

# Good Dressers and Careful Spenders Are Buying Their Clothes at the Simpson Men's Store

---because these are days when a man must be careful in buying clothes.

The unprecedented condition of the woolen market ---the unheard-of scarcity of reliable woolen fabrics have made temptations to fraud and deception in men's clothes greater than ever before. It is not wise to take any chances in buying that suit or coat.

Business men, professional men, men in every walk of life, no matter what your size or fancy, you'll find a suit here as readily as the thousands of our younger customers.

For the hard-to-fit man, the tall or short, stout or slender man, we make a showing of "specially cut" clothes.

## Three Superlative Values Worth Special Mention

**\$22**

**Suits for Stout Men**

New Spring Suits made of all-wool worsted which makes for splendid wear. And they appeal to your instinct for style!

Pattern is a neat black and grey pin check. Single-breasted, 3-button model ---and so tailored as to respond to your every taste and requirement. Sizes 40 to 50.

**\$24**

**New Spring Suits**

Young men's and men's---made of a medium weight all-wool worsted in a snappy steel grey---single-breasted, 3-button model; soft roll lapels; semi-fitted.

Tailored with especial care to ensure good looks and lasting service.

**\$28**

**Smart Spring Models**

They're suits you can absolutely trust. Material is a mill finished worsted in medium brown and patterned with a neat black stripe.

Single-breasted, 3-button model; soft roll lapels and form fitting. Sizes 36 to 44.



**Sale of Bridal Needlework**

Towel Lengths, stamped on fine linen huck, for white or colored embroidery. Size 20 x 40. Special, each, \$1.00.

Day Slip Cases, stamped in centre for eyelet or solid work, open both ends, with pilot edge for crochet work. Size 36 x 44 inches. Special, pair, \$1.75.

Fourth Floor.

## Watch the Twinkle in Her Eye When the Bride Proudly Boasts of Some Gift That "It Came From Simpson's"

It is not difficult to realize in advance the enthusiasm and interest with which these will be greeted by the delighted recipient. They're all gifts of note.

### Bridal Sale of Table Damask

**Bleached \$1.25 Quality Today 85c Yd.**

This item does not need much explaining; the low price and the high-tide present market price suggest the advantage of this offer. It is fully bleached, and of good serviceable quality; 70 inches wide. \$1.25 values, today 85c.

Bleached Table Damask, all pure linen; handsome designs; will launder perfectly; 70 inches wide. Special, yard, \$1.95.

Longcloth, a good general purpose cotton; 36 inches wide. 40c value, 35c.

Nainsook, soft needle finish; 36 inches wide; for dainty undergarments, etc. Special, per yard, 35c.

Bleached Sheetting, plain weave; 70 inches wide; linen finish; medium or heavy quality. Special, per yard, 75c.

English Circular Pillow Cotton, 42 and 44 inches. Priced, per yard, 50c and 55c.

Famous Old Beach Guest Toweling, all-linen huckaback; 15 inches wide. 45c value. Today, yard, 35c.

All-linen Crash Roller Toweling, 17 inches wide; bordered; splendid drying qualities. Special, per yard, 30c, 35c and 40c.

Plain Cotton Tea Toweling, with pink border; width 23 inches. 18c value. Today, yard, 13c.

Viyella Flannel, for day and night wear. Big range of stripes and plain colorings. Priced, per yard, \$1.25.

Fourth Floor.

Dine 'mid an atmosphere surcharged with quiet elegance and refinement  
**In Simpson's Palm Room**

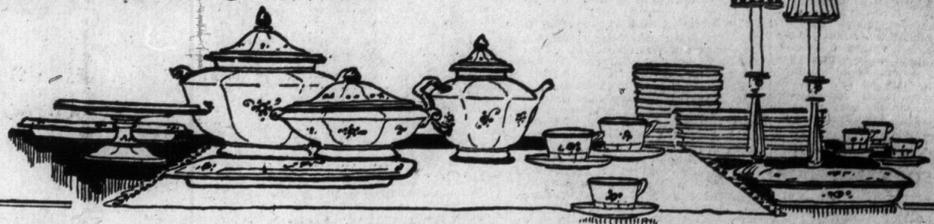
Our policy to provide a superior cuisine and an unexcelled service has made Simpson's Palm Room the favorite with the most discriminating.

Breakfast, 8.30 to 10.30 a.m.

Lunches a la carte at all hours.

Dinner, 11.30 to 2 p.m.

Afternoon Tea, 3.30 p.m. to 5.30 p.m.



## Annual Sale Bridal Dinnerware and Cut Glass

Offerings You Would Hardly Expect These Unsettled Days

**8.30 a.m. Special Today**



**\$22.00 Wedgwood & Co. Dinner Set \$14.95**

15 only, for early morning shoppers. Finest quality thin Wedgwood & Co. ware. Very dainty new full rose border decoration, gold line on handles and edges. 27 pieces. Today, 8.30 a.m. special, set, \$14.95.

**Theodore Haviland Display Sets \$95.00**

1 only, Theodore Haviland Limoges China Dinner Set of 100 pieces, a very handsome and new brown border decoration. Full coin gold handles and coin gold band on edges. Regular price \$125.00. Today, the set, \$95.00.

**Stable Rosemary Dinner Sets \$25.50**

An open stock pattern, pretty rose border decoration, gold line on handles and edges; finest quality thin Johnson Bros. ware; 27 pieces. Today, the set, \$25.50.

**"Little Gifts" That Mean So Much**



Floral design cut glass, Butter Tubs, 100 only. Today, each, 49c.

Star and buzz design handled cut glass Bon-Bon Dishes. Today, each, \$1.95.

Floral design cut glass Salt and Pepper Shakers, sterling silver tops. Today, pair, 98c.

**Two Johnson Dinner Sets Today, \$25.50 Each**

"Corral," a dainty new blue and rose border design, finest quality thin English ware. An open stock pattern. 27 pieces. Today, set, \$25.50.

The Robert **SIMPSON** Company Limited

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