

Today at Simpson's for Men

8.30
is the
Time
the
Sale
Starts

A "double-barreled" Clothing Sale, offering men and young men brand new Spring and Summer Suits and Overcoats at prices which are greatly below par value, presenting garments one hundred per cent. right in style, material and workmanship. A special purchase. On sale today at 8.30.



Four Snappy New Holiday Suits for the Younger Men

Michaels-Stern-Made Suit at \$25.00

The material is good quality tweed in light grey mixed, smartly designed in single-breasted sacque style, soft roll lapels, semi-close-fitting, new single-breasted vest and a snappy straight-cut trouser. Every detail of this suit is O. K. Sizes 36 to 42. At 25.00

Young Man's High-Class New Model Suit at \$25.00

Made from a splendid quality plain grey cheviot cloth in plain pattern, in one of the classiest young men's all-round belted models, patch pockets on coat and vest and the new straight-cut young man's trouser with cuff bottoms. A hand-tailored garment by the well-known high-grade manufacturers, Michaels, Stern & Co. Sizes 34 to 38. At 25.00

A Choice Young Man's Suit at \$35.00

It is made from a fine quality worsted cloth in light blue with color thread stripe pattern. A choice cloth in a plain swagger, single-breasted, close-fitting model, fashionable single-breasted, and trousers. A Michaels-Stern hand-tailored garment. Sizes 34 to 37. At 35.00

A Rich Brown Tweed Suit at \$30.00

From a choice brown tweed in a very subdued pattern. Made in stylish sacque, medium close-fitting. Good lines throughout characterize this suit. Hand-tailored. Sizes 36 to 40. At 30.00

Overcoats \$13.95

Regular \$18.00 and \$20.00.

Could we divulge the name of the maker from whom these handsome coats were purchased you would readily appreciate the importance of this sale. When it is considered that the materials from which they are developed are choice English coatings and covert cloths you will understand that they are also well made, for good tailoring and good materials go hand in hand.

The English coatings come in light greys and light browns in rich subdued shades. Covert cloths in plain fawn, of course.

Tailored to the minute, they correctly interpret the slip-on style—the loose-back style—the pinch-back style, and the more conservative modes.

Just such coats as cool summer evenings demand. Light enough in texture to carry over the arm without being cumbersome.

8.30 shopping is advised, as better choice is naturally afforded those who come first. Regular \$18.00 and \$20.00 values. Sizes 34 to 42. On sale this morning at 13.95

Men's Suits \$14.95

Regular \$20.00, \$22.00 and \$25.00 Values.

To be exact there are 150 suits, all new—all expertly hand-tailored—all painstakingly finished, embracing fine imported English worsteds and Saxony finished tweeds, as well as suits of genuine mill finished indigo serges (not many of the latter material).

The styles are the most popular kind—handsome "belt sac" and "pinch-back" models for the young men, and "standard" tailored suits for the regular men and stout men.

Some are quarter lined, and show piped seams; others lined throughout. A special purchase of cancelled orders, overmakes and unshipped specials—from a famous maker.

So seldom do special purchases present themselves these ruffled market days that anxious men who wish to save a 5 to 10 spot on the Holiday Suit or Coat purchase may regard this sale as one of the season's rarest opportunities. Sizes 34 to 44.

Come at 8.30 and you may have the unrestricted choice of the entire purchase; \$20.00, \$22.00 or \$25.00. This morning, 8.30 14.95

Sale of "Arrow" Shirts \$1.29

Regular \$1.75 and \$2.00 Values

Right in plain view of the fact that shirts, the identical of these on sale, are about to take a further advance in price, are we holding this sale—because they are sold. One trip to the laundry will make any of them spic and span.

If you know the "Arrow" Shirt you know it is tailored right—you know that all seams are double stitched—that it is made with gussets—that it fits well over the shoulders—that it has a roomy body and the right length sleeves. These on sale today come in the newest stripes and colorings for summer wear—blues, helio, tan stripes, black stripes and two-tone effects. Made with double French or standard cuffs. Sizes 13 1/2 to 18. In different sleeve lengths. On sale today, 8.30

Long Before Spring Struck Toronto

Simpsons Prepared for a Big Straw Hat Season

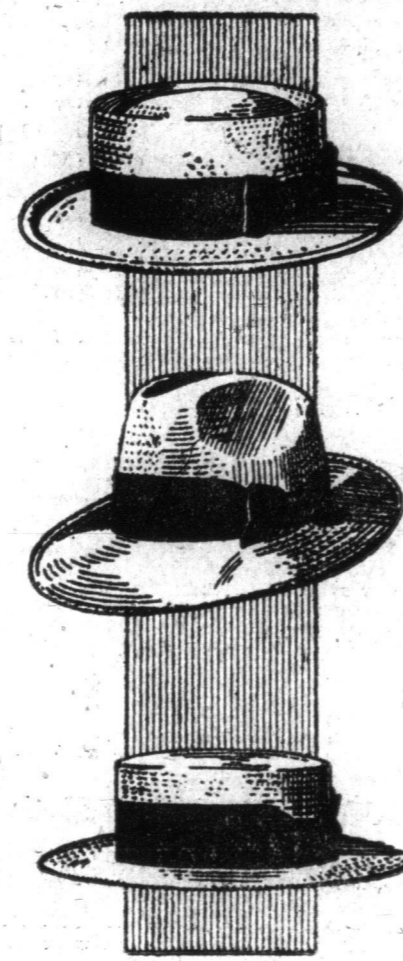
Opening the Season Here Today With

- Better Variety
- Better Style,
- Better Quality,
- Better Value

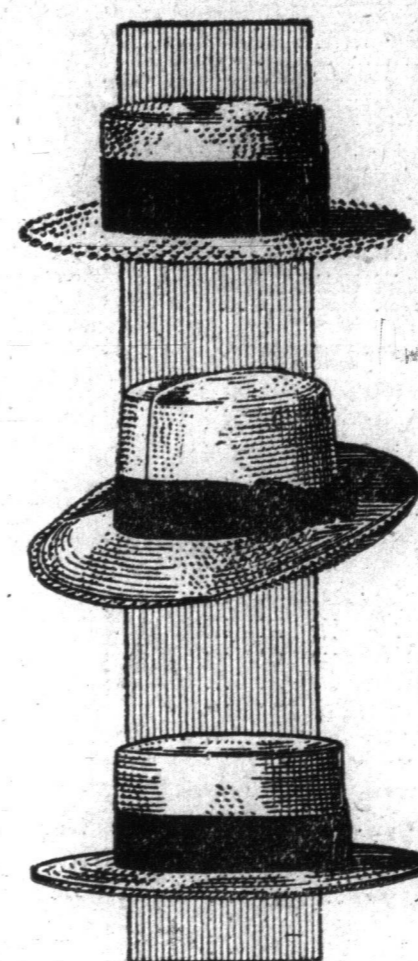


And by so doing, will, in addition to giving men a broader selection of styles, save them handsomely on the straw and Panama purchases.

The assortment is of unusual variety and character, including these seven correct new styles illustrated.



- 1—A dressy telescope crown Panama, of excellent clear biesch and finish, with a neat pencil-curl brim and black corded silk band with bow at side 5.00
- 2—A genuine South American Panama in the popular Alpine shape, with open curl brim; one of the big selling shapes 4.50
- 3—A smart boater shape of fine quality split braid. The proper hat for the conservative dresser at 2.50
- 4—A semit boater shape of clean white braid with saw edge brim, a style suitable for young men 2.00
- 5—A negligé shape Panama of genuine South American quality. This is a hat much in favor with the man who wishes a snap brim Panama 5.00
- 6—An English semit boater, one of the big selling hats for fashionable young men 2.00
- 7—On the head a semit boater of extra fine quality braid, a desirable hat combining style and quality 2.50



Penman's Balbriggan Underwear 55c

Regular Value 75c

In the face of a rising market price for this well made underwear we are holding this sale, not because there is anything wrong with it, but simply following our custom at this time to offer men better values. These come in Penman's No. 4, in natural shade. In passing let it be known that No. 4 is made with warranted two-thread Egyptian yarns. Both shirts and drawers on sale. Sizes 34 to 44. Regularly 75c. Today, per garment 55c

Men's Soisette Pyjamas \$1.49

Regular Value \$1.75 and \$2.00

Soisette is woven from finely spun yarn that in texture is not unlike silk, and which when woven into any make of cloth lends a finish and sheen that very closely resembles silk. Soisette is more practical for pyjamas, as its washing and wearing powers are ten times greater, due to the unvarying strength of the cloth. Choose these new pyjamas today in pink, blue and grey shades. Also in the sale are cambrie pyjamas in blue, black and helio stripes, in single, double and cluster stripes. Regular \$1.75 and \$2.00. Today at 8.30 1.49

Wonderful Neckwear Assortment This! 50c

So wonderful that any color, style or idea that you may have in mind can most likely be found in this rare and artistic assemblage. There are Persian, Oriental twin stripe and plain stripe effects, all grouped for easy and quick choosing.

Store Hours Today---
8.30 a.m. to 5.30 p.m.

The **SIMPSON** Company Limited

