

Simpson's Good Pre-Holiday News for "Dad and the Boys"

The Men's Shop Completely Ready to Supply Every Need and Requirement in Men's and Boys' Apparel



These for the Father of Man ---the Boy

SIMPSON'S BELIEVES STYLE IN BOYS' APPAREL SHOULD be as authoritative and distinctive these days as any style "dad" buys for himself, and bends its energies in that direction. Boys' clothes possessing the right youthful lines are herewith described. There are plenty of others worth seeing, too.

Smart Holiday Suits, \$8.95

The popular pinch-back suit for boys from 8 to 17 years. Neatly tailored from imported Irish tweeds in rich, medium and light shades. Single-breasted; patch pockets; all-around belt. Sizes 28 to 38. Today .. **8.95**

Hand-Tailored Blue Worsted Suits at \$15.00

This is our finest serge suit. Single-breasted, pinch-back or yoke Norfolk styles. Full cut bloomers. Beautifully tailored from a rich navy blue, fine twill serge. Best grade linings. Sizes 28 to 36. Today .. **15.00**

Boys' Fine Serge Reefers for Summer Wear

An ideal coat for outing and dress wear. Double-breasted style, with side vents, highly finished gold-plated buttons and fancy woven emblem on sleeve. Sizes 2 1/2 to 10 years. Today .. **7.50**

Fancy Tweed Junior Suits. Neatly tailored Norfolk and Eton style suits for the little fellows. Rich dark and medium greys, and medium and light browns and fancy weaves. Collars button up close to chin. Straight knee pants. Sizes 2 1/2 to 8 years. Today .. **5.00**

Boys' Imported Tweed Raincoats

Slip-on style, with convertible collars that fit up close to chin. Tailored from medium brown fancy tweeds with large check back. Sizes 26 to 36. Today .. **8.50**

Jaunty and Becoming Are These Boys' and Men's Caps

Caps for men and young men. All the latest English and American styles in golf shapes; one, four and eight-piece tops. Plain and fancy mixtures, tweeds, Donegals, etc., 75c, \$1.00, \$1.25, \$1.50 and \$2.00.

Boys' Caps at 50c

Tweed Caps in golf shapes, with and without bands. A fine range of patterns to choose from .. **50**

Varsity Caps

With crests—The Allies, Canada and Boy Scouts. Fine quality navy blue felt .. **50**

Framed Mirrors Regular \$1.25, Monday 75c

Just the thing for the summer cottage or kitchen. Size 10 x 17. Good clear mirror framed in 1 1/2" white enamel. Today .. **.75**

The same style of mirror, only a little larger. Size 12 x 18. Regular price \$1.50. Today .. **.85**

500 7 x 9 clear mirrors, framed in 1" white enamel. Regular 25c. Today .. **.15**

Picture Framing at Reduced Prices

Pictures in size up to 11 x 14, suitable for photos or soldiers' pictures, framed in 1" mission oak. Complete with glass and back. Today .. **.50**

In size up to 16 x 20, in 1 1/2" mission oak, framed complete. Today .. **1.00**

150 feet 1" Antique Gilt Moulding for water colors. Regular 20c. Today, per foot .. **.12**

175 feet 1 1/2" Antique Gilt Moulding for colored pictures or water colors. Regular 25c. Today, per foot .. **.18**

Brace Special

A special purchase of men's Suspenders from a large Canadian manufacturer enables us to sell them today at this low price. In the lot are Police, Cross-back and Pulley styles. Leather cast-off ends or cord ends. Special today .. **.19**

Complete Assortment of Boys' Shirt Waists

Shirt Waists

Prices 85c, \$1.15 and \$1.50

Collar attached, separate collar and sport collar styles. Made in tapeless style from fine madras and zephyr shirtings, in neat stripes and plain weaves. Also plain white. Sizes 6 to 15 years.

From Everywhere Men Will Be Coming for These Smart New Arrow Shirts

In a wide range of stripes to suit every man's fancy. These include fine hairline stripes in blue, black and mauve, with or without collar to match, and many combinations of stripes in all the newest and exclusive designs.

- At \$1.50 Fine Percales, Dimities and Soisettes.
- 1.75 Fine Percales, Dimities and Soisettes.
- 2.00 India Crepe and Repe.
- 2.50 Silk Mixtures, Crepes, Treco-cloths.
- 6.00 Real Jap Tab Silks in fast colors.
- 8.00 Extra Heavy Jap Silks in the New Wide Cluster Stripes.

Sizes 13 1/2 to 18. Soft double cuffs.

New Sport Shirts

The ideal shirt for all outing purposes. Our range is now complete and consists of natural pongee silks at \$3.00; fine soisettes in attractive stripes with white silk mixture collars, and white soisette with striped collars, at \$1.50; plain pongees at \$1.25; also plain white at \$1.00.



"Under Twenty" Suits for the Young Chap Who Will Be Getting Into His First "Longs" for the 24th

Boys' Long-Pant Suits at \$10.50

Made in the style that most attracts the boy when he puts on his first "longs." Single-breasted sacque with pinch-back, single-breasted vest and the young man's close-fitting trouser. The material is strong tweed in light brown and grey mixed. Sizes 32 to 35. At .. **10.50**

Pinch-Back for the Boys, \$12.00

Made from plain grey tweed in small pattern, splendid young fellow's style, single-breasted, close-fitting sacque with pinch-back, single-breasted vest and a smart trouser with cuff bottoms. Sizes 32 to 35. Today .. **12.00**

L. Paroli, Milan, Italy is Responsible for This Handsome New Swiss and Italian Neckwear, Just in, 75c and \$1.00

THIS CELEBRATED NECKWEAR SPECIALIST MAKES ONLY THE HIGH-CLASS neckwear. He has just sent us his latest creations. These are shown to advantage in the men's neckwear section.

M. Paroli uses only the highest grade silk obtainable, such as these new plain and two-tone and cluster effects exemplify.

Flowing end styles .. **1.00** Batwing style at .. **.75**

Ready Today! The Biggest Variety of Men's Straw and Panama Hats We've Ever Shown

Hats Typical of Each of the Various Styles Favored

YOU'LL APPRECIATE THE UNUSUALLY HIGH STANDARD OF value-giving in this season's showing of straw hats for men.

This stock has been assembled from the world's famous straw and Panama hat makers, therefore the styles are correct. Actual comparison will demonstrate the superior value-giving advantages created by our tremendous buying power.

Panama Hats

Alpine, telescope and tourist shapes, with medium and wide open curl and pencil edge brims. Made from genuine South American panama in fine close even weave, beautiful block and finish. \$5.00, \$6.50, \$8.00, \$9.50, \$7.00.

Other Panamas, such as Toyos, etc. in all the new blocks, at \$3.00, \$4.00 and \$5.00.



Straw Sailors

Smart boater shapes of fine quality split braid. The proper hat for the conservative dresser .. 2.50. Sennit boater shapes of clean white braid with saw edge brim, a style suitable for young men .. 2.00. An English sennit boater, one of the big selling hats for fashionable young men .. 2.00. Fine quality split and sennit braid boater or sailor shapes, in big ranges English and American makes, \$1.50, \$2.00, \$2.50 and \$3.00.

Store Hours, Including Saturday, 8.30 a.m. to 5.30 p.m.

This Applies for the Month of May Only

The Man Who Lost One Hill of Corn Out of Every Five Did Not Test His Seed Before He Planted It

—Thus do we see verified the truth of that proverb. "Ye shall reap as ye sow."

Before Simpson's asks you to accept this or that suit as good value, it tests them carefully to make assurance doubly sure that each is well made—that the materials are right—that style is proper—that finish and workmanship are up to standard.

That's why we are reaping such benefits in the way of an increased men's and young men's business.

Swagger Suits for Men. Made from a choice tweed cloth in a dark green, showing a small color thread check pattern. Hand-tailored in a smart single-breasted sacque style, with vest and trousers of equally good design. Sizes 36 to 44. At .. **28.00**

Men's Two-Piece Summer Suits. From a light weight worsted cloth in a plain grey medium shade. Cut in a good-fitting single-breasted soft roll lapel sacque. The trousers have cuff bottoms, five pockets and belt loops. Sizes 34 to 46. **20.00**

A Rich Brown Tweed Suit at \$30.00. From a choice brown tweed in a very subdued pattern. Made in stylish sacque, medium close-fitting. Good lines throughout characterize this suit. Hand-tailored. **30.00** Sizes 36 to 40.

A Choice Young Men's Suit at \$35.00. It is made from a fine quality worsted cloth in light blue with color thread stripe pattern. A choice cloth in a plain swagger, single-breasted, close-fitting model, fashionable single-breasted, and trousers. A Michaels-Stern hand-tailored garment. **35.00** Sizes 34 to 37.

English-made Golf Coats at \$8.00. Golfing will be more enjoyable on the holiday if you know you are properly attired. Here is the regulation English golf coat with every shoulder freedom, single-breasted. It is made from an olive tweed, an Irish cloth. At .. **8.00**

Golf Silk Waterproof. What if it rains? We have the ideal waterproof for golfing. Short length with neat collar. Made from a brown oiled silk. Roll it up and put in your pocket. Very light in weight. At .. **12.00**

Young man's high-class New Model Suit at \$25.00. Made from a splendid quality plain grey chevrot cloth in plain pattern, in one of the classiest young men's all-round belted models, patch pockets on coat and vest and the new straight-cut young man's trouser with cuff bottoms. A hand-tailored garment by the well-known high-grade manufacturers, Michaels, Stern & Co. Sizes 34 to 38. **25.00** At ..

Another Golf Coat at \$10.00. It is made from a good quality tweed in black and white check pattern, in single-breasted golf style. An attractive coat at **10.00**

Here's the Kind of a Coat to Have on the 24th

A KUPPENHEIMER masterpiece, genuine imported tweed of especially fine texture. Model features—the inverted pleats at back, which extend from yoke point to bottom of coat. Belt of self encircles the waist. Slash pockets. Custom tailored throughout; lined through shoulders and sleeves. Length 40 inches. In men's and young men's sizes. **36.00** Price



The Robert SIMPSON Company Limited