

It is at a Time Like This, When Men Look Twice at a Dollar Before They Spend it, That the Simpson's Men's Store Stands Out in Bold Relief

Wise men who understand values, styles and materials, realize now more than ever the need of extreme precaution in the choosing of their clothing.

They know that the unsettled condition of the wool market offers a strong temptation to inflate values and pad prices. They know that by substituting inferior materials and workmanship the low prices of former years may be quoted.

But this store has ever believed that there can be no true economy unless workmanship and quality are of reliable character.

You will find in our Men's Store compelling values, superb stocks—and assortments that will make it possible to find exactly the kind of clothes you want—at prices that will please you.

Men's Seasonable Suits

Men's Suits of Brown Cheviot in double-breasted, two-button style, having slash pockets, yoke back, twin inverted pleats and belt all around. \$28.00.

Men's Suits of Brown Tweed, with red and light brown flecked pattern. Single-breasted, two-button model. Military patch pockets have top flaps and button. Yoke back has inverted pleat. Belt all around. \$35.00.

Men Suits of Green Rough Finish Cheviot—double or single-breasted, two-button styles; have slash pockets, form-fitting back, and belts all around. \$40.00.

Men's Suits of Green Vicuna with helio stripe patterns—single and double-breasted, two-button models. Made with slash pockets, form fitting back, deep centre vent and all-around belt. \$42.50.

Men's Overcoats

Men's Overcoats of Brown and Black Mackinette Cloth in double-breasted, trench ulster style. Made with slash pockets, inverted back pleat, and all-around belt. Sleeves and shoulders satin lined. \$32.50.

Men's Overcoats of Heather Mixture with green stripe design pattern, in double-breasted, trench ulster style. Made with patch pockets with top flaps. Full ventless back and all-around belt. Sleeves and shoulders satin lined. \$35.00.

Men's Overcoats of Dark Grey with blue stripe pattern. Double-breasted, trench ulster models, having slash pockets, inverted pleat in back, and belt all around. Corded silk lining in shoulders and sleeves. \$45.00.

Men's Overcoats of Brown Whitney Cloth, green stripe pattern. Double-breasted, trench model (two-piece coat), made with large kimona sleeves, slash pockets, full back and belt all around. Shoulders and sleeves silk lined. \$50.00.



The New Spring Neckwear for Men is Pouring In

New Neckwear

75c

Men's Four-in-hand Cravats of pure Swiss and American silks, in floral all-over and striped designs. Large full flowing shapes, shadings in brown, navy, maroon, green, purple and grey. Splendid value. Price, 75c.

New Neckwear

\$1.25

Men's Genuine Imported Italian Silk Neckwear, tailored by M. Paroli, the Italian neckwear designer. His latest ideas now ready. All-over effects, basket weaves, and stripes on blue, black, helio, brown, green and purple colorings. Price, \$1.25.

New Neckwear

\$2.00

New Neckwear, Italian silk grenadine, made in large full-flowing shapes. The newest patterns and colorings obtainable in round, narrow and wide aluster effects and plain and fancily colored grounds. Price, \$2.00.

In the February Hosiery Sale For Men

Silk Sox 98c

Extra heavy weight pure thread silk, seamless, with deep lisle cuff; black, white, grey, tan, champagne and navy. Sizes 9 1/2 to 11. Worth \$1.50. Today, 98c.

75c Sox 49c

Fibre silk and mercerized lisle thread of splendid quality; manufacturers' samples. Spliced heel, toe and sole. Sizes 9 1/2 to 11. Special, 49c.

Men's Soft Warm Underwear That Does Not Irritate

Shirts and Drawers \$1.50

Men's Fleece-Lined Combinations, soft fleecy lining. Sizes 40 to 44. Per suit, \$1.50.

Combinations \$2.25 and \$3.00

Men's Fine Silk and Wool Combinations. Sizes 34 to 44. Per suit \$3.00.

Shirts and Drawers \$2.25 and \$2.50

Men's Winter-weight Natural Cashmere Shirts and Drawers. Tru-Knit Brand. Per garment, \$2.50. Men's Soft Fine Silk and Wool Shirts and Drawers. Sizes 34 to 44. Per garment, \$2.25.

Shirts That Fit the Man and His Pocket Book

Arrow Shirts

\$2.50

"Arrow" Shirts of fine imported crepe cloths, exclusive designs, wide cluster stripes of blue, green and mauve, many combinations of stripes. Each, \$2.50.

Arrow Shirts

\$2.00

Men's Arrow Wool Taffeta Shirts, with separate collar to match. Hair-line stripes of black, blue and helio. Coat style, with soft double French cuffs. Sizes 14 to 17. Price, \$4.00.

Arrow Shirts

\$1.50

Also Fine Percalates and Dainty "Arrow" Brand Shirts having smart single, double and triple stripes. In the more conservative tones of blue, black and mauve. A serviceable good-looking shirt. Each, \$1.50.

Men's Arrow Silk Shirts, made from best quality tub silk. Newest stripes and colors. Coat style. Price, \$6.00.

Arrow Collars

The Following List of Arrow Stiff Collars is Now Complete

ASHEY—Height 2 1/4—1 1/4 in.	HUBBERT—Height 1 3/4—1 1/4 in.
ARTHUR—Height 1 3/4—1 1/4 in.	HURLTON—Height 1 3/4—1 1/4 in.
ALBANO—Height 2—1 1/4 in.	KEEFEY—Height 2 1/4—2 in.
ANCOVER—Height 2 1/4—1 1/4 in.	LINDSAY—Height 2 1/4—2 1/4 in.
AURANIA—Height 2 1/4—1 1/4 in.	MARLEY—Height 2 1/4—2 1/4 in.
BERWICK—Height 2 1/4—1 1/4 in.	MARGATE—Height 2 1/4—1 1/4 in.
CONTOUR—Height 2 1/4—1 1/4 in.	MERION—Height 2 1/4—1 1/4 in.
CLARIDGE—Height 2 1/4—1 1/4 in.	MEYRICK—Height 2 1/4—1 1/4 in.
CANTAB—Height 2 1/4—1 1/4 in.	NORMAN—Height 2 1/4—2 in.
DEVON—Height 2 1/4—1 1/4 in.	NEWPORT—Height 2 1/4—2 in.
DORSET—Height 2 1/4—1 1/4 in.	PUNNETT—Height 2 1/4—2 in.
DONCASTER—Height 2 1/4—1 1/4 in.	RADNOR—Height 2 1/4—1 1/4 in.
FALCON—Height 2 1/4—1 1/4 in.	SEVERN—Height 2 1/4—2 in.
GORDON—Height 2 1/4—1 1/4 in.	TALBOT—Height 2 1/4—2 1/4 in.
GORILL—Height 2 1/4—1 1/4 in.	TYBONE—Height 2 1/4—2 1/4 in.
	THURBURN—Height 2 1/4—1 1/4 in.

"Victor"—the Boot With the Dependable Sole

Black Boots

\$7.50

Victor Shoes for men, in the new shade, showing plain-stitched toe-cap. Made from finest selected calf, in English recede toe style, having low, comfortable flange heels. Solid oak soles are Goodyear welted. Widths C, D, E. Sizes 5 to 10 1/2. Priced at \$7.50.

Victor Bond St.

\$6.50

Bond Street Shoe—a Victor masterpiece; comes in flexible black calf, in recede toe style, showing plain-stitched and blind eyelets. Built with heavy Goodyear welted oak soles and heels. It is the acme of style and comfort. Widths C, D, E. Priced at pair, \$6.50.

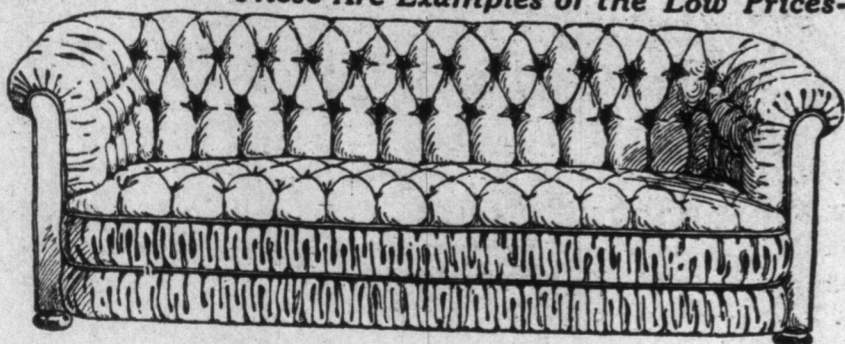
Victor Black

\$7.50

Men's Victor Boots of black calf, built from solid leather in English recede toe style. Single oak sole is Goodyear welted. Broad, comfortable, is made of solid leather; toe-cap is perforated. Widths C, D, E, \$7.50.

The February Furniture Sale and the Home-Lovers' Club

These Are Examples of the Low Prices—and Anything in the Home-furnishing Departments Are Available on Club Terms



Our Samples on Sale Today

As an added inducement, to stimulate shopping today in the February Drapery Sale, we are offering our sample line of handsome Chesterfields and chairs at noteworthy cash savings in each case.

They were produced by hand in our own factory, and to say the least are substantially built and will last for years. They are covered with rich before-the-war materials, many of which cannot be had at any price today. Not every day, nor every month, nor every season is such an opportunity presented you, and therefore don't miss it. Here are the reductions:

- 1 only, two panel back Chesterfield in tapestry, 7 ft. size. Reg. \$98.00, for \$75.00.
- 1 only, handsome Chesterfield in green panne velour, 7 ft. size. Regular \$135.00, for \$110.00.
- 1 only, Chesterfield in fancy brown denim, 7 ft. size. Regular \$60.00, for \$49.00.
- 3 only, big Easy Chairs in verdure tapestry. Regular \$39.50, for \$29.50.
- 1 only, large Chesterfield Chair with down cushion. Regular \$65.00, for \$52.00.
- 2 only, Ladies' Tub Chairs in tapestry. Regular \$38.50, for \$29.50.
- 1 only, extra large Wing Chair in green denim. Regular \$60.00, for \$49.00.
- 1 only, big Arm Chair in tapestry, with down cushion. Regular \$59.50, for \$49.00.

(Fourth Floor, Drapery Department).

Buffet, of fumed or golden finish, solid quarter-cut oak. Regular \$35.25. February price, \$24.50.

Buffet, in Jacobean design and finish, with twisted pillars and legs. Regular \$37.75. February price, \$30.00.

William and Mary Buffet, of fumed finish, solid quarter-cut oak. Regular \$43.50. February price, \$34.50.

Extension Tables, of solid oak, in fumed or golden finish. Regular \$14.50. February price, \$10.15.

Extension Tables, of solid quarter-cut oak, in fumed or golden finish. Regular \$22.75. February price, \$16.95.

Extension Tables, of solid quarter-cut oak, in fumed or golden finish. Regular \$31.50. February price, \$24.75.

Extension Tables, of solid quarter-cut oak, in fumed or golden finish. Regular \$36.00. February price, \$29.50.

Library Tables, of genuine quarter-cut fumed oak; double book rack, drawers; mission designs. Regular \$21.50. February price, \$15.95.

Dressers, of surface oak, golden finish, with 3 drawers, and bevelled mirror. Regular \$10.75. February price, \$7.95.

Brass Beds, with heavy 2-inch posts and top rail, and special corners. Regular \$30.00. February price, \$22.95.

Solidly built Divanette, of genuine oak; acts as settee or double bed; leather covered. Regular \$41.00. February price, \$32.95.

Three-piece mahogany finish Parlor Suite, of mixed silk tapestries. Regular \$35.00. February price, \$23.25.

Slightly Imperfect Mahogany Finish Dresser, good drawer space and bevelled mirror. Reg. \$17.25. \$12.95.

Chiffonier, to match above, with five drawers and bevelled mirror. Regular \$16.50. February price, \$11.95.

Buffet, of surface oak, in golden finish, oval mirror and display shelves. Regular \$22.00. February price, \$16.50.

Colonial Buffet, of genuine quarter-cut oak, small drawers, sliding cutlery trays. Regular \$32.50. February price, \$22.45.

Parlor Suites, of birch mahogany, covered with silk tapestry. Regular \$31.00. February price, \$21.50.

Set of 6 Solid Quartered Oak Dining-room Chairs, seats in genuine leather. Regular \$22.00. February price, \$18.15.

Brass Beds, with heavy posts and top rail, special moun's. Regular \$19.50. February price, \$14.65.

Kitchen Cupboard, of golden e.m., has cupboard, cutlery drawer, two glass doors. Regular \$19.00. February price, \$15.50.

Kitchen Cabinet, of solid oak, in dull finish, with detachable flour bins, glass spice jars, sugar bins, etc., \$36.00.

Pillows, of soft processes and clean mixed feathers, encased in good grade of ticking, size 17 x 25. Special today, at, 95c.



HOMELOVERS' HOMILIES

The improvident grasshopper who wasted the summer's golden hours in singing instead of working is like the householder who lets day after day of the FURNITURE SALE go by without collecting any of the wonderful values it discloses.

Come today and acquaint yourself with the opportunities of this Sale and the virtues of a membership in the HOME-LOVERS' CLUB.

The Robert SIMPSON Company Limited

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