

Today in the Simpson Men's Store

Saving and Service Assured in Simpson's Suits for Men, Young Men and Boys

The fabrics look good and feel good. They ARE good. The styles are authoritative. The fit is particularly accurate. Thus you can see for yourself that the Simpson clothes, ready-for-service, have all the earmarks of clothes at much higher prices.

If Your Boy Has His Heart Set on a New Suit for the Holiday—Just Send Him Here

Boys' Suits \$8.50, \$9, \$9.50

Grey and black hairline stripe tweed; single-breasted, 3-button, two breast patch pockets with top flaps, slash side pockets, pinch-back with all-round belt. Bloomers with belt loops, expanding knee bands. Sizes 7 to 12 years at \$8.50; 13 to 16 years, \$9.00; size 17 years, \$9.50.



Suits for as Little as \$6.50

Grey and Black Donegal Tweeds, single breasted, 3-button, pinch-back, patch pockets, all around belt; bloomers with belt loops and expanding knee bands. Sizes 25 to 35, 7 to 17 years, \$6.50.

These Good Worsted Suits for Boys at \$10.50

They're developed in a Blue and Grey Pin-head 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 at Just \$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.

And These 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.

You can enjoy a quiet respite from busy holiday shopping if you have luncheon in **SIMPSON'S PALM ROOM**. This delightful retreat is commodious and airy—the food is excellently cooked and well served—the prices are very moderate. Breakfast, 8.30 a.m. to 10.30 a.m. Luncheon a la carte at all hours. Dinner, 11.30 a.m. to 2 p.m. Afternoon Tea, 2.30 p.m. to 5.30 p.m. —Sixth Floor.

Boys' Balbriggan Combinations at 75c

Noteworthy values these. They're perfect fitting and non-irritating. Short sleeves and knee length. Expertly made. All sizes at 75c.

Boys' Cashmere Jerseys \$2.25

They're navy ones with trimmings in red and white or brown and myrtle. Comfortably fitting. All sizes at this price.

Boys' Bathing Suits 50c

They'll last for several seasons—and that's what every boy wants. One-piece suits in all sizes, from 20 to 32.

Boys' New Spring Shirts \$1.00

The new materials are as durable as they are attractive and come in a wide variety of variously striped patterns. All have attached collars. Sizes 12 to 14. At \$1.00.

Work Shirts for Boys 75c

Made of hard-wearing cambric, in black and white, oxford, khaki. Also some black sateen ones. All sizes at 75c.

Good Wash Suits for the Boy

Made According to the Simpson High Standard

Boys will like the smart styles, and mothers will appreciate the moderate prices.

Variety is almost endless and offers splendid choosing.

It will pay forehanded parents to buy a season's supply for their boys as prices will be higher before they are lower.

Step in today and see some of these suits.

\$1.25, \$1.50, \$2.00, \$2.50 and \$3.00

The **SIMPSON** Company Limited

And you can be just as sure of good service as of good looks. The Simpson policy takes care of the things you can't see. It protects you before you spend a cent, and during all the time you are wearing the clothes.

Scientific tailoring—our term for the methods that improve quality without increasing cost—represents the vast knowledge and experience of master tailors, who build Simpson clothes. It assures dependable quality in fabrics, first-class trimmings and workmanship, permanent shape, satisfactory wear and service.

An investigation of Simpson clothes will mean money saved and service assured.

Step into The Simpson Men's Store today—examine and try on a few of these quality suits.

Making it Easy for Every Man to Buy His New Suit for the Holiday

\$14.85

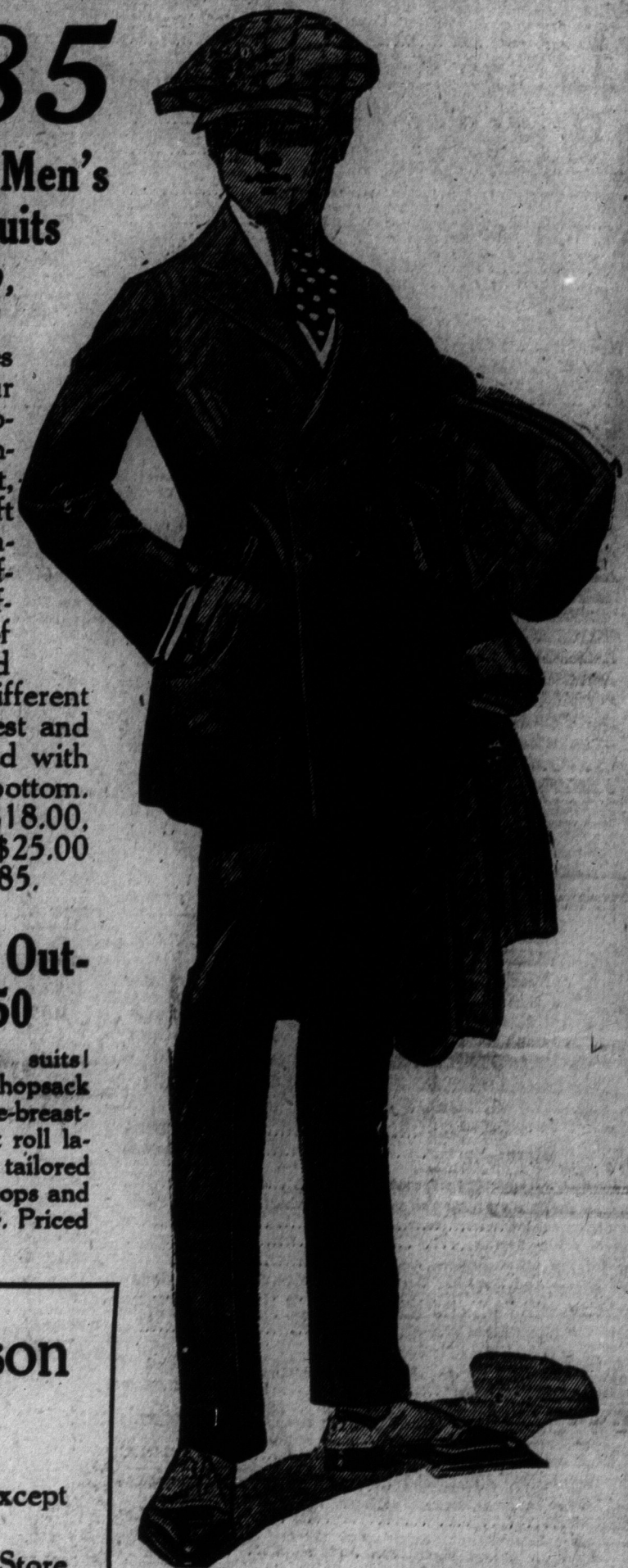
Men's and Young Men's Snappy New Suits

Regularly \$18, \$20, \$22 and \$25 Values

Just 127 suits, odd sizes and broken lines from our regular spring stocks. Popular models. The Trencher, with all around belt, two and three-button, soft roll lapels, semi and form-fitting sacques and half-belted military back effects, a large variety of brown, grey, fawn and mixture effect in many different patterns, well tailored vest and trousers, the latter finished with belt loops, cuff or plain bottom. Sizes 32 to 44. Regular \$18.00, \$20.00, \$22.00, \$24.00, \$25.00 values. On sale at \$14.85.

Men's Two-Piece Outing Suits \$12.50

They're smart looking suits! Medium grey and black hopsack weave, tweed mixture, single-breasted, three-button models, soft roll lapels, unlined sacques. Well tailored trousers, finished with belt loops and cuff bottoms. Sizes 36 to 44. Priced at only \$12.50.



Better Get a Raincoat for the Holiday

Men's Raincoats made of an imported English Tweed, thoroughly rubberized to insure an absolutely rainproof fabric. They're a medium grey shade with small black overcheck.

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.

A Man Needs a Spring-Weight Coat These Days

When you throw off your winter coat for the season and neglect to provide yourself with a handy lightweight coat, you take chances that imperil your health. Colds and their ill-effects, however, need not be countenanced for one moment with one of these dressy coats at hand.

At \$12.95

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.

The "Twenty-Fourth" Opens the Season for New Straw and Panama Hats!

There's nothing like a new straw or Panama hat to put "pep" into a man—except it be getting one for so little as our moderate prices indicate.

Superior assortments and noteworthy values have secured for the Simpson Men's Store the patronage of that representative class of men and young men who put the seal of approval on prescribed fashions.

Whichever size, style or price your taste and fancy dictate—you'll easily find a becoming hat to suit you.



Sennit and Split Braid Straws \$2, \$2.50, \$3, \$3.50, \$4

"Super styles" you'll say when you set eyes on them. And what a comprehensive variety! You couldn't think of a single style that's missing. Crowns and brims in all the authentic styles—everything. Step in and see them today.

Genuine S. American Panamas At \$5.00, \$6.50 up to \$8.00

Your kind of Panama is here, surely. The telescope shapes with slightly curled and pencil edge brims—the Fedora shapes with flat set, slightly curled and pencil edge brims—and the Optimo or Neglige shapes with medium and full curled brim.

A Sennit Braid Boater Is Priced at \$4.00

This particular style has a fascination for the young man—he insists upon it unanimously. Plenty of them, too, in every size. For \$4.00.

A Split Braid Boater Is Shown at \$3.00

This style is equally becoming to men and young men—it is the cosmopolitan of hats, so to speak. And just \$3.00.

A Fancy Hat Band Will Add the Distinctive Touch!

Many men prefer the fancy band to the conventional black one on their hats. So we've prepared an excellent variety in popular widths. 25c, 50c, 75c and \$1.00.

FACTORY FOR... GERMANY... ALLIED... ENEMY WILL... DISADVANTAGE... AS COMPARED... STAGE OF... STARTED IN... On the French... Germany will... and where the... the untroubled... enemy will find... group changes in... pared with the... the one thing... and hardly posse... since equal to... them at the op... the promises ma... light which was... been full of fu... dropped without... their object... pressed the spir... coming them to... one sacrifice in... competition of a... such has been re... ally, since the... British... enabled the all... which what... Allies... The allies are... pared than they... watchful for wh... thus, although... to them, and the... heavy, unassur... the allied unity... of upon to mak... intervention of... promises to pre... the being over... territory may be... rush, but the l... involved while... intact. Data is pie... dently of the G... front line, bu... the enemy fore... at others, the lo... offensive will be... in doubt as the... be executed by... from the rear... operated. Then... with great re... the front, either... south, the cele... German transpo... enemy holding... All Pre... The command... has taken a... wherever the b... will find the P... and Belgia... more. The opposi... extremely active... battle, but... of German... some over the... the superiority... and aircraft, w... ally. Not a me... German depots... where... carrying causin... to the troops i... total damage. FRENCH A... START... Allied Aviator... Bombard... Behind... Paris, May 23... nouncement ton... The aerial... militant at vari... Ave, but no... place. On May 20... brought down... ment. It is com... men machines... pilots, one on... the 14th, and su... sion to two mac... our special gu... On May 20... ing our bombi... 77,000 kilos of... tion of St. Que... liers, on the st... siere and New... ground at Vill... followed by ex... ed at St. Quentin... On May 21... 24-25 our airp... kilon in the s... numerous fire... stations in the... Bois, Hiron, r... received in the... kilon of explos... took part in th...