

Typifying Men's Apparel of Superior Style, Quality and Value

The superiority of Simpson's Men's Clothing begins with the careful selection of raw materials; it continues throughout all the closely supervised processes of manufacture—it goes to the purchaser dignified in style, dependable in quality and moderate in price.

The numbers herewith described are typical of the diversity of approved styles which may be had here today.

Michael-Stern Made Suit at \$25.00—Of tweed in light grey mixed, smartly designed in single-breasted sacque style, soft roll lapels, semi-close-fitting, new single-breasted vest and a snappy straight-cut trouser. Sizes 36 to 42. **25.00** At

The ideal summer suit is made from a light weight worsted cloth in plain grey, medium shade; single-breasted, three-button, soft roll lapel sacque; single-breasted vest and good-fitting trousers. Unlined, and well-tailored. Sizes 36 to 44. At

Men's Fine Quality Grey Worsted Suit at \$24.00—In medium light grey shade, showing small check pattern. Beautifully tailored in a fashionable single-breasted sacque. Single-breasted vest and good-fitting trousers. Every detail of this suit is right. Sizes 36 to 44. **24.00** At

\$9 Wonders

These English Golfing Coats. They're made in England from genuine Irish tweed in brown and green mixed. Tailored in single-breasted style, with golf back, to give comfort and freedom of movement.

English-made Oiled Silk Waterproofs, extremely light in weight, being made from oiled silk, in correct shade of brown. Cut long and roomy, all seams double stitched. Only weighs two pounds. Easily carried in the pocket. Sizes 36 to 44. Priced **15.00** at

Men's Double Texture Paramatta Raincoats at \$10.00. Made from greenish-fawn double texture paramatta cloth. Gives excellent wear and satisfaction. Cut long and roomy in approved raincoat style. All seams are sewn and stitched. Sizes 36 to 44. Priced **10.00** at

Snappy Blue Cheviot Suit at \$25.00—For the up-to-date young man, double-breasted, with single-breasted lapels and patch pockets, a smart sacque model, lined through shoulders and sleeves, single-breasted patch pocket vest unlined, and fashionable youthful trousers. Smartly tailored. Sizes 34 to 40. At

The Season's Advance Finds a Growing Acceptance of These Simpson Straw and Panama Hat Styles. Having Studied Individual Requirements More Than Ever This Season the Men's Store is Able to Announce



More and better styles and values that men will keenly appreciate. Just now the men's hat shop offers everything in the way of new fallors and panamas, but no telling how long the present stock may last. It's only a matter of time until you will be selecting the new summer hat; why not come in today—now, when the stock is complete?

PANAMAS
Genuine Panamas in fedoras, telescope and needle shapes, with pencil curl and open curl brims: \$6.00, \$6.50, \$6.00, \$6.50 and \$7.00.

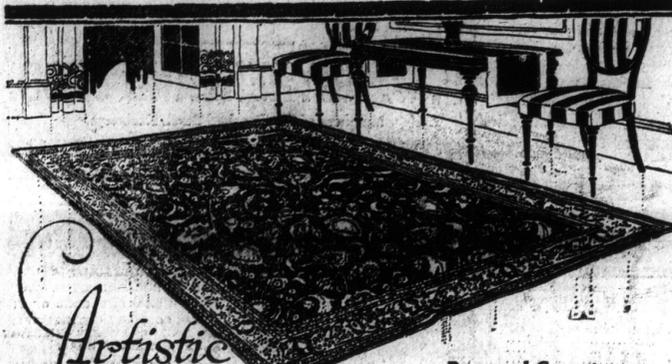
The World War Stories for Children

No. 27 is just out. Nothing recently published equals the descriptive matter as contained in this new issue. So simple, so interesting, so educational, that not one boy or girl—or adult, for that matter—should miss reading this latest edition.

The Battle of the Somme has just been published; written by John Buchan.

A Friend Honest and True—The Victor Shoe For Men

Stands up where others fall down. The solid oak soles are highly flexible. The Victor fits like a soft glove and feels like a home slipper. Made in many comfortable styles to conform to any shaped normal foot. Men's New Java Brown Low Shoes at **\$5.50**. English toe style.



Artistic Rugs and Carpets on the Fourth Floor
Japanese and Chinese Patterns in Heavy Axminster Rugs, \$47.50

In the designing and weaving of all Simpson rugs there is that substantial and dependable quality that outlasts any consideration of price.

Today we offer rugs of character in Chinese and Japanese designs and colorings. Patterns and colors that will lend individuality to any room. Prices are in no wise an indication of the sterling value of these charmingly beautiful rugs. See them today.

Rich shades of blue, golden brown and old rose colorings.

Size 9 x 12, priced at **\$47.50**.
Size 8.3 x 10.6, priced at **\$43.75**.
Size 6 x 9, priced at **\$26.50**.

Seamless Scotch Velvet Rugs

Made of wool and velvet yarns, in one piece, in plain colors with band borders; also in conventional patterns. Rich colorings of brown, green, blue and mixed effects, in five different sizes suitable for any room.

7.6 x 9 **24.75**
9 x 9 **28.50**
9 x 10.6 **33.00**
9 x 12 **39.50**
10 x 12 **47.50**

Seamless Tapestry Rugs

Copies of Brussels in close, firm weave. Immensely popular and intensely interesting new patterns, taken from rare Persian and Oriental designs. Chief colorings are blue, fawn, old rose, grey and tan shades.

9 x 12 **29.75**
8.3 x 10.6 **27.50**

Heavy English Seamless Wilton

English manufacture. Cannot be surpassed for appearance and value. Will give years of useful service. For use in office, dining-room, living-room or hall. In rich Oriental colorings.

4.6 x 6 **18.75**
4.6 x 7.6 **21.75**
6.9 x 7.6 **33.75**
6.9 x 9 **39.75**

Simpson Luggage Lasts Longer

Made stronger where it needs to be made strong. Strong enough to stand the "gaff" of the baggage man.

Visiting or Week-End Cases

Black enamel duck, leather bound and leather corners; strong handle, brass lock and bolts, fancy chins lining with pocket; some have straps.

24" size **8.00** and **7.00**
28" size **10.00** and **11.50**

Officers' Trunks

Rounded edges, vulcanized fibre covered; bands, heavy brass corners, bolts and lock. Lined, with divided tray.

Size 36" **14.00**
Size 40" **18.00**

Awnings Made-to-Order

Now is the ideal time to give us your order for window and verandah awnings, so that when the hot weather springs upon you you will be fully prepared to enjoy the use of your verandah as an outdoor living-room. We use only the finest quality, genuine English awning duck, supplied in all the newest stripes and colorings, with best galvanized fittings throughout. Phone Main 7841, Drapery Department, and we will gladly send an experienced man to take measurements and give you a complete estimate.

Framed Mirrors Regular \$7.75 Today \$6.39

Size 18 x 40. 1-inch bevel plate mirror; framed in golden oak or white enamel. Today

Bevel Plate Mirror—Regular \$9.50. Today \$2.75. Framed in mission oak. Size 16 x 20. D goods.

Size for bathroom or kitchen. Today

Mirrors for the Summer Cottage at 15c each—A clear mirror, framed in 1-inch white enamel. Size 7 x 9. Today, each

Picture Framing in Special Sizes at Reduced Prices—Pictures in size up to 16 x 20 framed in 1 1/2" oak, mission, Flemish or brown finish. Today, complete with glass

In size from 18 x 22 to 20 x 34, framed in 2" oak; choice finishes. Complete

Women's Extra Size House Dresses \$1.50

"American Lady" House Dresses, in striped percale, grey or blue with white; cut especially for stout figures; low collar, front and cuffs piped with plain color; full skirt with slightly high waist. Today

Women's Heatherbloom Petticoats Today \$1.50

"Heatherbloom," an ideal material for summer wear, light in weight, good wearing and washable; comes in black only. One style has pleated flounce finished with fringe; other style in tailored effect. Lengths 36 to 40. Today

Smart Youthful Clothes for the Boy and His Younger Brother

Boys' Tweed Norfolk Suits

Tailored in a smart single-breasted style, from imported homespun in a heavier mixture. Coat has box pleats back and front to stitched belt at waist. Form-fitting shoulders, peak lapels and set-in pockets. Full-fashioned bloomers are lined. Expanding kneebands.

Sizes 25 to 28 **12.00** Sizes 29 to 35 **13.00**

Boys' Tweed Raincoats \$8.50

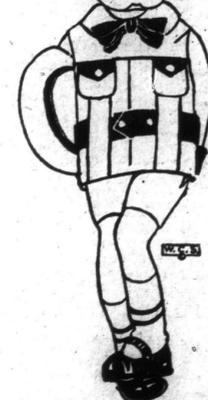
Smartly tailored two-purpose overcoats, for boys 7 to 15 years of age, in a fancy grey diagonal pattern; single-breasted, with convertible collar, natural shoulders, storm tabs on sleeves, loose-fitting back and slash pockets; fancy check linings. A splendid coat for best wear. Sizes 25 to 36. Today

Boys' Blue Serge Suits

Boys' Blue Serge Suits, tailored in same style as above from imported English worsted serge, guaranteed color; sizes 7 to 17 years. Today

For "Frolicking" Kiddies Wash Suits That Fear No Laundry

For the little fellows from 2 1/2 to 8 years we offer the following special values that will be featured today at the following prices:



Fancy Junior Norfolk and Novelty Styles at 95c—Blue and white, navy and white, tan and white, neat striped cambrics. Also plain white with blue collars and natural linings with blue collars. Straight knickers. Sizes 2 1/2 to 8 years. Today

A Remarkable Showing of Suits at \$1.50—Suits from neat striped, heavy madras, in blue, navy and tan stripes. Natural linens, plain white and many fancy woven fabrics. Sizes 2 1/2 to 8 years. Today

Our Special White Galatea Suit at \$2.00—Eton Norfolk style, with yoke; Eton collar; patch pockets, with flaps; belt at waist and straight knickers. Sizes 2 1/2 to 8 years. Today

Boys' Tennis Linen Suits at \$1.25—Neatly tailored, in a fancy junior Eton style, with pleats from shoulders to bottom; Eton collars; knicker pants. The linen comes in natural shades and each pleat is piped with white. Sizes 2 1/2 to 8 years. Today

White Duck Middy Suits with wide collars, \$1.25—Splendid fitting slip-over middy style, with braided collars, flowing tie, breast pocket, and separate singlet in front. Knicker pants. Sizes 2 1/2 to 8 years. Today

Genuine Linen Suits with White Trim, \$2.00 in rich silver grey and tan weaves; single-breasted yoke style, with box

pleats front and back; white dip collar and wide white belt. Sizes 2 1/2 to 8 years. Today

Boys' Khaki Sport Shirt Waists, \$2—Ideal for summering. Full cut blouse style, with wide sport collars. Tapeless style. The khaki comes in medium shades. Sizes 6 to 16 years. Today

Boys' Khaki Bloomers, 95c—Full cut style, with strap and buttons at knee and belt loops; rich dark shades; the khaki duck is of medium weight. Sizes 6 to 16 years. Today

Boys' Long Khaki Pants, \$1.50—Just the pants for summer wear. Specially made for boys. Medium weight khaki duck fabric. Pants are finished with belt loops and cuff bottoms. Sizes 8 to 17 years. Today

The Robert SIMPSON Company Limited