



Favored Vogues Expressed in This New Crepe Faille Neckwear at 75c

Very New—Palm Beach grounds with vivid overcolorings in Persian patterns. Batwing or flowing-end styles.
New—Genuine Italian and Swiss silk neckwear in twill jacquard patterns, in wide satin stripes and all-over colorings, in every imaginable shade and effect. Priced at . . . 1.00

NECKWEAR AT 50c
At 50c we can promise men many pleasurable surprises—positively the biggest assortment of neckwear ever grouped here at the price. Every color, every style, and almost any pattern may be found in the collection.

Men Who Simply Must Have Good Silk Shirts for \$3.00 Can "Play Safe" at Simpson's

Choose plain white Jap. Silk or Pongee Silk Shirts. Perfect fitting shirts that have big, roomy bodies, lengthy sleeves, gussets and reversible collars; also shirts that have detachable collars.

More Than 50 New Patterns in the Famous Arrow Shirt

At One Price, \$1.75—3 for \$5
Every color and color combination represented. There are shirts that show as many as six colors—of course they are tastefully combined; stripes predominate. Colors warranted fast—absolutely!

This Foreword to Stout Men Who Are Uncertain About Style and Fit

Every suit designed especially for the stout man, before being passed into stock, must pass the critical inspection of an authority whose ripened judgment cannot err. Moreover, the materials must depict patterns that are sure to meet with taste and requirement of the stout man.

Suits for Stout Men As Low As \$15.00
Good style, good fit, good finish—all are embraced at this low price. Coat designed in single-breasted, three-button style. Vest and trousers cut to fit the body well. English tweed in shade of brown with small pattern.

Youthful Pinch-Back Models for the Boy Who Has Yet to Don His First Long Trousers Suit—\$12.00

At the low price are snappy, good-looking suits of sturdily woven tweed in light grey and light brown mixed effects, in broken check pattern. Designed in single-breasted, two-button, pinch-back style. Trousers with cuffs. Sizes 33 to 36. Only 12.00

More of Those Good to Look at Havana Brown Shoes for Men Are Here

Made from fine, selected leather, and finished with Neolin soles and "Cat's Paw" heels. Nowhere in Canada will you find a better shoe for this low price. Seldom is it approached for \$7.00. All sizes; widths C, D, E. Simpson's price. 6.50

Store Hours During May, Including Saturdays, 8.30 to 5.30

If There is a Man or Young Man in All Ontario Who Doubts the Ability of Simpson's to Clothe Him Smartly, Distinctively, Tastefully, Profitably, Let Him Come Today and Be Convinced.

It's an upset season—good wool fabrics are alarmingly scarce and getting scarcer. Good clothing is bound to be more before it is less. Most men know the true conditions—indeed, they are only too ready to doubt the storekeepers' ability to provide respectable clothes at anywhere near the nominal figure of a year ago. Let this be known everywhere: There never was a season when we were better equipped for men and young men,

Here's a Michael-Sterns Production for Young Men

From collar to pant cuff this model is hand-tailored, hand-finished, and pressed into shape by the strength of man. There are other models at this price (\$27.00), but this particular model has unusual snap, and for that reason is herewith mentioned. Made of plain grey worsted, medium shade, in dashing single-breasted, three-button sacque style, with soft roll lapels. Vest is also single-breasted. Pants with cuffs. Sizes 36 to 44. 27.00 Price

Kuppenheimer Belt-Sac Model \$35.00

For the young man who wishes to stay young, this model has been purposely designed. Has long, soft, tapering lapels, and patch pockets on which there are small pleats; vest similarly treated. Narrow, straight-cut pants. Coat lined through shoulders and sleeves. Material is soft-finished chevrot in medium grey.

Careful, thoughtful, extensive pains have been given to the building of this suit stock, and this applies not only to the \$25.00, \$35.00 and better models, but also to the less expensive garments, judiciously tailored and trimmed.

Every effort has been exerted to bring together only those garments that would feature the better grade materials. Every type of figure can be properly fitted at Simpson's.

Young Men Old Men Middle-Age Men Thin Men
Stout Men Tall Men Short Men Men of Any Proportion

Specializing Men's and Young Men's Good Suits at \$18.50

Clothes that are the height of Fashion but not freakish, radical but not ridiculous, distinctive but not drastic. Clothes that fit the man's figure, his good manners and his disposition. But for the advantageous condition of our way of purchasing, you might pay a great deal more—and be satisfied to do so.

Suits for Particular Men, \$18.50

Fabrics of proven merit, tailoring that endures, smart conservative styles, and moderate prices are the sterling qualities that contribute the sustained excellence in our showing of business men's suits at this price. As an instance: One model at \$18.50 cleverly portrays the plain tailored, three-button, single-breasted style. Coat, vest and pants cut along conservative, refined lines. Built from thoroughly shrunken worsted, in small check pattern. Hand tailored and lined with fine twill mohair lining. Sizes 36-44.

The Suits for Young Men, at \$18.50

When you see them you will be favorably impressed. Description of one model is herewith given, but please remember, there are plenty of other styles and other materials at this price. Description: Young men's suit of Donegal tweed, in light brown and grey mixed; designed in single-breasted, pinch-back style, with perfect fitting vest and clean-cut trousers. Coat and vest lined throughout with light-weight mohair. Sizes 34 to 38. Priced at 18.50

Chauffeurs' Whipcord Coats \$24.00

Spring Weight — Spring Style
Notwithstanding the fact that coats like these are hard to get, we've priced these below the standard retail value. Simply to meet a price we have set for this popular coat. This does not mean that the price will remain at \$24.00 always. This is a brand new single-breasted style which buttons through, and has two-way collar, belt at back and patch pockets. The whipcord is of extra quality in dark grey. Splendid service and correct style go hand-in-hand with this model. Sizes 36 to 46. Price 24.00

Just Arrived! Recognized and Established Spring-Summer Styles in STIFF HATS

A fine English Stiff Hat from Christy's, London—the \$5.00 special—Of medium curled rim, slightly tapered or square crown, fine silk binding and Russian leather sweat band. Noted for its sterling quality. 4.00

"Stetson"—America's foremost black stiff hat is well known by the smart dressers of today. Slightly domed crown, medium curled rim, combining quality with style; an adjustable hat 4.00

Christy's "Featherweight" Black Stiff Hat, a light style, suitable for warm weather wear, in several new shapes 3.00

A "King" Hat—A new spring shape in a hard hat, with tapered crown and neat curling brim; is well known for its exclusive styles and durability 2.50

"The Superbum"—Black stiff hat, made by Henry Cox & Co., London. Slightly domed crown, medium curled rim; is of good style, and finished with fine silk trimmings. An excellent hat 2.00



The Norfolk, Junior,

A Dressy Little Wash Suit for Boys 2-12 to 5 yrs.

65c Second Floor

Clothes Do Not Make You, But These Young Men's \$30 Suits

will help a lot. The successful business man everywhere is the well dressed man. Here is a new model that will give the young man who buys it true appearance of prosperity. There are other models at the price, of course, but here's a style that has won immense popularity with the young men who know good style, good fit and good value at a glance. Made with three-button soft roll front, in close-fitting style. Patch pockets have pleats; vest also has pleated patch pockets. Pants cut in snappy straight leg style. Comes in brown tweed, which has subdued colored thread interwoven; hand-tailored throughout. Sizes 34 to 46. Priced at 30.00

Wednesday in the Palm Room Club Breakfast, 8-30-11 a.m.

Dinner, 60c.
Soup
Roast Stuffed Young Goose, Apple Sauce
Mashed Potatoes, Creamed Carrots
Choice Pudding, Pie or Ice Cream
Potato Salad,
Afternoon Tea, 20c.
with Sliced Cucumbers
Tea Biscuits
Pot of Tea or Cup of Coffee
Ice Cream.

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