIAL SHOWING OF BOYS' CONFIRMATION SUITS. Boys' Confirmation Suits, made from imported English worsteds, soft finish, rich navy blue and black, indigo dye, made in three-piece style, best trimmings, handsome dressy appearance, 28 to 32, \$8.50.

Boys' Confirmation Suits, made in two-piece double-breasted style, with belt, extra quality navy blue imported worsteds; plain knee pants, fine grade trimmings, nicely tailored and finished. Sizes 28 to 29, \$4.75; 29 and 30, \$5.00; 31 and 32, \$6.00.

Boys' Linen Sailor Blouse Suits, sailor collar, trimmed with three rows of white tape braid, white drill detachable shirt and self tie in front; pants bloomer style; sizes 5 to 9 years, \$1.50.

Boys' White Duck Sailor Blouse Suits, sailor collar and detachable shield, trimmed with five rows of white soutache braid, self tie in front; pants bloomer style. Sizes 5 to 10 years, \$1.25.

Holiday Furnishings

4000 Neglige Shirts reduced, broken lines from regular \$1.00, to \$1.00, a splendid clearing line. Values \$1.00, \$1.25, \$1.50, for 58c.

Percales, in spots, stripes, etc., Madras, in plain white; seersurs, in blue shades; Oxfords, in stripes. All are perfectly made, ensuring perfect fit; sizes 14 to 17. Regular \$1.00, \$1.25, \$1.50. Saturday \$8c.

2500 Wash or Silk Four-in-Hand Neckwear reduced. Regular 25c, for 12 1-2c.

Wash Neckwear, in white and colors, stripes, spots, figures, etc., also silk, in a large variety of shadings and designs. Regular 25c, Saturday 12 1-2c.

Choose a New Hat for the 24th

Men's Soft Hats, American and English styles, green, dark green, brown, fawn, slate and grey. Saturday special 98c, \$1.50 and \$2.00.

Men's Stiff Hats, right up to date 1909 styles, fawn, tan and black, most reliable makers in Europe and America. Choose Saturday at \$1.00, \$1.50, \$2.00 and \$2.50.

Men's Caps and Outing Hats of every description, very large selection at 25c to \$1.00.

\$15.00 Lace Robes for \$5.00

A big German manufacturer's clearance, consisting of 93 Ivory and Zora Lace Shaped Robes, in nine different designs of spray and medallion effects, which in the ordinary way would be sold at \$15.00, \$12.50 and \$15.50. We are putting them on sale Saturday at the nominal price of \$5.00.

Semi-Made Holiday Dresses \$2.39

50 Semi-made White Linen French Robes, beautifully embroidered by hand, easily finished in a few hours and made to fit any figure. Nothing like them made up by a dressmaker at less than \$15.00. Special, \$2.39.

Hundreds of pieces Pretty Figured Muslin, Lawns and Batistes. Regular prices ranging from 19c to 35c. Special 12 1-2c.

Best English Gingham, all the staple checks and many novelties, lace, James Street Entrance.

Zurich Silk Mull, pretty polka dot, also in plain, great range of new shades, including lilac, goblin, black.

CRANE'S Writing Papers 15c a Box

The Famous Crane Stationery, one of the best in the trade. We'll send 2000 boxes of it cheaper than it was ever sold before, as far as we can find out. Kid and linen finish, very newest and nicest.

2000 boxes of Crane's Box Papers and Envelopes, large and medium size, azure, grey and white, 24 sheets and 24 envelopes in each box; handsome boxes; as to quality of paper we have nothing to say, as Crane's paper is acknowledged to be the best made. The lowest possible price these box papers can be bought for is 50c per box. Our price while they last 15c per box. (Not more than five to one customer)

Verandah Season is Open

Come and let us show you the Chairs and Settees we have provided for your verandah. Also, don't forget that our Refrigerators are ready.

Verandah Chairs, splendid assortment, endless variety. Saturday 99c to \$5.00.

Verandah Settees and Swings, attractive designs. Saturday \$2.29 to \$15.00.

Refrigerators, guaranteed quality, galvanized steel and genuine enamel lined. Saturday \$6.00 to \$50.00.

\$10,000 Prize Novels for 25c each

The authors of these stories were awarded \$10,000 each by the publisher, besides the usual royalty of 10 per cent. They sold at 75c originally. We bought a big lot and offer them at a quarter.

500 Copyright Novels, bound in cloth, with colored illustrations. Our price 25c per volume.

LIST OF TITLES.

"The Lady Evelyn," by Max Pemberton; "Rezanov," by Gertrude Atherton; "Kate Meredith Financier," by C. J. Hyde; "The Chief Legatee," by Annie K. Green; "Doc Gordon," by Mary E. Wilkins Freeman; "The Rock in the Battle," by R. Barr; "The Face of Danger," by R. N. Stephens; "Graham of Claverhouse," by Ian MacLaren; "Daniel Sweetland," by Edna Phillips; "The Man Between," by Amelia E. Barr. On sale Saturday, New Book Department.

Holiday Ribbons

Bright Satin Baby Ribbon, special for fancy work, in all shades; 1-8 in. 10 yd.; 1-4 in., 1 1/2 yd.; 3/8 in., 20 yd.; 5-8 in., 3c yd.; 1 inch, 5c yd.

Moire Ribbon, large pattern, rich silk quality, new for sashes and bows, in all colors, 7 inches wide, 50c yd.

\$1.00 Swiss Shams 49c

New Art Needlework Department, Just Inside James St. Entrance. Beautiful Swiss Embroidered and Gimpure Shams, Scarfs and Covers, some of the very finest made, and usually sold at 75c, 86c and \$1.00 each. Saturday, early price, 49c each.