

In the Simpson's Men's Store Today

A Brand New Lot of Shirts for a New Sale

Clothes and the Man

Your Appearance and Your Real Self

All Sizes and in Different Sleeve Lengths



Today at Our Own Sale Price
2600 "Arrow" and Other Makes Bought Specially
for This Event On Sale for First Time Today

Regular \$1.50, \$2.00 and \$2.50 Values . . . **\$1.29**

We have popularized this nominal sale price by giving men shirt value that is seldom equalled elsewhere in Canada—certainly never yet surpassed!

Today's selling will be brisk and steady because we have grouped 2,600 shirts that are as extremely varied as they are handsome, offering neat, effective, two and three-tone stripes and colors now in greatest favor.

They are in woven materials and fine cambrics, as well as mercerized cloths, also white pleated and plain white madras.

Some of these shirts are broken ranges from our regular stocks, but most of them are special purchases. We are not permitted to print the makers' names in some cases, but no doubt you have worn the bands before. They are \$1.50, \$2.00 and \$2.50 values, in sizes 14 to 18. Sale price, \$1.29, or 4 for \$5.00.

\$10.00 and \$12.00 Military Wrist Watches \$4.75

24 only, at a particularly low price for this morning; a saving of \$5.00 to \$7.00 on each watch; nickel lever movements; set with 15 and 17 jewels; Empress quality rolled gold cases; straps attached. Today, each, \$4.75.

Week-End Offerings for Home Makers

Home-making is a continuous service when once you begin, so these offerings are not only for new beginners or those who will begin as brides in the next few weeks—they are for all who from season to season are MAKING and RE-MAKING the HOME.

Shopping in pairs is a favorite method on Saturday. The home-maker invites HIM to share the excursion to Simpson's and help choose the Rugs, Furniture and Draperies that are to beautify and transform the home. Expert help is available for consultation, and you may depend upon sympathetic and courteous service.

THE HOME-LOVERS' CLUB is ready to help solve your problem by extending payments as may be arranged with the Secretary. No charge for this accommodation directly or indirectly. Club office, Fourth Floor.

Special Prices in Furniture

Dresser, genuine quarter-cut oak and genuine veneered mahogany. Special for \$24.50.

Chiffonier, to match, shaped standards, large plate mirror. Special, \$23.75.

Brass Beds, in polette and satin finish, double size, heavy 2-inch post. Special at \$20.65.

Dresser of birch mahogany finish, square bevelled plate mirror, slightly imperfect. Special, \$14.25.

Dressers of surface oak, golden finish, bevelled plate. Special, \$14.25.

Chiffonier of surface oak, golden finish, large oval bevelled plate mirror. Special, \$15.25.

Dining-room Chairs of solid quarter-cut oak, golden finish, in genuine leather. Special, each, \$21.45.

Mattresses of seagrass and jute felt, deeply tufted. Special, \$4.25.

Mattress of half layer felt and half seagrass, has stitched edge, full depth border. Special, \$6.75.

Mattress, blown cotton, roll edge; all regular sizes. Special, \$9.95.

Rare Opportunities in Rugs

Tapestry Rugs—New designs and colors, in good Oriental effects or floral designs in great variety. Size 6' 9" x 9', today, \$11.75. Size 7' 6" x 9', today, \$13.25. Size 9' x 9', today, \$15.50. Size 9' x 10' 6", today, \$16.75.

Seamless Tapestry Rugs, Special \$12.95 Each. A rug woven without a seam, in a fine quality, and in rich colorings; large selection to choose from, and in a popular size, 7' 6" x 9'. Special, each, \$12.95.

English Brussels Rugs on Sale. Special offer to clear out about 50 English Brussels Rugs; neat and conventional patterns, in rich colors, for dining-room or living-room; lighter effects for bedroom use. Size 6' 9" x 10' 6". Today \$19.75.

Scotch Velvet Rugs, Only \$39.75 Each. Woven in one piece, with a short thick pile, and in good Oriental patterns, or small all-over designs, are suitable for any room. Size 9' x 12'. Today, \$39.75.

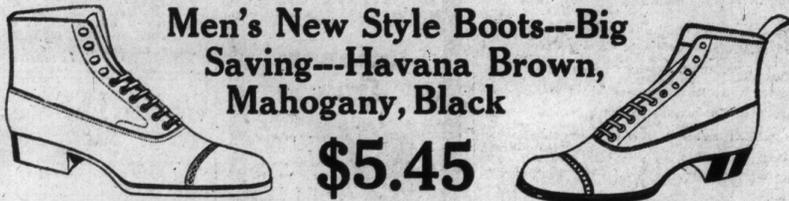
Grass Matting Rugs, Regular \$12.50, for \$9.50. Strongly woven, of prairie grass, well bound, and suitable for living-room, bedroom or verandah use. Size 9' x 12'. Regular \$12.50 each. Special today, each, \$9.50.

Good Values in Congoleum Rugs. Sanitary, hard-wearing and in pretty rug designs, in one piece; heavy quality; requires no tacking down; for nearly any room. "Size 9' x 12". Today, \$16.75.

Curtains

This is a clearing line of imported Nottingham Curtains, made with durable twisted thread. Upwards of a dozen smart new designs to choose from, having plain, medallion and floral centres and very attractive borders; 2 1/2 to 3 yds. long, and from 36 to 42 inches wide; in white only. Special today, pair, \$1.59.

Window Shades to Sell at 59c Each—500 well made Window Shades, of heavy opaque cloth, in either white, cream or green, each mounted on reliable spring roller, complete with all necessary attachments. In the standard size for the ordinary window, 37 inches wide by 70 inches long. Each, 59c.



Men's New Style Boots—Big Saving—Havana Brown, Mahogany, Black

\$5.45

These are Havana brown, mahogany and black calf, patent colt and vici kid leathers. They are all new styles for street wear, and at a splendid saving. They are in various popular shapes, and high, low and medium heels; sizes 5 to 11. Men, this is a grand opportunity to save on a better class of boots. The mahogany and Havana brown boots have Neolin soles and solid rubber heels. Values \$8.00, \$9.00 and \$10.00. Today, \$5.45.

Boys' Boots, Today, \$4.95

This is a tony brown beaver calf boot, straight lace style; Goodyear welt Neolin sole, and solid rubber heel; a stylish and up-to-date boot. Sizes 1 to 5 1/2. Today, \$4.95.

Holiday Trunks—SOME HALF PRICE

By a favorable stroke of business we are enabled to offer today these substantially built tourist and steamer trunks at an unusually low price.

They are well lined and have trays and strong outside leather straps. They are fitted with reliable locks and heavy bolts. The price will save you in some cases more than half the regular price. Sizes 32, 34, 36 and 40 inches. All at one price, \$4.95.

Week-End Cases, 98c

A special lot of Matting Cases, good locks, clasps and handles; well made; particularly suitable for holiday or week-end. Size 20-in. only. Today, Main Floor, 98c.



Boys' Suits \$7.95

A Big 8.30 Special

The suits in this sale are of a very high standard throughout; the styles are individual, and the materials have been chosen because of their service-giving qualities.

Four distinctive fresh new styles and patterns, 98 suits in this lot, consisting of grey and blue hairline, black and grey mixed and brown, and black mixed tweeds, grey and black broken check worsted finish tweed. Single-breasted, three-button models, pinch-back, slash and patch pockets; all around three-piece belt and disappearing belt styles; bloomers lined throughout, belt loops, expanding knee bands. For boys 9 years to 17 years. Today, 8.30 special, \$7.95.

Another distinctive style is the "Regina," light grey tweed with pinhead check and hairline stripe design, single-breasted, three-button model. Sizes 7 years to 12 years, \$9.50. Sizes 13 years to 17 years, \$11.00.

"The Weston," brown tweed with blue and other invisible stripe patterns, three-button single-breasted pinch-back, with three-piece belt; bloomers, belt loops, expanding knee bands. Sizes 9 years to 17 years. Today, \$13.00.

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