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SATURDAY MORNING MAY 18 1918

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Boys Are Entirely Satisfied With Simpson Suits!

Boys' Blue Tweed Suits Special Today \$7.95

It is fast becoming impossible to duplicate these garments at such a moderate price. These were obtained in a fortunate special purchase and marked accordingly low.

Blue self-striped tweed in single-breasted, threebutton model, regular pockets with top flaps buttoned, pinch back, all around belt stitched at waist, full fitting bloomers, belt loops, governor fasteners; sizes 28 to 35, 10 years to 17 years. Only 42 in this lot. Today, 8.30 a.m., they go at \$7.95.

Boys' Suits at Boys' Suits at \$13.00

\$12.50

Plain grey Soft Finished Worsted, semi - Norfolk yoke back and front, box pleats extending from yoke to waist. Stitched belt at bloomers, belt waist; expanding knee loops, bands. Sizes 28 to 35, 10 to 17 yrs., \$13.00.

Simpson's Palm Room

occupies a position of marked superiority and prestige. It represents t cleverest interpretation It represents the quality and service. Breakfast 8.30 a.m. to 10.30 a.m. Lunches, a la carte, at all hours. Dinner 11.30 a.m. to 2 p.m. Afternoon Tea 3.30 p.m. to 5.30 p.m. Sixth Floor.

Grey pick and pick Worsted, single-breasted, 3-button, slash pockets, semi-fitting back, with all around belt at waist; bloomers, belt loops, expanding knee bands. Sizes 28 to 36, 10 to 18 yrs., \$12.50.

Boys' Suits at \$14.50

Green, tan and grey (3 shades) Homespun, singlebreasted, 3-button model, patch pockets, with top flaps, all around belt with buckle at waist; bloomers, belt loops, expanding knee bands. Sizes 28 to 35, 10 to 17 yrs., \$14.50.

The wide-awake, aggressive boy of today demands "good clothes" ---clothes that express the best that is in him and give him individuality.

Many boys, however, think that clothes of the better sort are beyond the reach of mothers' pocketbook. If you are one of these, Simpson clothes will open your eyes --- they'll give you style, appearance, comfort and long wear in fullest measure, at much less than mother has often paid for equal qualities in your suits before.

Simpson suits for boys are free from every suggestion of the "faddish" or the "extreme" in style and pattern. Here are some good ones you should ask to see.

Splendid Choosing in Boys' Suits at \$9.00, \$9.50 and \$10.00

Grey and Black Mixed Tweed Suits in semi-Norfolk model, made in 3-button, single-breasted style, yoke back and front, box pleats extending from yoke to waist, patch pockets, all around stitched belt at waist, full fitting bloomers, lined throughout, belt loops, governor fasteners; sizes 26 to 30, 8 to 12 years, \$9.00; sizes 31 to 34, 13 to 16 years, \$9.50; size 35, 17 years, \$10.00.

Boys' Suits at \$15.00

Blue Worsted, 2-button, double-breasted model, slash pockets, panel back, all around belt at waist; bloomers, belt loops, expanding knee bands. Sizes 25 to 35, 7 to 17 yrs., \$15.00.

Boys' Suits at \$19.00

Brown and green (2 shades) in plain color, rough finish Serge, single-breasted, 3-button, slash pockets, fitted back with all around belts at waist; bloomers, belt loops, expanding knee bands. Sizes 32 to 35, 14 to 17 yrs., \$19.00.

Boys' Suits at \$19.50

Green Vicuna with red and helio invisible stripe pattern, patch pockets with top flaps buttoned, yoke back with box centre pleats, all around belt; bloomers, belt loops, expanding knee bands. Sizes 32 to 35, 14 to 17 yrs., \$19.50.

> Boys' Suits at \$20.00

Dark green Cheviot with red flecked pattern, single-breasted, 3-button, patch pockets with top flaps, in-verted pleats in back, all around belt at waist; bloomers, belt loops, ex-panding knee bands. Sizes 32 to 35, 14 to 17 yrs., \$20.00.

Thrifty Young Men and Men Look to the Simpson Men's Shop for Clothes of Known Quality

The Simpson policy assures things you usually have to take on faith --- absolutely reliable woolens, first-class trimmings and workmanship, permanent shape, satisfactory wear and service. Thus your investment is protected before you spend a cent.

Style and workmanship are fully up to the standard set by the Simpson store. The styles are determined by a corps of expert designers in touch with the world's fashion centres and developed by master tailors who produce workmanship that would not otherwise be obtainable at the price.

Men's and Young Men's New Spring Suits--- A Sale! \$22, \$24, \$25, \$28 and \$30 Values,

\$18.45

The Last Saturday Before the Holiday

Brings an Extraordinary Event!

regular or patch pockets; also there are young men's form-fitting

single and double-breasted and belted models, with regular, patch or

slash pockets. Fine English worsteds and Saxony finished tweeds, in browns, medium and light greys, green mixtures; all in * numerous stripe and check patterns. Sizes 33 to 44. On sale 8.30 today,

\$18.45.

They're snappy two and 3-button single-breasted suits, showing

And stylish Suits for the odd-size men! Stout men, extra tall men, extra large men, fat men-they call themselves "hard to fit," but the real trouble is to get clothes that have style. We'll do it for you quickly-quality, fit and style-and fine quality in fabrics and tailor-

Youths' First Long-Trouser Suits, Today \$14.95 \$18.00, \$20.00, \$22.00 and \$24.00 Values.

Smart two and three-button form-fitting sacques, half belted backs, and the trencher model, with all-around belt and buckle; grey and brown worsted and tweed mixtures, in many patterns; also a few navy blue serges; medium height and low cut vest; trousers finished with belt loops and cuff bot-toms. Sizes 32 to 35 only. On sale 8.30 today, \$14.95.

The Regent Swagger English Raincoat is Making a Hit With Men!

A light-weight fawn yarn-proof material; single-breasted; military collar; raglan shoulders; slash pockets, and allaround belt, with buckle; just the coat for knockabout wear for the holidays; also a very smart, absolutely waterproof raincoat, in sizes 34 to 44. Price, \$16.50.