

SIMPSON'S SIMPSON'S SIMPSON'S

Telephone Main 7841 Store Opens 8:30 a.m. Closes at 5:30 p.m. Open All Day Saturday Market Adel. 6100



For the Man Who Is a Smart Dresser

High-Grade Suits for Men and Young Men

The suits have been tailored in our own factory, from cloths purchased one to three years ago. These suits would sell regularly at \$35.00 to \$45.00. Fine-finished worsteds and tweeds in the most fashionable shades of gray, brown and green, in a particularly attractive choice selection of patterns.

Single-breasted, three-button, semi-fitted and conservative sacque models for men, and single and double-breasted, form-fitting and waist-seam models for young men. The newest ideas in pockets and lapels. Sizes 34 to 42. On sale 8:30 this morning at 29.95

(See Yonge Street Window)

Nobby Spring Top Coats for Men and Young Men

Developed from smart tweeds and chevots in numerous attractive shades and patterns.

Trencher Model with all-round belt; slip-ons with natural shoulders and slash pockets; form-fitting models with general waisty lines. Sizes 34 to 42. This morning at 25.00

55 Men's Imported English Gabardine Raincoats

Made from rich fawn gabardine in the Raglan Model, with all-round belt, convertible collar and slash pockets. Sizes 36 to 44. This morning at 18.50

Simpson's—Main Floor.

Hoover Suction Sweeper

Proved to be the most reliable and efficient Sweeper on the market. All Canadian-made with Canadian products, and still sold at pre-war prices, is the wonderful record of the Hoover machine.

Hoover Special . . . 75.00 Baby Hoover 62.50

Simpson's—Fourth Floor.

The Almosts A Fascinating Study

Nothing in sociological history, nothing in the annals of the present day can outstrip in utter pathos the records of those people whose minds "never grow up." Apart altogether from the vital public importance of this question in modern life, did you know that literature is filled with famous characters who today would be placed in this category. Barnaby Rudge, Smike, Wamba of Ivanhoe, Touchstone, Quasimodo, and a score of others. Merely to read of these celebrities provides a discursive knowledge of classical writers.

"The Almosts" (\$1.75) is a book dealing with the literary history of the feeble-minded. It is written in fascinating vein by Dr. Helen MacMurchy, one of Ontario's acknowledged experts on the subject and is filled with sapient observations and references. Everyone should know the contents of "The Almosts."

Simpson's—Main Floor.



Lincoln Hats for Men

New Spring shapes — Derby and fedora styles.

This high-grade Canadian hat is proving extremely popular. The shapes are the very newest, and the popular price is a real economy. Fedora shapes in gray, green, brown and black.

Derby shapes in small, medium and full crown styles. Today 5.00

Simpson's—Main Floor.



Let the Boy Choose His Own Suit

Boys! Here's a Snappy Suit

150 Skilfully Tailored Suits, developed in plain browns, gray and brown striped durable wool and cotton mixed tweeds in Spring weights. All-round belted model with vertical side pockets. Full-fashioned bloomers having belt loops and governor fasteners. Sizes 6 to 12 years and 24 to 30. Regularly \$12.50 to \$15.00. This morning, special 9.85

A Smart All-Wool Blue Serge Suit

75 All-Wool Blue Serge Suits for dressy wear, appearance and serviceability, cannot be excelled. Neatly designed in single-breasted model with fitted back and all-round belt. Bloomers are equipped with belt loops and governor fasteners. Sizes 25 to 32 and 7 to 14 years. Today, special 16.85

Reefers Are Smart for the Small Chap

The most attractive topcoats for the little fellows are these blue serge, all-wool reefers, tailored in double-breasted style with self collar and brass buttons. Sizes 2 1/2 to 10 years. Today, at 13.50

Gray Tweed Reefers

Strikingly fresh and bright-looking are these gray cheviot reefers in double-breasted belted model with black velveteen collar, which the little fellows will delight to wear. Sizes 2 1/2 to 8 years, at 10.50

Simpson's—Second Floor.

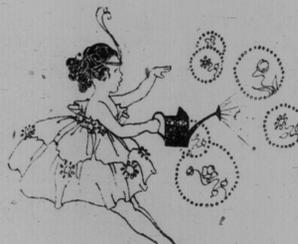
Six Room Outfit of Fixtures and Shades

Set has eleven pieces complete (except bulbs). One attractive fixture has 14-inch bowl and brushed brass hanger — the others are equally good, the whole making a very handsome equipment. Special price, set 34.75

Installed free in Toronto. Fees extra.

Simpson's—Sixth Floor.

Today is Kiddies' Day at Simpson's Mothers! Bring the Kiddies for These Wonderful Values



Kiddies' Reefers

Splendid little coats, fashioned of good quality black and white check, and lined throughout with black sateen.

Two styles—one with black velvet collar, the other with brass buttons and silk ornament on sleeve. Both styles have two pockets. Sizes in the lot, 2 to 6 years. This morning, special 1.98

Chambray Tub Frocks

Three dainty styles in the popular chambray. One has bodice of fine white lawn, the others are trimmed with white repp. All styles have chic pockets.

Sizes 2 to 5 years in the lot. Extra value today 1.95

The Little Girl's Sweater Coat

Belted styles with high turn-down collars, two useful pockets, and finely knitted double cuffs. Pure wool surface with interwoven cotton at back. Colors, pearl gray, saxe, cardinal, new rose, and Irish. Ages 6 to 10. Today, special 2.25

Woven Gingham Dresses

(No Phone Orders, Please) Several pretty, individual styles for girls of 10, 12 and 14 years, in stripe or plaid designs.

Belted styles with fancy collars and pockets and trimmings with contrasting chambray or fine white pique. Today, rush special 1.98 (Girls' 6 to 14 Year Dress Section) Simpson's—Third Floor.



The SIMPSON Company Limited