

TODAY IN THE SIMPSON MEN'S STORE

A Sale of 100 Men's and Young Men's New Suits \$14.95

Spring Hats in Soft and Stiff Styles

Borsalino Soft Felt Hats, \$6.00. Smart flat set and slightly curled brim shapes, in several colors.
Christy's, Hampton, King and Rosco makes, in all the new blocks and colorings, at \$3.00 and \$3.50.
Black Stiff Hats from such makers as Christy, Burton, Stevenson, King and Cox, at prices ranging from \$2.50 to \$5.00.



A Sale of 'Arrow', 'Forsythe' and 'Lang' Shirts

---The \$1.50 Kind---The \$2.00 Kind
---The \$2.50 Kind---The \$3.00 Kind at \$1.29

Concerned are twelve hundred Shirts, just completed, and sent to us from three leading makers in Canada. The patterns are those designed for this spring and summer; cluster stripes, hairlines and two-tone effects, in fast colors of blue, helio and black; materials are exceptionally good.

The shirts are in coat style, with soft French or laundered cuffs. At this time each year these makers get ready for fall business, and these are the balance of this spring's broken lines.

Best way to make you understand the importance of the sale is by assuring you that we have already this spring sold hundreds of these same patterns at \$1.50, \$2.00, \$2.50 or \$3.00. Sizes 14 to 17. Price, \$1.29.

Men's \$6.00 Silk Shirts \$3.98

Men will welcome this sale of Silk Fibre Shirts because it provides at a big reduction in price the very shirts that men are glad to get at the regular price.

They are all fresh, clean goods, and represent spring's handsomest designs and colorings. All are coat style; have double French cuffs. At the price you can well afford to buy them in lots. Sizes 14 to 18. Regularly \$6.00. Today, \$3.98.

Broken Lines From This Season's Most Popular Styles

Get busy today, for the quality and character of these suits are far more important than the sale price indicates. Moreover, as the season advances such opportunity may become limited. When you see these garments you will be interested, because the lot is composed of broken lines from the busy Easter rush of last week.

They represent spring's most popular models—the trencher, with all-around belt, half belt, two and three-button, form-fitting and semi-fitted sacques. Note this: The materials are all-wool worsted and tweeds, in a variety of stripe and check effects, in grey and brown, brown and grey, and black and grey mixtures; also a few navy blue chevots. Sizes 32 to 46. On sale today, 8.30 a.m., at \$14.95.

A Sale of Men's Spring Overcoats Today \$16.95

There are just 80 coats in the lot, so avail yourself of the opportunity by coming early. They represent the season's latest models, but owing to lines having become broken in sizes, others being late in delivery, we have assembled these splendid coats, which sell regularly at \$20.00, \$22.50, \$25.00 and \$26.50, for early selling this morning at \$16.95.

Styles are trencher, with all-around belt; English slip-on, with full back, half belt military back effect; also the standard fly front Chesterfield, which comes in all-wool chevots and vicunas, in plain greys and black; the others are made from all-wool English and Canadian tweeds, in a variety of grey, brown, Donegal and novelty mixture effects; in sizes 34 to 46. Selling today at 8.30 a.m., at \$16.95.

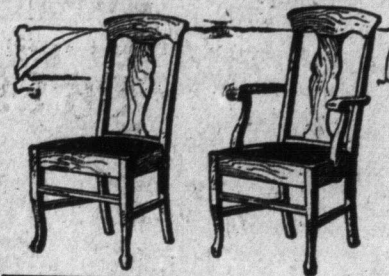


Complete Home Improvements from this List of Furnishing Economies

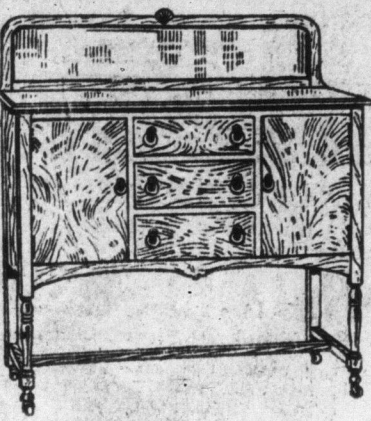


As Illustrated on Sale Saturday

Eight-piece Dining-room Suite, in quarter-cut oak, golden finish only. Buffet colonial design, has 48-inch case, good cupboard space, linen and cutlery drawers, top fitted with shaped bevelled plate mirror. Extension Table has 45-inch top, massive pedestal platform style, extends to 8 feet. Diners full box seats, strongly reinforced panel backs, slip seats in genuine leather. Regular price \$89.50. \$69.75.



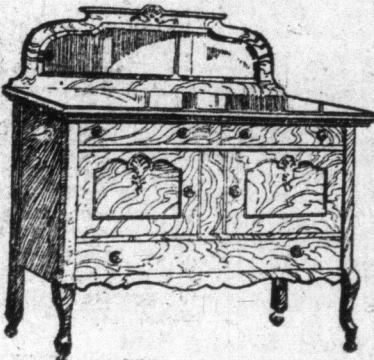
Dining Suite at \$69.75, Reg. \$89.50



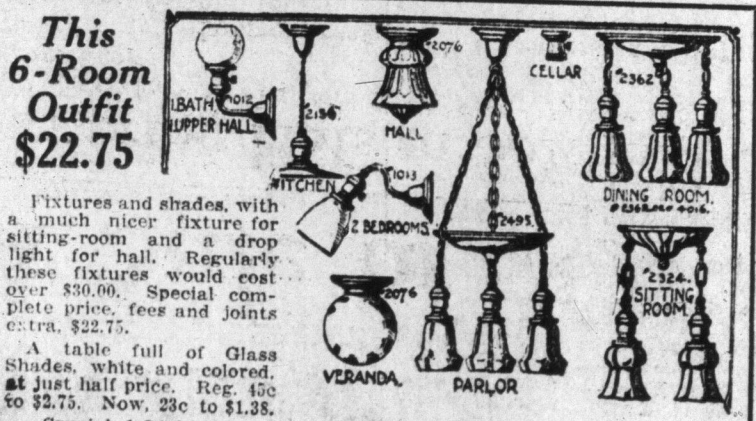
As Illustrated, Brass Bed, Spring and Mattress complete, 2-inch posts, heavy caps, all metal spring, and soft comfortable mixed mattress. Regular price \$22.25. \$22.50.

William and Mary Dining Suite \$99.50

Another exceptional value in a William and Mary Dining-room Suite, in solid quarter-cut oak; 10 pieces. Buffet, as illustrated, has 48-inch case, has turned legs and stretcher, lots of cupboard and drawer space, fitted with shaped plate mirror. Diners, full box seats, upholstered in genuine leather. Extension table, 44-in. round top extends to 6 ft. Also china cabinet and serving table to match. Complete, reg. \$126.25, \$99.50.



4-piece Ivory Bedroom Suite at a Big Reduction—Large dresser has 44-inch case, extra large mirror. Dressing table fitted with triple mirrors. Large chiffonier and double bed, slightly imperfect, used as sample. Regular price, \$148.25, \$104.00.



This 6-Room Outfit \$22.75

Fixtures and shades, with a much nicer fixture for sitting-room and a drop light for hall. Regularly these fixtures would cost over \$50.00. Special complete price, fees and joints extra, \$22.75.
A table full of Glass Shades, white and colored, at just half price. Reg. \$22 to \$27.75. Now, 23c to \$13.35.
Special 1-Light Fixture with semi-indirect bowl, Flemish finish on metal, old ivory design on bowl, 14-inch diameter. Specially priced, \$7.45.
3-Light E.B. Finished Fixture, with 3 chains supporting a 14-inch ornamental glass, and 3 colored shades. Special for today, \$7.25.

Home-Lovers' Club Will Arrange the Terms of Payment

House cleaning time is at hand—the time for brightening the home with new furniture, draperies, rugs, etc.

Many feel that they cannot afford the expenditure involved in the buying of these necessities if they have not the full amount of ready cash.

The Home-Lovers' Club is the solution—all responsible persons are admitted and obtain the privilege of securing homefurnishing needs at cash prices.

Make application to the Club Secretary, Fourth Floor, where full particulars may be obtained.

New Wall Papers at Special Prices

American Block Papers, 7 1/2c Roll. New block patterns, in blue, green and brown colorings, for kitchens and stairways. Special value for today, per single roll, 7 1/2c.

Chintz Wall Papers for Bedrooms, 18c. New floral patterns; some have shadow overprint treatment; pretty shades of pink, blue and yellow; new selection. Per single roll, 18c.

New Tapestry Wall Papers 29c Roll. For sitting-rooms and halls, new verdure and scenic designs in soft greys, tans, blues and browns. Large range. Per single roll, 29c.

Imported Wall Papers at 50c Roll

New decorative treatments for all rooms, including tapestries, fabric weaves, chintzes and new conventional patterns; latest color combinations; many styles being in the new subdued tones. Your choice from extra large range. Single roll, 50c.

Especially Good Value in Simpson's Ready Mixed Paints

Prepared from permanent pigments combined with oils; complete range of colors for inside or outside use. 1/2-pints, 25c; pints, 40c; quarts, 75c; 1-gal., \$1.50; gallons, \$3.00.

Special Paint Brushes, 3 inches wide, selected black bristles securely bound. 120 only. Special, each, 35c.

Special Varnish for woodwork and furniture, clear varnish and hard drying. 150 quarts only. Today, quart, 49c.

C. & B. Floor Wax, full weight tins, easy to apply and will not discolor hardwood floors, per lb. tin, 50c.

Weighted Polish Brushes, 15 lbs., long handles, special groove allows brush to be used under furniture. Special value, today, \$1.68.

Fresh and Beautiful These New Rugs

Dining-Room Rugs

Wilton Rugs—A very beautiful quality in a closely woven English Wilton Rug, on a fine cotton back, with fringed ends, featuring Egyptian characters in the design, and in shades of buff, deep blue, and wine colorings. Sizes 9.0 x 12.0, at each, \$75.00.

Admirer Rugs—A seamless rug with a thick and heavy pile, with a design in Chinese figures, made with blue colorings on a fawn ground, or brown colorings on a deep blue ground work, very rich and effective. Size 9.0 x 12.0, \$12.50.

Heavy Grass Rugs—For the summer cottage or bungalow these rugs make an ideal covering for the dining-room in their plain shades of green, brown and blue colorings, with plain line, key or fancy borders. Size 9.0 x 12.0, \$12.50.

Tapestry Rugs—Quite inexpensive, but good for lots of wear, this 10-wide quality is of extra close weave, woven in one piece, and comes in Brussels patterns, in a variety of colorings. Size 9.0 x 12.0, Each, \$29.75.

Bedroom Rugs

Tapestry Rugs—Strongly woven rug of Scotch manufacture, seamless, in small trellis patterns of plain blue, grey, or rose colorings with fancy floral chintz colored borders, making a very dainty rug for bedroom use. Size 9.0 x 10.6, \$25.95.

Brussels Rugs—Always popular and in shades of two-tone rose or two-tone blue colorings, small and neat designs, and in a strong quality. Made in various sizes, but we quote one only, size 6.5 x 10.6, Each, \$25.95.

300 Congoleum Rugs on Sale at \$5.95 Each

A special offer to clear out about 300 of these serviceable rugs, good for kitchen, bedroom or dining-room use. Pretty rug patterns in Oriental colors. Size 6.0 x 9.0. Today, special, \$5.95.

Chintz Covered Bedroom Boxes, \$4.98



Just to hand a shipment of these most useful articles for bedrooms or sewing-rooms. They are very substantially constructed of selected white pine wood and come in a good large size, measuring 36 inches long, 20 inches wide, and 17 inches high, with coverings in a great assortment of brightly hued chintzes in all the most wanted colorings and finished with a well-padded top. Each, \$4.98.

Special for Today, Lace Curtains \$1.49 Pair

150 pairs in this offering for today of imported Nottingham Lace Curtains of superior quality, showing upwards of a dozen most attractive patterns, with conventional or floral borders, and others come with perfectly plain centres. Choice of white or cream; 2 1/2 to 3 yards in length and from 40 to 50 inches wide. Pair, \$1.49.

Remnants, One-third Off—Three tables loaded with useful short ends of curtain materials such as bungalow nets, Scotch madras muslin, serims, marquisette, etc., all marked at bargain prices for quick clearance. Come early for first choice.

600 Window Shades at 60c Each—Fill your needs for the spring today. These are well made durable window shades of heavy opaque cloth in white, cream and green, each mounted on a strong spring roller, together with brackets, nuts and nickel pull. They will fit any ordinary window, 37 inches wide and 70 inches long, or they can easily be cut narrower. Each, 60c.

Roman Stripe Couch Covers, Each, \$1.95—Twenty-five only to sell today. These variable throws for lounges or couches, made of tapestry, showing bright, attractive stripe patterns in combination shades of red, green and yellow, finished with fringe all around. On sale today, price, each, \$1.95.

The Robert SIMPSON Company Limited