

# It's the Quality of Simpson's Clothes That Gets You



You see quality in the carefully chosen fabrics---in the expert tailoring and in the general excellence of the finished product.

If you think you're hard to fit, it's because you haven't bought the right kind of ready-for-service clothes.

In Simpson clothing the human frame has been studied scientifically and classified into certain "builds."

The result is that any man can be fitted in a ready-made suit---and we can prove it.

If you want to save money and time---if you want to see the suit on you---drape, fit, style and all---come in today and be shown.

**Men's Spring Suits**  
**\$11.95**

Just 138 Suits to sell, so you can imagine how they'll go when the sale starts.

Suits are serviceable tweeds; grey, brown, fawn mixtures and plain shades; 2 and 3-button models, semi and form-fitting, medium height vests, well tailored trousers that fit and hang perfectly. The lining throughout is a twilled mohair. Sizes 36 to 44. Get here in the morning if you can, there'll be more elbow room than later in the day, but get here. Just \$11.95.

**Youths' Suits at**  
**\$7.75**

But only 47 Suits in this sale today.

That's joyous news for mothers! The suits are made of good wear-resisting fabrics, plenty of tweeds and a few worsteds. Good choosing in colors and patterns, too! As for styles, well you'll find single-breasted, 2 and 3-buttons, one-half belted backs, and regulation Norfolk. Sizes 32 to 34 only. How they'll go at \$7.75!

**Men's Spring Overcoats**  
**\$12.95**

Or with the heavy winter coat, slip into a lively new lightweight for spring and summer.

Choose from smart English and Canadian tweeds, in new colors of brown and grey, grey and black, brown and black, and others in a wide variety of striking patterns. Single-breasted, one-half belted backs, military effect, English slip-on, with natural shoulders and full back; also the popular pinch backs. Sizes and patterns come in ones and twos of a kind, so hustle here for yours. Sizes 32 to 44. And just \$12.95.

**Simpson's Palm Room**  
We serve Club Breakfast, selected menus, from 8.30 to 10 o'clock.  
Lunches a la carte throughout the day.  
Special Dinner, 11.30 to 2 p.m.  
Afternoon Tea, 3 o'clock to 5.30.  
Cheerful surroundings. Good service.  
Moderate prices.

## Men! Today's the Day of The Great Shirt Sale!

What a response there'll be to this timely announcement!

But we're prepared for it---with exceptionally complete stocks and capable sales force.

Men who know how shirt prices are advancing will be among the first comers to the sale at 8.30 sharp.

At **\$1.29** At **\$1.94**

Shirts Worth \$1.50, \$2.00 and Even \$2.50!

Most extraordinary! All new and perfect shirts, made from superb fabrics (the cream of the best shirting), woven cloths, percales, cambrics, and so on. Double soft French cuffs. Some have separate collars to match.

The patterns are as varied as they are attractive---they'll please your fancy, because they were designed by the best designers on the continent. There are striped effects worked out on figured cloths in two and three tone colorings---very attractive. Sizes 14 to 18. It'll pay you to look ahead and buy several. Regular \$1.50, \$2.00 and \$2.50, for \$1.29, or 4 for \$5.00.

Shirts Worth \$3.00, \$3.50 and Up to \$4.00!

Beauties! Made by specially trained designers, the workmanship to the last stitch is unusually fine, perfect in cut, finish and every little detail. Materials are Jap crepes, Madras cloths, percales and cambrics. And patterns galore! Stripes and over-designs in beautiful two and three-tone colorings. They have double soft French cuffs. Sizes 14 to 18. Shirts worth \$3.00, \$3.50 and \$4.00, in a Saturday clear-away at just \$1.94.

## Men Are Asking for \$15 Tweed Raincoats They're the Two-Purpose Coats---for Rain or Shine

Made of an imported English Tweed, thoroughly rubberized to insure an absolutely rainproof fabric. They're a medium grey shade with small black over-check.

Popular trencher model with all around belt, convertible collar, patch pockets with flaps; all edges and seams sewn on and cemented.

May be worn as a raincoat or spring overcoat. Sizes 35 to 44. For \$15.00.

Similar Raincoats, \$12.50 to \$18.00.  
Paramatta Raincoats, \$10.00 to \$18.00.

## How Very Smart Are These Hats for Men!

They have every new kink of brim and crown to a hair's breadth.

Every imaginable style and size is here---and what's more important, they're very moderately priced.

Step into the Men's Hat Shop today for yours.

## These Soft Hats Are Beauties

Whether you are this side of twenty or beyond fifty you'll be able to pick the right hat from among our varied assortments.

Every size, color and style there is. And the prices: \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00 and \$6.00.

## And So Are the Derbies

Every man ought to have a derby---it's a pleasing change from the usual soft hat. And they're so stylish! The best English and American makes are here, priced modestly at: \$2.50, \$3.00, \$3.50, \$4.00, \$5.00 and \$6.00.

## Men's Caps With a Stylish Air

You'll want one anyway. As for choice, there's a wide variety of sizes, and colors to suit most any taste.

When you see them you won't be able to select yours quick enough, so irresistible are they. Priced at: 75c, 95c, \$1.50, \$2.00 and \$2.50.

## "Gee! The Best Suit I Ever Had Was Bought at Simpson's"

Boys are enthusiastic about Simpson Suits! And no wonder. If you could see the matchless assortments here to choose from, the wide variety of sizes and styles, the comprehensive price range---you'd understand why Simpson's Boys' Clothing is so much in demand. And how they'll wear! Their long service is what most impresses the thrifty mothers who have boys to clothe.

## These Good Worsted Suits for Boys at \$10.50

They're developed in a Blue and Grey Pinhead Check worsted, single-breasted, three-button model; dip yoke back and front, with pinch pleats; slash pockets; all around belt with buckle at waist; full-fitting bloomers, lined throughout, belt loops, expanding knee bands. Sizes 9 to 17 years. \$10.50.

## Suits of Excellent Tweed Today at \$13.00

Little enough for such good suits---Blue and Purple Mixed Tweed, with invisible green hair-line stripe pattern; single-breasted, 3-button model; patch pockets with top flaps; pinch back; 3-piece detachable belt at waist; full-fitting bloomers, lined throughout, belt loops, expanding knee bands. Sizes 9 to 17 years. \$13.00.

## Remarkable Suits Selling Today at \$15.00

Very remarkable value for the money---Grey Green Tweed with red flecked pattern; single-breasted, 3-button model; patch pockets with top flaps; yoke back; all around belt at waist; full-fitting bloomers, lined throughout, tunnel belt loops, expanding knee bands. Sizes 9 years to 17 years. \$15.00.



## Sunday is Mother's Day



## Say it With Flowers

Let your message of dearest love to mother be fittingly expressed through the medium of flowers.

Nothing else is so appropriate on this memorable day as a bouquet of mother's favorite blossoms. These on sale today:

- Carnations, dozen, \$1.00 and \$1.25.
- Roses, dozen, \$1.25 and \$1.50.
- Sweet Peas, 15c bunch.
- Marguerites, 50c bunch.
- Tulips, dozen, 50c.
- Daffodils, dozen, 25c.
- Mignonette, dozen, 35c.
- Geraniums, each, 15c.
- Lily Bulbs, pink and white, each, .50.
- Dahlia Bulbs, each, 12c.
- Gladioli, dozen, 20c.

The **SIMPSON** Company  
Robert Limited