

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100



# Today---Pick Out Your Easter Suit and Overcoat at Simpson's

The many different models to be seen in the Simpson Men's Store comprises a complete variety of styles in greatest demand. Every man's individual taste can be met, from the conservative to the most extreme. You can rely on Simpson garments to fit correctly and hold their shape. And the price you pay commands complete value.

## Suits for Men, Young Men and Youths

**Young Men's Suits, \$24.00**  
 Grey "Donegal" effect tweed. Form-fitting, single-breasted, 2-button soft roll lapels, slash pockets. Sizes 36 to 42—\$24.00.

**Men's and Young Men's Suits, \$30.00**  
 Single-breasted. Developed in dark brown tweed of finely finished quality. 2-button, long soft roll lapels. Natural shoulders, form-fitting. Regular pockets with flaps. Sizes 36 to 42—\$30.00.

**Suits for young men of 16 to 20. Of medium grey tweed with neat dark stripe. Trencher model—all around belt and slash pockets. Sizes 32 to 36—\$18.50.**

**Men's Suits, \$20.00.**  
 Plain dark brown tweed—single-breasted, 3-button conservative sac model. Regular pockets with flaps. Sizes 36 to 44—\$20.00.

## Nobby Overcoats, \$20

**For Men and Young Men.**  
 Developed in "Donegal" effect tweeds and plain grey chevrots. Trencher model with all-around belt and slash pockets. Slip-on model with close-fitting collar, full back, patch pockets with flaps. Sizes 34 to 42—\$20.00.

Simpson's Men's Store—Main Floor



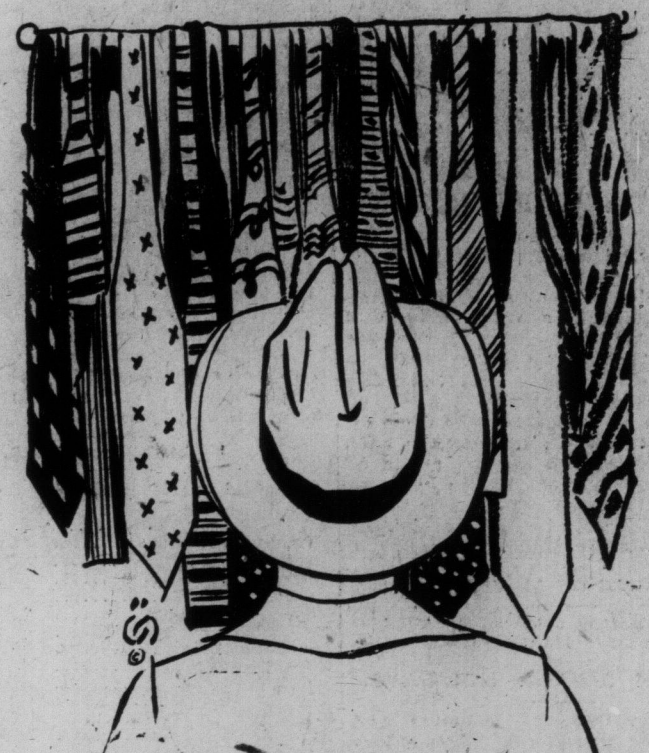
**Men's Underwear, 75c**  
 Shirts and Drawers, spring and summer weight, natural shade, merino cashmere. Sizes 36 to 44. Today, special, garment 75c.

**Men's White Cotton Night Shirts, \$1.39**  
 Turndown collar and pocket—strongly sewn seams. Sizes 14 to 18. Regularly \$1.75. Today, \$1.39.

**Tweed Hats for Boys**  
 Smart little Rah-Rah and Tom Tucker style, \$1.00, \$1.50, \$2.00 and \$2.50.

**New Spring Caps**  
 So wide is the variety that individual tastes are easily met. 75c, 95c, \$1.50, \$2.00, \$2.50 and \$3.00.

## Get a New Necktie to Go With Your Suit



Choosing an appropriate necktie is decidedly easy here, because of such splendid assortments of fabrics and designs. Just you come in and look them over—you'll likely find your favorite kind.

**At 50c**—English Fowlards in small checks, dots and figured patterns. All the new colorings.

**At 75c**—Pure silk Swiss silks in all-over designs—floral and figured. Attractively colored.

**At \$1.00**—New Swiss silks in all-over and scroll patterns. Slide-easy neckbands.

**At \$1.50**—Beautiful silk neckties in three and four-tone shades. All-over, floral and crepe effects.

**At \$2.00**—Pure Italian silk neckties by M. Paroli and Sons. Wonderful designs and colorings.

**At \$2.50**—Hand-made cravats by M. Paroli and Sons. This assortment is the feature for Easter.

## Hundreds of Stylish Easter Shirts in Newest Designs and Fabrics

Select Yours Today When Varieties and Values Offer Most Advantageous Opportunities

**Negligee Shirts at \$2.50**  
 These are excellently fashioned of fine cambrics and corded materials. They're all coat styles with soft French double cuffs. Obtainable in sizes 14 to 17. Moderately priced at \$2.50.

**Arrow Shirts at \$3.00**  
 At this price you may choose from superior grades in many new patterns and colorings. They have soft French double cuffs and are made coat style. Sizes 14 to 17, for \$3.00.

**Fine Silk Shirts \$5.00 and \$8.00**  
 And wonderfully attractive ones they are! Nothing is more dressy than the silk shirts. The designs and colorings most in demand are here. Sizes 14 to 17. \$5.00 and \$8.00.

**SIMPSON'S MARKET TODAY**  
 Phone Adelaide 6100  
 SIMPSON QUALITY MEATS.  
 Government Inspected and Approved.  
 1,000 lbs. SHOULDER ROASTS CHOICE YOUNG BEEF, special per lb. . . . . 21  
 BRISKET BEST LEAN BOILING CUTS, per lb. . . . . 24  
 ROUND ROAST OR STEAK, finest, per lb. . . . . 35  
 FAMILY SAUSAGE, our own make, per lb. . . . . 25  
 ALL-PORK SAUSAGE, our own make, per lb. . . . . 35  
 GUNN'S BRAND BREAKFAST BACON, very mild, whole or half piece, per lb. . . . . 44  
 GUNN'S BRAND SMOKED HAMS, select, whole or half piece, per lb. . . . . 40  
 GUNN'S BRAND COTTAGE HAMS, boneless, 3 to 5 lbs. each, for boil or fry, per lb. . . . . 38  
 GUNN'S MAPLE LEAF PURE LARD, 3-lb. pails, gross weight, per pail . . . . . 1.10  
 EASIFIRST SHORTENING, 3-lb. pails, gross weight, per pail . . . . . 90

**Lake and Sea Fish**  
 FRESH-CAUGHT COD, headless, dressed, 2 to 4 lbs. each, per lb. . . . . 10  
 FRESH-CAUGHT HADDOCK, dressed, 2 to 4 lbs. each, per lb. . . . . 12  
 FRESH-CAUGHT FLOUNDERS, per lb. . . . . 14  
 FRESH-CAUGHT COD STEAKS, per lb. . . . . 18  
 MACKEREL, fancy, fresh frozen, lb. . . . . 16  
 RED SEA SALMON, headless, dressed, 4 to 7 lbs. each, whole or half, lb. . . . . 25  
 WHITEFISH, choice, winter-caught, dressed, per lb. . . . . 12 1/2  
 LAKE HERRING, large size, fresh frozen, per lb. . . . . 07  
 FINNAN HADDIES, fresh smoked, per lb. . . . . 13  
 LIVE LOBSTERS, per lb. . . . . 40

**GROCERIES.**  
 2,000 tins Pure Plum Jam, No. 4 size pail, 75c.  
 200 boxes Proctor & Gamble Napha Soap, 6 bars for 40c.  
 2,000 bags Finest Manitoba Flour, Quaker Brand, 24-lb. bag, \$1.65.  
 Fresh Rolled Oats, stone, 70c.  
 Finest Canned Tomatoes, tin, 16c.  
 Finest Canned Corn, tin, 20c.  
 Choice Olives, American gem jar, 40c.  
 Seedless Raisins, lb., 15c.

Griffin & Skelley California Asparagus Tips, white, tall tin 27c, pail, 85c.  
 Pure Orange Marmalade, No. 4 size pail, 85c.  
 One car Standard Granulated Sugar, 10-lb. bag, \$1.10.  
 Finest Canned Yellow Peaches, No. 2 tin, 25c.  
 Pink Salmon, 1/2-lb. tin, 14c.  
 Crisco, 1-lb. tin, 35c.

## Your Boy Will Want to Look His Best at Church on Easter Sunday



Many will be taking their First Communion on that day, and they'll feel happier and more at ease in one of these new suits.

**Boys' Navy Serge Suits.**  
 Fancy Trencher Suits of finest navy, all-wool, worsted serge. All round, loose belt with buckle and vertical slash pockets. Bloomers are full-sized and have belt loops and governor fasteners.  
 Sizes 25 to 30, 7 to 12 years. . . . . \$22.50  
 Sizes 31 to 34, 13 to 16 years. . . . . \$24.50

**Boys' Grey Check Tweed Suits.**  
 New waistline model—The bloomers are full-sized, finished with belt loops and governor fasteners.  
 Sizes 25 to 30, 7 to 12 years. . . . . \$18.50  
 Sizes 31 to 34, 13 to 16 years. . . . . \$19.50  
 Size 35, 17 years. . . . . \$20.00

**Boys' All-Wool Homespun Suits.**  
 Green and grey mixture for spring wear; all round, loose belt with buckle, patch pockets with flaps. Bloomers finished with belt loops and special hook fasteners.  
 Sizes 29 and 30. . . . . \$14.50  
 Sizes 31 to 34. . . . . \$15.50  
 Size 35. . . . . \$16.50

**Boys' Raincoats.**  
 Tweed and paramatta—thoroughly waterproof coats—all sizes, 24 to 36 (6 to 18 years), \$6.75 to \$17.50.

Simpson's—Main Floor.

**Easter Lilies, 19 Cents a Bloom**  
 Simpson's Flower Section—Basement.

FOR SALE  
 Van Horne Street  
 204 x 136, C.P.R.  
 25,000 sq. ft. of floor  
 one story brick building  
 H. H. WILSON  
 28 King Street East

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