## Easter Saturday At Simpson's The Men's Store Holds the "Trump Card" When It Comes to True Economy in Men's and Young Men's Better Clothing



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There is only one road to true economy---it leads to quality and price, rather than to price alone!

This, of course, means guaranteed quality, fine tailoring and all-wool fabrics. Such clothing are real economy---they retain their style lines and wear longer.

Now then, since quality plays such an important part in true economy---when every item of production that gives service and appearance is esteemed, when merchandise of reliability is most desirable—

The Men's Store Has Been Organized to Reduce Living Cost

by offering you quality in carefully tailored garments at the lowest possible prices.

Notable as were the values offered a year ago when woolens were less expensive, favorable circumstances permit us this year to extend to you even better values because of the high standard of quality in which our clothing has been maintained.

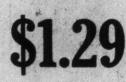
Stocks and Assortments Are Even Wider and Better, Containing Models in Suits and Overcoats From No Less Than Twelve Canadian Designers, Supplemented by Original Styles From Kuppenheimer and Hart, Schaffner and Marks, Chicago; Micheals-Stern, Rochester, and Heidelburg-Wolfe, New York.

Every man in Toronto, and elsewhere for that matter, owes it to himself to see just what the Men's Store can do for him in the way of better styled, better made clothing. The doors are open to every man, let him come any time, if only to compare. Come today!

## A Sale of Men's Overcoats

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 cheviots 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 this morning, while they last, \$13.95. A Sale of Men's Easter Shirts

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 today, 8.30 a.m., at \$1.29, or four for \$5.00.



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