

My What An Excellent Collection of Fine Suits!

And So Men in All Walks of Life Come to Simpson's for Master Tailored Clothes

We've Plenty of Good Outing Shirts for Men

- At \$1.00 Sport Shirts in plain white with white mercerized cord; short sleeves; coat style, \$1.00.
- At \$1.25 Arrow Brand Sport Shirts, in plain and corded white materials, in white or striped colors. Sizes 14 to 16, \$1.25.
- At \$1.50 Forsythe Brand Outing Shirts, reversible collar style, in fine hairline stripes of black, blue, helle. Sizes 14 to 17, \$1.50.
- At \$2.00 Silk Front Negligee Shirts in all the newest stripes, with striped bodies to match. Sizes 14 to 17, \$2.00.

Wardrobe Trunks

Reg. \$18.50 or \$9.95

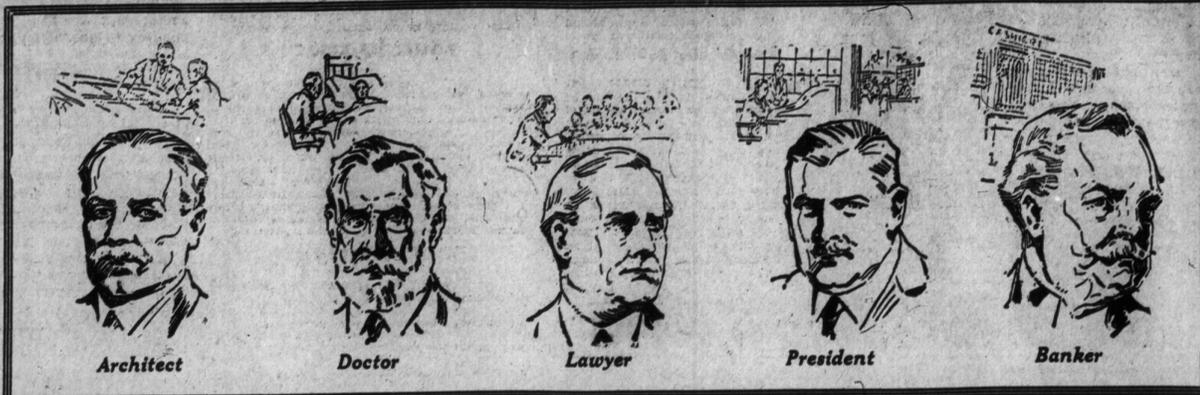
Just four to sell—so they go to the first four lucky shoppers; \$9.95 is little more than half price for these wardrobe trunks.

Fibre Suit Cases \$2.98

REG. \$3.25 to \$4.00 ONES. Some have straps outside and pockets inside; leather corners, strong handle, lock and bolts. Sizes 16 and 18 inches. They'll travel out fast at just \$2.98!

Club Bags \$2.98

Leather and fabricoid, leather corners, inside pocket, brass lock and catches, comfortable handle. Sizes 16 and 18 inch. Think of buying them for a mere \$2.98!



Every Man Finds His Particular Size, Style and Price Here

Simpson's Suits are made to give you VALUE--good STYLE and long WEAR. The all-wool fabrics and master tailoring do it. When you buy Simpson's Clothing you know you've got the best to be had, and that you've effected real economy into the bargain. Simpson Suits are marvels of perfection--they retain their good looks and hold their original shape. These for example:

- \$20 Suits
- \$22 Suits
- \$24 Suits
- \$25 Suits
- \$28 Suits
- \$30 Suits

It's really remarkable that such good suits were priced so low. Developed in dark grey, all-wool worsted fabric; two-button model, single-breasted, semi-fitting; neat grey silk stripe effect makes a tasteful pattern. Trousers: and vest right up to the minute. Sizes 36 to 44. An unusually good looking suit at just \$20.00!

You'd hardly believe that such good suits were priced so low. Developed in dark grey, all-wool worsted fabric; two-button model, single-breasted, semi-fitting; neat grey silk stripe effect makes a tasteful pattern. Trousers: and vest right up to the minute. Sizes 36 to 44. And for \$22.00.

These will please a lot of men looking for dressy suits of conservative style. Material is a plain grey cheviot of a medium shade; single-breasted, three-button model, semi-fitting; vests are cut to fit right, the same with the trousers. Sizes 36 to 44, \$24.

It would not be exaggerating to say that our \$25.00 suits are the equal of suits selling elsewhere at \$5.00 to \$10.00 more. Single-breasted, three-button model, semi-fitting, soft roll lapels. Navy blue serge is the fabric. Every detail to the last stitch is right to any man's taste. Sizes 36 to 44, \$25.

So good are they in point of style and quality you'll want one the minute you set eyes on them. Single-breasted, semi-fitting, of finely finished cheviots; three-button model; soft roll lapels; trousers and vest tailored to perfection. Sizes 36 to 44. And just \$28.00.

Beauties! \$30.00 never bought finer suits than these! The master tailor touch is evident in the lines, the make-up and the fit. Single-breasted, three-button model, semi-fitting; material is an all-wool worsted in an attractive brown shade showing dark green subdued check effect. Sizes 36 to 44, \$30.

Mothers' Day

Convey to mother your message of love and remembrance in the sweetest and most appropriate of all gifts—the gift of fragrant flowers. You will find fresh blooms in our Floral Department in the basement. Among them are:

- Carnations, per doz., \$1.50 and \$1.25.
- Roses, per doz., \$1.25 and \$1.50.
- Sweet Peas, bunch, 15c.
- Marguerites, bunch, 5c.
- Tulips, per doz., 50c.
- Daffodils, per doz., 25c.
- Mignonne, per doz., 25c.
- Geraniums, each, 15c.
- Lily Bulbs, pink and white, each, 15c.
- Double Bulbs, each, 12c.
- Gladioli, per doz., 25c.

SIMPSON'S FRIDAY BARGAINS

Here's Good Luck for You, Sir! Young Men's and Men's New Spring Suits



\$14.95

A Rousing Clear-away of Fine Suits, Worth \$18, \$20, \$22, and Even \$24 Ones! They're good suits! Made from beautiful spring weight tweeds and worsteds, in all the new shades. And the styles! They're all here. The single-breasted two and three-button models, the semi and form-fitting styles, the half belted military backs—everything. Sizes 32 to 44. But you must come early today to get first choice at \$14.95.

Men's Trousers \$1.96

Extraordinary! And only 135 pairs to sell—a mere handful when all Toronto gets to know they're just \$1.96.

Made of good firm tweeds, in brown, greys and other mixtures; finished with three pockets and back straps. Sizes 32 to 42. Just for today, though, \$1.96.

Men's Raincoats \$6.95

Right in the nick of time comes this glad news for young men and men. Only 85 Raincoats in the sale. They're made from imported all-wool, double texture English paramatta cloth; all edges and seams sewn and cemented; motor models with military stand collar; full back, and adjustable waist-band; guaranteed waterproof. Sizes 36 to 46. Just for today they're \$6.95.

Save on Wallpapers

Stripe pattern with conventional design, buff background with pattern in rich colors and gold. Regular 15c, Friday bargain, single roll, 9c. 9-inch border to match, per yard, 3c. New Ceiling Paper, white and cream grounds with small circle design in silver mica. Special value, single roll, 11c. Chintz Bedroom Papers, all over floral patterns in pink and blue on light grounds. Regular 35c. Friday bargain, single roll, 18c.

Chinaware

- Cup and Saucer for 10c.—200 dozen thin white English ware, ovide shape. Friday bargain 10c.
- Odd Cups 6c.—1,000 dozen ovide shape thin white English Cups only. Friday bargain, each, 6c.
- Clover Leaf Cups and Saucers for 15c.
- Dinner Plates for 15c.
- Breakfast Plates for 14c.
- Tea Plates for 12c.
- Bread and Butter Plates for 11c.
- Fruit Saucers for 8c.
- Covered Vegetable Dishes for 8c.
- Plain White Porcelain Chambers for 6c.
- Gold Line China Egg Cups, 8 for 25c.
- Meat Platters, extra large, decorated, each, 25c.
- Baby Plates, heavy, decorated, each, 25c.
- White English Bowls, quart size, for 19c.
- Toilet Sets, decorated, ten pieces complete for \$3.49.
- Meat Platters, 10-inch, decorated, each, 19c.
- Cups and Saucers, decorated, 12c.
- Heavy, strong Kitchen Tumblers, each, 4c.
- Bell Shape Table Tumblers 7c.
- Straight Thin Table Tumblers, each, 6c.
- Covered 1-lb. Butter Dishes, each, 23c.
- Covered Round Butter Dishes 23c.
- 1 1/2-gal. Fish Globes 72c.
- 14-inch Glass Flower Vases for 19c.
- Beautiful China Dinner Set \$27.50. Ten only, complete thin china dinner sets of 97 pieces. Dainty new hand-painted rosebud border decoration, gold line on edges, full coin gold handles. Friday bargain \$27.50.

Picture Framing

- Picture Framing Today, Half Price.—To make room for new goods we are offering today 5,000 ft. of Picture Frame Moulding.
- 3 1/2-inch Black Birch Mahogany. Regular 24c. Today, per ft., 12c.
- 2-inch High Back Oak, with gold tips. Regular 25c. Today, ft., 12 1/2c.
- 2-inch Circassian Walnut. Regular 30c. Today, per ft., 15c.
- 1 1/2-inch Grey Veneer Dome Pattern. Regular 25c. Today, ft., 12 1/2c.
- 1-inch Walnut and Mahogany Tray Moulding. Regular 12c. Today, ft., 6c.
- 1-inch Brown Gumwood, bead ornament. Regular 10c. Today, ft., 5c.
- 3/4-inch Cressed Wood Mahogany. Regular 10c. Today, per ft., 5c.
- 1/2-inch and 3/4-inch Antique Gilt. Regular 15c to 22c per ft. Today 7 1/2c to 11c per ft.

Traveling Goods

- Tourist Trunks at \$5.95.—Waterproof, canvas covered, leather straps, heavily bound with brass corners, reliable lock and bolts, neatly lined with deep covered tray. Sizes 22, 24 and 26 inches. All sizes. Today \$5.95.
- Fibre Suit Cases, extra deep, with leather straps all round, leather corners, brass lock and bolts, swing handle, linen lined, inside pocket; sizes 24 and 26 inches. Today \$3.95.
- Club Bags of walrus grain, high double handles, brass lock and catches, leather corners, dark brown lining, with pockets both sides; sizes 16, 18 and 20 inches. Today \$4.95.

Steel Springs

Spring, all steel frame, woven wire fabric, with cable supports, \$5.00. Spring, all steel frame, extra heavy angle ends, tubular sides, fitted with link fabric, has steel band through centre of spring, making two springs in one; guaranteed; all regular sizes, \$7.50. Coil Spring, has 50 spiral springs, securely fastened to solid steel frame, heavy side angles, makes a most comfortable bed, \$8.00. Pillows, mixed feathers, encased in good grade of ticking. Special, per pair, 95c.

In the Semi-Annual Sale of Toilet Goods and Drugs

- 21c tube Charcoal Tooth Paste. Special, 16c.
- 27c Roger & Gallet's Tooth Paste. Special, 29c.
- 35c Tooth Brush, finest quality. Special, 27c.
- 50c Nail Brush, assorted styles. Special, 29c.
- 5c Orangewood Sticks. Special, 29c.
- 10c Grained Ivory Hair Brush. Special, 7c.
- 35c Grained Ivory Manicure Pieces. Special, 29c.
- 1.00 Grained Ivory Hair Brush. Special, 79c.
- 1.00 Grained Ivory Puff Box. Special, 79c.
- 1.25 Grained Ivory Hair Receiver. Special, 99c.
- 1.75 Grained Ivory Hand Mirror. Special, \$1.29.
- 75c Bulk Perfumes (rose, violet and lily). Special, 59c.
- 1.25 D'Ormo Perfume, Dream Flower. Special, 63c.
- 10c cake Castile Soap. Special, 3 for 24c.
- 30c bar Castile Soap. Special, 2 for 53c.
- 35c Rubber Gloves. Special, 29c.
- 25c Jar Massage Cream. Special, 18c.
- 15c Book Paper Poudre. Special, 2 for 15c.
- 11c box or tube Camphor Ice. Special, 8c.
- 21c tin Maillard Talcum Powder. Special, 13c.

Boys' Suits \$6.95

Tweed Suits, in brown mixed pattern, brown and grey double stripe effects—brown and black mixed tweed with hairline stripes—Norfolk styles, plaid-back styles, semi-Norfolk styles, some three-piece belts, others all around disappearing belts, full-fitting bloomers, with belt loops and expanding knee bands. They're good values! Buy them when market prices were lower than now. Styles to suit the boys and prices to suit the mothers. Sizes 27 to 35, 9 to 17 years. Friday bargain, \$6.95.

Clearance of Boys' Reefers

At less than manufacturer's present-day prices—grey and brown check tweed effects—grey and black homespun—grey and brown mixed effects with velvet collar. Also a few shepherd's plaid and blue serge in the larger sizes only. Sizes 3 to 10 years. Regular up to \$5.50. Friday bargain, \$3.85.

Women's Shoes---Sale!

At Such Prices These Shoes Will Walk Out Fast Today! No Phone, Mail or C. O. D. Orders on Sale Footwear.

- Low Shoes for Women, \$2.65. American make, 350 pairs, all new low shoe styles in plain pumps, strap slippers and colonials; some have Goodyear welt soles; others flexible McKay sewn soles. A large number of different toe shapes; Cuban and low heels. Sizes 2 1/2 to 5. Regular \$4.00 to \$5.00. Today, \$2.65.
- White Canvas Low Shoes for Women, \$1.49. These are all new, fresh goods, bought this season at a price away below regular, and your opportunity comes today to share in this bargain purchase. There are about 800 pairs to go on sale. There are colonial, plain, Mary Jane and Oxford ties, with Cuban and low heels. Sizes 2 1/2 to 7. Today, \$1.49.
- Women's Boots at \$2.50. Several hundred pairs for today's selling at \$2.50. Get here early and get first choice. There are button and lace in gunmetal, patent colt and kid leathers, with plain vamp, patent and kid toe caps, cloth and kid uppers, heavy and light-weight soles; Cuban and medium heels. Sizes in the lot 2 1/2 to 5. Today, \$2.50.
- Men's Gunmetal Boots at \$2.65. 900 pairs of Men's Gunmetal Boots, Blucher cut, on a neat semi-fitting round toe; medium weight McKay sewn soles, and military heels. Sizes 6 to 11. A splendid boot for spring wear. Today, \$2.65.
- Children's Boots at \$1.39. Children's Black Kid Boots, with patent toe caps; medium weight McKay sewn soles; full-fitting toe shapes, and low heels. Sizes 5 to 7 1/2. Today, \$1.39.
- Boys' Gunmetal Boots, \$2.75. Boys' Gunmetal Boots, in Blucher style, with neat round toe; full plain quarter; McKay sewn soles, with covered channels; boots that will wear well, and please in every way. Today, \$2.75.

55c Sheeting at 48c Yard

- Full Bleached Plain Weave, 70 inches wide, 55c value. Clearing today, yard, 48c.
- Circular Pillow Cotton, 44 inches wide, 40c value. Clearing today, yard, 37c.
- Brown and White Striped Terry Towelling, very serviceable, 16 inches wide, 18c value. Today, yard, 13c.
- Plain Huckaback Towelling, 17 1/2 inches wide, 18c value. Today, yard, 14c.
- Bleached Factory Cotton, heavy weight, 36 inches wide. Friday bargain, yard, 14c.
- Breakfast Cloths, bleached damask, diagonal stripe and check patterns. Size 58 x 58 inches. \$1.50 value. Clearing today, \$1.25.
- Bleached Damask, 62 inches wide, assorted designs. 95c value. Today, yard, 69c.
- Hand-made Battenberg Lace Centres, size 30 x 30 inches, round and square. 300 to clear today, each, 48c.
- White English Satin Bedspreads, splendid washing and wearing quality. Size 72 x 90 inches. Friday bargain, \$2.85. (Fourth Floor.)

