

Everything for Every Man's Easter

*The Simpson Men's Store is a Great Style Centre Where
New Styles Are Shown As Soon As They Are Evolved*

New Shirts
New Collars
New Ties
New Gloves
New Suits



We Show Today for Men
and Young Men Clever
Spring Suits and Over-
coats---Popularly Priced
Models That Embody
Wool Materials and Un-
surpassed Workmanship.



New Underwear
New Hats
New Pyjamas
New Hosiery
New Overcoats

It is during these times of economy that staple men appreciate such inviting values as we offer in our popularly priced clothing at \$22.00, \$25.00 and \$28.00.

Regardless of the present high cost of skilled labor and the constantly increasing price of good materials, the garments which we offer today contain the same good quality materials and high-grade workmanship as you would have expected at popular prices before the changed market conditions.

In assembling these new stocks extreme care has been exercised in the selection of garments. Each is correct and the styles are so numerous that every man and young man can be fitted properly.



On Sale Today
Men's Spring
Overcoats
\$13.95

Spring arrived like these lightweight overcoats will go---with a rush!

In the lot are the new season's smartest and most popular styles---English slip-on with natural shoulders and loose back---Trencher with all-round belt and the standard dignified Chesterfield.

Materials are plain grey cheviots and vicunas, English and Canadian tweeds in grey and black mixtures, also there are a few Donegal tweeds represented. Sizes 34 to 46. On sale today at \$13.95.

On Sale Today
Men's Suits
of All Wool
\$18.00

An outstanding feature of these suits is the finely woven all-wool fabric in which they are developed. It is a cheviot finished serge from the famous Fox Bros.' Mills, which fact alone emphasizes the value.

There are in the collection both semi and form-fitting sacque coats, medium high cut vests and narrow straight trousers, with cuffs or without cuffs if you wish.

There are only sixty suits in the sale, so conduct yourself accordingly. Sizes 34 to 44. Today \$18.00.

New Spring Hats That Men Will Want to "Get Under"

Smart styles in Soft Hats in such popular makes as Stetson, Christy, Hampton, Rosco and others, priced at \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00 and \$6.00.

Stiff Hats from such makers as Burton (maker to His Majesty), Stetson, Christy, Stevenson, and Henry Cox, priced at \$3.00, \$3.50, \$4.00 and \$4.50.

The **SIMPSON** Company
Robert Limited

RYRIE BUILD
Corner Yonge and Shuter
Desirable offices. Single
Apply
H. H. WILLIAMS
King Street East.

PROBS—Fair and mit

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