

PREPARE for EASTER at the MEN'S STORE TODAY

THE ROBERT SIMPSON COMPANY LIMITED

THE problem of Spring Clothes in general and clothes for Easter in particular, you will find, is surely solved in our Men's Store Today. Generous reductions on many articles of wearing apparel for Men and Boys create an opportunity that is advantageous and timely. Don't wait until the eleventh hour! Decide Today, it won't be any trouble when you see these goods.

NEW SPRING Men's and Youths' Spring Overcoats at \$10.95 This Morning

HATS
Borsalino Distinctive Soft Hats, in new shades, green, brown, slate, gray and blue; high or medium crown; flat set or cable edge brim. . . . 4.00

Men's Soft Hats, newest spring styles; English and American makes; new flat set or rolling brims; pearl gray, brown, slate, green and navy blue. . . . 2.00 and 2.50

Newest Style Derby Hats, high crown, medium roll or flat set brim. Saturday. . . . 2.00

Men's and Youths' Tweed Caps, 50c, 75c and \$1.00.

An 8.30 special; beautiful cloths; tweeds in greys and browns, fawn, coverts, or greys and olives; proof against the ordinary shower; styles are right; smart single-breasted, slip-on cut; some with velvet collar, and a number of fly front Chesterfields; sizes 34 to 44. Regular price \$12.50, \$13.50, \$15.00 and \$18.00. Today selling . . . **10.95**

Suits \$10.95

\$15.00, \$16.50 and \$18.00 Suits, made from English tweeds and worsteds; single-breasted, two and three-button models, with soft roll lapels; high cut vest; sizes 36 to 44.

At \$15.00

The Yoke Norfolk Suit is greatly admired by the fellows that know; it is single-breasted, and has trousers with cuff bottoms; sizes 33 to 36.

At \$10.00

Young Men's Suits, in single-breasted, three-button, soft roll sacque style; English tweed, in brown neat pattern; sizes 33 to 36.

At \$22.00

Rich Suits for Men, made from most dependable all-wool English worsted cloths; browns, small check patterns; single-breasted, three-button, soft roll sacque; sizes 36 to 44.

Suits and Overcoats for your boys---Clothes that will please both you and them---special prices today.

300 EASTER SUITS TODAY AT \$6.85.

Special Lines of Regular \$8.75, \$9.50, \$10.50 and \$12.00 Suits, spring and summer models; single-breasted yoke Norfolk styles; box and fancy pleats, and full-cut bloomers; richly woven chevrons and cashmere all-wool cloths; check patterns; several shades of gray, tans and browns; sizes 26 to 34. Saturday, special . . . **6.85**

LARGE CUT SUITS FOR BIG BOYS.

200 Suits, in single-breasted yoke Norfolk models, with full-cut bloomers; all-wool Scotch tweeds, in greys, tans and browns; sizes 32 to 36. Saturday . . . **10.00**

BOYS' ENGLISH TWEED SCHOOL SUITS, \$4.85.

400 Suits, to fit boys from 7 to 16 years; single-breasted yoke and novelty styles; brown and gray check patterns; bloomer pants; sizes 25 to 34. Saturday . . . **4.85**

BOYS' ALL-WOOL BLUE SERGE REEFERS, \$5.95.

200 Hand-Tailored, Rough Serge Reefers, navy blue, double-breasted style; brass buttons, and black velvet collars; sizes 2½ to 10 years. Saturday . . . **5.95**

SPRING OVERCOATS FOR BOYS AND YOUNG FELLOWS.

100 New Model Slip-on and Spring and Summer Overcoats, hand-tailored, in a leading style for this season; single-breasted and full box back; all-wool Scotch tweeds, in medium brown shades; sizes 32 to 36. Saturday **9.85**

Boots for Men and Boys

MEN'S CUSTOM-GRADE BOOTS, REGULAR \$4.50, \$5.00 AND \$6.00, AT \$2.49.

2500 Pairs Men's Boots to select from, styles and weights to suit any purpose, made with cloth and calf tops, in patent colt, gunmetal, box calf, tan calf and vicci kid leather, in either button, Blucher or straight lace style, with Goodyear welted soles, in weight suitable for dress, street or business wear, prevailing fashionable toes and heels; also plenty of conservative kinds; a chance to save money on this comfortable, shape-retaining footwear; sizes in the lot run 5 to 10. Regular \$4.50, \$5.00 and \$6.00. On sale Saturday . . . **\$2.49**

BOYS' "WEAR-RESISTING" BOOTS, SATURDAY, \$1.99 and \$2.29.

700 Pairs Best Boots that can be made for boys, with solid leather box toe and counters, and heavy solid leather standard screw soles and heels; these are made of box calf, with heavy duck lining on neat mannish toe shapes; sizes 11 to 13, 1.99; sizes 1 to 5 . . . **2.29**

Gloves and Socks

MEN'S NEW SPRING GLOVES.
Natural Shade, Wash Chamotte Leather Gloves, 1 dome fastener, outsewn seam, plain stitched back and contrast stitching; sizes 7 to 10. Saturday . . . **1.00 and 1.25**
Men's Suede Gloves, unlined, gray shade, self and contrast stitching, outsewn and pique sewn seam, 1 dome fastener; sizes 7 to 10. Saturday . . . **1.00 and 1.25**
Men's Wash Chamotte Gloves, natural and gray shades, 1 dome fastener, strong close seam, nice fine fabric; look like real leather, but much more serviceable. Saturday . . . **1.00**
Men's New Wash Cape Leather Gloves, guaranteed washable, Perrin make, heavy outsewn seam. Bolton thumb, neat black contrast stitching on back; light tan and gray, pair \$1.50; tan and mastic, pair . . . **2.00**
Men's Gray Suede Gloves, sizes 7 to 10. . . . **.75**

MEN'S CASHMERE SOCKS FOR SPRING WEAR.

"Woolsey" brand, all-wool yarn, seamless foot; soft, fine yarn; guaranteed unshrinkable; sizes 9½ to 11. Saturday . . . **.50**
"Llama" all-wool Plain Black Cashmere Socks, seamless foot, embroidered llama and beaded; nice weight; sizes 9½ to 11. Saturday, 3 pairs \$1.10, pair . . . **.95**

MEN'S LILE AND SILK SOCKS.

"Interwoven" brand, extra fine lile thread; noted for extra good wearing; fashioned high-spliced heel, toe and sole; fine wavy; close fitting ribbed cuff, spliced ankle, heel, toe and sole; black, tan, navy, cadet white and gray; sizes 9½ to 11. Saturday . . . **.50**
Boys' Stockings, all-wool cashmere; sizes 5 to 9½. According to size, Saturday . . . **.40 to .55**

\$3 Umbrellas \$1.95

FOR MEN OR WOMEN.
A new special purchase, close rolling, silk and wool cover, handles well assorted in natural woods, many of them silver-mounted. Saturday . . . **1.95**
Just inside Yonge Street Door.

SHIRTS---

NO MATTER HOW GOOD YOUR LAUNDRY IS—DO YOU EVER FEEL THAT YOU DON'T NEED TO BUY SOME SHIRTS?

AND ESPECIALLY SHOULD YOU INVEST WHEN A SALE SUCH AS TODAY'S COMES ALONG. READ, COME AND SEE, BUY—AND BE WELL SATISFIED.

Neglige Shirts, 33c—Broken lines from regular stock; many patterns; all wanted; stripes; good materials; coat styles; laundered cuffs; sizes 13½ to 16½. Regular \$10.25. Saturday . . . **.33**

75c SHIRTS AT 55c.
Neglige Spring and Summer Styles, fine materials, in stripes, coat style, laundered cuffs; sizes 14 to 17. Regular 75c. Saturday . . . **.55**

\$1.00 AND \$1.25 SHIRTS AT 65c.
Negliges, coat style, with

laundered cuffs, good new patterns and colors; sizes 14 to 17½. Regular \$1.00 and \$1.25. Saturday . . . **.69**

\$1.50 TO \$2.50 SHIRTS AT 95c.

Finest Neglige Shirts, broken lines from stock, best Canadian and American in a k e s, striped patterns, pleated fronts in fancy patterns, coat style, laundered and soft French cuffs; sizes 14 to 17½. Regular \$1.50 to \$2.50. Saturday . . . **.95**

New Department, Yonge and Richmond Streets.

15-Jeweled Military Wrist Watch \$7.95

Dial visible at night, special protector, a thin model, nickel lever, movement fully tested, strong sterling silver case, leather straps, luminous dial visible at night, unbreakable glass, new watch protector. Regular \$10.25. Saturday . . . **7.95**

Regulation Steamer Trunks for Overseas

Made of vulcanized fibre on a three-ply veneer wood construction, studded cross fibre bands, reinforced dome edges and heavy brass corner bumpers, and heavy brass draw clamp bolts, spring lock, inside full linen lined with end covered trays; size 36 inches, 10.75; 40 inches . . . **11.75**

Neckties

Clearing our best quality of Swiss, Italian and English Silks; also knitted ties. Regular 50c, 75c and \$1.00. Saturday . . . **.39**

Men's Spring and Summer Natural Wool Underwear, shirts and drawers; fine, smooth, even thread; fine elastic ribbed cuffs and ankles; sizes 34 to 44. Special, Saturday . . . **.98**

Camera Bargains

Any Camera we have in stock will be sold on Saturday morning at half-price. Every packet of paper, gaslight, printing-out and self-toning, will also be half-price. We are clearing every camera and packet of paper, and you have our assurance that they are all this season's goods. Absolutely no reserve.

Centre of Main Floor.

Baseball Goods

500 Only Fielders' Gloves, felt lined, tan leather. Saturday's price . . . **.39**

25 Only Basemen's Mitts. Saturday . . . **.95**

Catchers' Mitts, specially priced at 1.50, 2.00, 2.75, 3.50 and . . . **5.00**
Baseballs . . . **.10, .25, .50, .75 and 1.00**
Baseball Bats, 10, 15, 25, 30 and 75



Week-end Supplies From Today's Market

Telephone Adelaide 6100

MEATS.	
Steak, Simpson quality, lb.25
Shoulder Roasts, very tender, lb.14 and .15
Blade Roasts, choice cutting, lb.16
Thick Rib Roast, select quality, lb.22
Forquartier of Young Lamb, lb.15
Loin of Young Lamb, lb.19
Loin Roast Young Pork, lb.15
Family Sausage, our own make, lb.15½
Best All Pork Sausage, our own make, lb.15
Beaver Brand Selected Boneless Back Bacon, whole or half. Special, per lb.30
Silver Leaf Pure Lard, 5-lb. pails, gross weight, per pail30
GROCERIES.	
2000 lb. Fresh Creamery Butter, White Clover Brand, per lb.37
Toasted Cornflakes, 2 packages,25
Loaf Sugar, 2½ lb.25
California Canned Asparagus, 1½ lb. tin,25
Finest Canned Beans, Rosebud Brand, per lb.14
Finest Canned Corn or Peas, 3 lbs.25
Finest Canned Tomatoes, per tin10
Choice Red Salmon, 2 lbs.15
Finest Canned Shrimps, per tin25
Shrimp's Marmalade, 1-lb. jar15
Baker's Cocoa, 1½ lb. tin25
Macomber's Pickles, Mixed and White, 1-lb. bottle15
Crossed Fish Brand Sardines, per tin24
Gorton's H. F. Sauce, bottle14
500 lb. McVitie & Price's Shortcake, regular 50c, per lb.28
FRESH ROASTED COFFEE, PER LB.	
1000 lb. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Saturday, per lb.27
25c. Per dozen38
FRUITS.	
One car Choice California Nunkist Oranges, large size, sweet and seedless. Regular 25c. Per dozen38
Choice Grapefruit, large size, 5 for25
Fancy Mixed Blueberries, per lb.15
CANDIES.	
500 lb. Webb's Milk Chocolate Beech Nuts, per lb.38
1000 lb. Assorted Chocolates, fruit flavors, per lb.25
1000 lb. Nuts, per lb.12
1000 lb. Assorted Nut Taffy, per lb.15
FLOWER SECTION.	
Choice Ranunculus Rose Bushes in bloom, pink and crimson; may be put out in warmer weather. Special60
3500 Fresh Daffodils, large bloom and long stem. Per dozen50
2000 Fresh Carnations, assorted colors. Regular 60c. Per dozen45
2000 Lilies, purple, white and yellow. Per dozen90