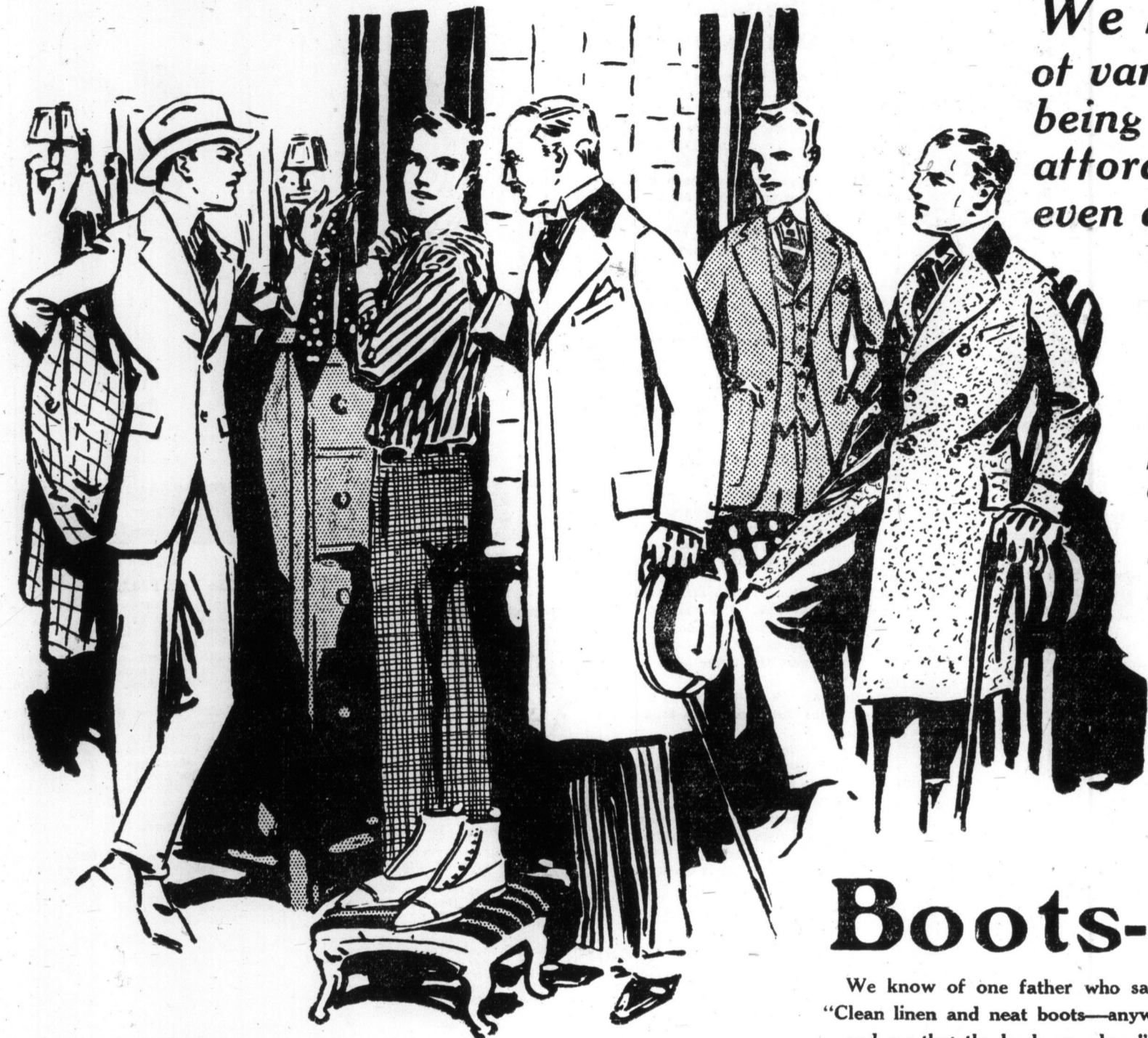


THE ROBERT SIMPSON COMPANY LIMITED

THE WATCH WORD IS "DRESS UP"
Goods Advertised on This Page Are on Sale Today



We Say, "Dress Up"---not from any sense of vanity, but because of the sense of fitness and well-being you derive from wearing the best clothes you can afford. Don't you know how "bucked up" you feel even after a shave and a hair-cut, and how comfortably unconscious you are of your appearance if you know you are becomingly and suitably attired?

The Men's Store stands back of you in your effort to "do yourself well" without being in any way extravagant, or without plunging into those extremes in dress that are occasionally worn by those whose clothes have assumed first place in their heads. Here you find wearable clothes and accessories, wearable not only from the conservative good taste displayed in the style, but wearable also because the materials are of the best you will find at the moderate prices asked.

Let Us Make You a Suit

If you wish to have a Suit or an Overcoat that you feel is more distinctively your own, consult our Custom Tailoring Department.

Our cutters know their work, and we stand back of the output of this department in the matter of guaranteeing satisfaction in fit and finishing.

The selection of imported fabrics is certain to contain something that will please you. Some new worsteds that have been received from Dormeuil Freres are particularly worthy of attention. Bannockburn tweeds, shepherd checks and Glen Urquhart checks are shown in many color combinations, while merely to see and to handle them is to know the satisfaction their wearing qualities will give you.

An Overcoat in brown or gray Scotch herringbone weave will cost you \$25.00, or at the same price a suit of navy worsted, or of navy blue mill-finished serge.

Guaranteeing the purity of indigo dye will soon be a thing of the past, but these fabrics we guarantee to be what we represent them.

Leave your order now for an Easter Suit or Overcoat.

Women's Suits at Tuesday Prices

IN SERGES AND GABARDINES, \$30.00 TO \$35.00

Reproductions of higher-priced suits in distinctive models, showing the belted and slightly fitted coat with flare or pleats, or with buttons or ornaments as trimmings; silk or self collar, and new deep bell shape cuffs; lined with an excellent quality satin or silk; the skirts also have the wide flaring effect, slightly gathered back. Some show a belt of self material; all the leading colors. Specially priced 30.00 to 35.00

WOMEN'S COAT OF SATIN OR TAFFETA, \$27.50 TO \$45.00.

An Impressive Showing of Distinctive Styles.

Faithfully tailored in the newest and smartest styles; beautifully lined with soft, lustrous silks, in contrasting colors; some are slightly fitted with half or full belt, while others show dainty gathered backs; deep sailor collar effects and flared cuffs. 27.50 to 45.00

AFTERNOON OR STREET DRESSES AT \$25.00 TO \$40.00.

In combinations of taffetas, crepe de chine ororgette crepe waists, and sleeves to match, with collar and cuffs of taffetas; others with daintily embroidered silk collars; skirts are the wide flaring style that are so much in vogue this season, while some have the full overskirt effect; all the leading colors. 25.00 to 40.00

WOMEN'S SMART SPORTS SKIRTS, IN CORDUROY, FROM \$5.00 TO \$8.50.

A beautiful deeply cut cord; inserted and tailored pockets; belt of white kid or self material; another smart style has yoke effect, and slightly gathered back; some have the Charlie Chaplin pockets; colors white, rose, blue and gray. 5.00 to 8.50

Toilet Goods

- Piver's Toilet Soaps, odors boramine, safranor and rosiria. Regular 65c cake. Special, 3 cakes for 1.00
- Vinolia Cold Cream Toilet Soap. Special, per cake. 50c. Regular 60c.
- Reform Soap Tablets, 50 tablets in a box. Regular 20c. Special, per box. 15c.
- Hair Brushes, with solid backs. Regular 50c. Special 40c.
- Cloth Brushes. Special 35c.
- Shaving Brushes in metal holders. Regular 35c. Special 25c.
- Vanity Mirrors in white celluloid. Regular 17c. Special 12c.
- Baby Toilet Powder. Special, 2 tins. 9c.
- Spring Flower Massage Cream, large jar. Special 50c. Regular 60c.
- Face Powder in cake form, with puff. Special 35c. Regular 45c.
- Corylopsis Talcum Powder. Regular 15c. Special 10c.
- Lanoline and Nursery Pomade. Special, 2 tins for 1.00.
- *War Stamps Extra.

- Fountain Syringe, fine quality, 2-quart size, complete with tubes and shut off. Regular \$1.25. Tuesday 95c.
- Ladies' Sanitary Syringe. Regular \$2.50. Tuesday 1.95.
- Chamois Skins, washable, for cleaning and polishing mirrors and glass. Regular \$1.00. Tuesday 75c.
- Solution Iron Peton-Mangan. Regular \$1.00. Tuesday 75c.
- Zotal Disinfectant, for deodorant and disinfectant. Regular 50c. Special, Tuesday, 25c.
- *Roots' Saraparilla' Discovery for spring tonic. Regular 25c. Special, 15c.
- Petrolatum, white, in 8-oz. bottles. Regular 15c. Tuesday 10c.
- *Easton's Syrup, the best spring tonic. 8-oz. bottle. Regular 25c. Tuesday 15c.
- Emulsion of Cod Liver Oil, 3oz. size. Tuesday 15c.
- Liquid Ammonia. Regular 10c. Tuesday 7c.
- *Lavender Shampoo Powders, fragrant and soothing to hair and scalp. Regular 25c. 18c.
- Easter Egg Dyes, per package. 4c.
- *War Tax Extra.

Boots--

We know of one father who says: "Clean linen and neat boots---anyway---and see that the heels are clean!"

Now, about the Boots---"Hanan" Boots---one of the best boots in the market today---are offered today at a saving to you of \$1.50 or \$2.00 per pair.

Style XX "Hanan," black calf, straight lace, made on recede toe shape, heavy single sole and flat heel. Regular \$9.00. Tuesday 7.50

Style XX "Hanan," tan Russia calf lace, made on English toe; neat perforated toe-cap; single sole; flat heel. Regular \$10.00. Tuesday 8.00

STYLE 0339, "VICTOR," FOR MEN.

Patent coil lace, dull top, made on English toe shape, toe-cap vamp, light sole, flat heel; sizes 5 to 10. Regular \$6.00. Tuesday at 4.95

STYLE 0385, "VICTOR," FOR MEN.

Tan Russia calf, lace, made on neat toe shape; light Goodyear welt sole; flat heel. Regular \$6.00. Tuesday 5.00

720 PAIRS WOMEN'S BOOTS

From our regular stock; new goods, with the latest toe shapes and patterns; patent coil, button, with new Blucher cut; gray and green kid tops or white stitched, with imitation and plain toe-cap vamps, and black cloth tops; dull kid and all white; both lace and button; all made with lightweight Goodyear welted or flexible McKay sewn soles; Cuban, spool and Spanish heels; not all sizes in each line, but all sizes in the lot; widths B, C, D and E. Regular \$5.00 and \$6.00. Tuesday 3.95

Women's Hosiery and Gloves

- Black Silk Hose, made in Canada. Regular 50c. Tuesday, 3 pairs 1.10; pair 39c.
- Real Indiana Black Cashmere Hose, red striped top; embroidered "Indiana"; summer weight. On sale Tuesday at 85c.
- Women's Silk Hose, pure thread and vegetable silk; black, white and colors. 75c.
- French Kid Gloves, new spring arrivals; black, white, colors and novelties. 1.35 to 2.25
- Spring Silk Gloves, black, white, colors and novelties. 50c to 1.25
- Children's Stockings, all-wool ribbed black casimere; 2-1 and 1-1 ribbed; soft, fine yarn; sizes 6 to 8 1/2. 40 to 85c.

Men's Overcoats

Young Man's Slip-on Coat, with roomy box back and graceful drape; single-breasted to button through, satin through shoulders and sleeves; good Donegal tweeds, in medium light gray; sizes 34 to 40. Tuesday 12.50

AN OXFORD GRAY BALMACAAN AT \$15.00.

Made from English cheviot cloth, cut in smart style with slash pockets, Raglan shoulder and satin through shoulders and sleeves; sizes 34 to 40. Tuesday 15.00

FANCY CHECK TWEED SLIP-ON AT \$13.50.

English tweed, in light gray fancy check, color thread pattern, single-breasted, with velvet collar; sizes 34 to 40. Tuesday 13.50

AN OXFORD GRAY CHESTERFIELD AT \$14.00.

Single-breasted, fly front, correct length; made from a good quality English cheviot cloth; the linings are fine twill mohair; sizes 36 to 44. Tuesday at 14.00

SILK-LINED OVERCOATS AT \$25.00.

In Oxford gray cheviot cloth, cut in smart single-breasted fly front style, lined with good silk; sizes 36 to 46. Price 25.00

To Furnish Your Dining Room

Dining-room Chairs, "Colonial" design, genuine quarter-cut oak, fumed or golden finish, panel backs, seats are well upholstered and covered in genuine leather; set consists of five side and one arm chair. Regular \$22.50. Tuesday 14.95

Dining-room Chairs, consisting of five side and one arm chair, in quarter-cut oak, fumed finish, neat panel backs, loose slip seats, comfortably upholstered and covered in genuine leather. Regular \$24.75. Tuesday 18.25

Dining-room Chairs, in solid quarter-cut oak, fumed finish, massive design; the loose slip seats are covered in genuine leather; set has five side and one arm chair. Regular \$34.00. Tuesday 21.00

Dining-room Chairs, "Colonial" design, in selected quarter-cut oak, fumed or golden finish; the loose slip seats are well upholstered and covered in genuine leather; set has five side and one arm chair. Regular \$35.50. Tuesday 26.00

Extension Dining Table, made of solid oak, golden finish, deep rim, top extends to 6 ft.; heavy, square pedestal. Regular \$13.50. Tuesday 8.95

Couch, all-over upholstered and covered in high-grade imitation leather, full size. Regular \$11.00. Tuesday 7.25

Arm Chairs and Arm Rockers, comfortably upholstered, spring seats, covered all over in fine art leather. Regular \$8.00. Tuesday 5.25

Battenberg Table Covers, Half-Price --- Round or square, size 72 inches, deep lace all round. Regular \$4.00. Tuesday 1.98

Damask Table Cloths, all linen, pretty designs; size 2 x 2 1/2 yards; some slightly soiled. Regular \$3.00 and \$3.75. Tuesday 2.48

Men's Furnishings

Men's Balbriggan Underwear, natural shade, shirts and drawers; saaten trimmed; sizes 34 to 40. Special, Tuesday 1.19

Men's White Cotton Drill Nightshirts, with collar or V neck; sizes 14 to 20; large, roomy bodies. Special, Tuesday .98

Men's Soisette Pyjamas, extra fine quality, in white, blue, helio and tan; military collar; pearl buttons and silk frogs; sizes 34 to 48. Tuesday 1.98

Men's Neglige Shirts, plain or fancy stripes, in blues or blacks, helio or tan; large bodies; sizes 14 to 16 1/2. Tuesday .39

Boys' Spring Suits at \$3.95

A Splendidly Tailored Spring and Summer Suit, made from medium weight tweeds, in browns and grays, single-breasted yoke Norfolk models, with fancy pleats, patch pockets and belt; full-cut bloomers; sizes 26 to 34. Tuesday 3.95

BOYS' SCOTCH TWEED SAMPLE SUITS, \$5.95.

Regular \$8.00, \$8.50, \$9.50 and \$9.75 Values.

150 Suits, in sizes for boys of 7 to 12 years; all wool Scotch suiting cloths, in tans, browns and grays; mainly self-patterns, single-breasted yoke styles, with full-cut bloomers; exceptional values; sizes 25 to 30 only. Tuesday 5.95

New Market Telephone Adel. 6100

- MEATS.
 - 2000 lbs. Select Ingersoll Boneless Back Bacon. Regular price 33c. Tuesday, special selling, whole or half back, per lb. 25c.
 - Shoulder Roasts, lean tender beef, per lb. 14c.
 - Thick Rib Roast, best quality, per lb. 18c.
 - Round Steak, prime beef, per lb. 20c.
 - Sirloin Steak, choicest cutting, per lb. 25c.
 - Porterhouse Steak, finest centre cuts, per lb. 30c.
 - All Pork Sausage, our own make, per lb. 20c.
- GROCERIES.
 - One Car Standard Granulated Sugar, in 20-lb. cotton bags, per bag. 1.53
 - 2000 lbs. Choice Evaporated Appricots. Regular 15c, 2 lbs. 25c.
 - 4000 Tins Finest Canned Peas, three tins. 23c.
 - Ogilvie's or Purify Flour, quarter bag. 95c.
 - Magic Baking Powder, 1-lb. tin. 21c.
 - Choice California Sunkist Seeded Raisins, per package. 12c.
 - Banner Brand Jam, assorted, 5-lb. pail. 48c.
 - Shirriff's Marmalade, 2-lb. jar. 28c.
 - Choice Red Salmon, two tins. 25c.
 - Finest Lima Beans, 3 lbs. 28c.
 - Finest Canned Spinach, 3 lbs. 19c.
 - Fancy Carolina Rice, 3 lbs. 25c.
 - Tillson's Premium Oats, large package. 24c.
 - White Swan Pancake Flour, package. 14c.
 - Cowan's Cocoa, 1/2-lb. tin. 22c.
 - 500 lbs. McVittie & Price's Shortcake, per lb. 25c.
 - Finest Canned Raspberries, Vine Brand, per tin. 18c.
 - Choice Pickles, Niagara Brand, bottle. 20c.
 - Pure Gold Quick Tapioca, Chocolate and Custard Powder, three packages. 25c.
 - Maclaren's Cream Cheese, large package. 23c.
 - St. Charles' Milk, per tin. 10c.
 - Malta Vita Breakfast Cereal, three packages. 25c.
- FRUIT.
 - One Car Choice California Sunkist Oranges, large size, per dozen. 32c.
 - Choice Grapefruit, five for. 25c.
 - Fresh Rhubarb, bunch. 10c.
- CANDY---Main Floor and Basement.
 - 500 lbs. Lowney's Milk Chocolate Shapes, per lb. 39c.
 - 1000 lbs. Mixed Creams, per lb. 12c.
 - 1000 lbs. Satinettes, Fruit Flavors, per lb. 12c.
- FLOWERS.
 - Buy your Flower and Vegetable Seeds now and get them started early.
 - Finest Flower and Vegetable Seeds, 16 packages. 25c.
 - Finest Grass Seed---Ever Green---1-lb. package. 25c.

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