

Announcing
 the Formal Spring Opening Today of
 Simpson's Store for Men

A Message for Men

ONCE more come in the bud and leaf, bird-song and rushing waters, and the heart of the average man stirs with the clothing impulse of the Spring. As the bird puts forth his new plumage, and femininity new finery, so does the Man turn naturally to the matter of a wardrobe. He wants new clothes.

WITH enthusiasm he lays aside the heavy winter coatings and suitings, and seeks the lighter, cooler fabrics reflecting both in texture and color something in keeping with the season. Simpson's Men's Store announces herewith its formal season opening, and invites the Men, Young Men and Youths of Toronto to inspect the great array of clothing on display. Suits and Overcoats for men of individual tastes, conservative and ultra style models, and prices which represent genuine economy in a season when clothing values are scaling rapidly upwards. To take advantage of this great opportunity is to gain the most popular styles and most reliable qualities at the most attractive figures the year will offer.

COINCIDENT with the display of clothing styles will be staged the authoritative 1920 trend in hats, haberdashery and men's wear. Everything in hosiery, in formal dress requirements, in the length and breadth of masculine attire will be here for selection. And behind it all stands the Simpson guarantee of Satisfaction. You are invited to come and see.



THE SIMPSON Company Limited

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