SHOP COMFORTABLY IN A WELL-VENTILATED AND LIGHT BUILDING COURTESY IS THE RULE PLEASE REPORT ANY EXCEPTION TO THIS | AND SO ASSIST

For Men and Their Sons at the Simpson Store All Day Tomorrow Economies That Are Important Too

Where Standards Are High

JUR DEPARTMENT MANAGERS have assembled, NOT a mere quantity of cheap goods for customers who don't care what they buy, but stocks of excellent things for men that have been bought with discernment and discrimination.

Sometimes a young man is able to buy direct from wholesaler or maker. It is a troublesome privilege, but may save him money.

Here he can be sure of saving on practically everything, yet without that inconvenience.

Our standards of style, material and workmanship are unsurpassed.

Men's Outer Wear

Suits, O'Coats, Hats, Footwear

HERE MEN ARE CONCERNED, there is often an idea that bargains are undignified—something that only women undignified—something that only women are interested in. This is a mistake. It is a mistake, too, to think people go to department stores only when they want bargains. On this page you will find things that are not marked at reduced prices, but which are, nevertheless, cheaper than you can get them elsewhere. That is because of the enormous volume of business passing through this organization.

You will find, for instance, specially-made suits at high prices in our men's clothing department. But if you need an ordinary business suit, take, for example, these regular \$10, \$12, \$13.50 and \$15 Tweed Suits selling tomorrow at \$7.50. These are in grays and browns, with small checks and stripe designs, single-breasted, three-button sacque style.

Men's Guaranteed Waterproof Coats, made from the finest doubletexture paramatta, will be on sale Wednesday at \$10. These coats are fawn color, cut in single-breasted style, 50 inches long, with close-fitting collar; all seams storm sewn; sizes 34 to 46.

These changeable spring days, and, even in summer, when one goes to the Island or across to Niagara on the boat, a light overcoat is absolutely indispensable. Tomorrow you will find a limited number of these garments in black cheviot, single-breasted, fly-front Chestenfield type; sizes 36 to 44.

Extra Tweed Trousers are very useful to most men in summer. Going without a coat at a summer resort, or lounging about the verandah, it is wise to have something besides one's usual suit of clothes. We have 250 pairs, which would ordinarily be sold at a higher price. They are in grays and browns, and have five pockets and belt straps. To clear, tomorrow, \$1.59.

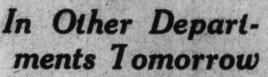
Soft Hats from Italy at \$3.50 are and \$5 shoes at \$1.99. These will please very popular with a certain class of faunty dresser. At the same time there is sure to be a heavy call for the \$2.50 Soft English Christys—weighing only 2 ounces—in slate color, gray, Oxford

SHOD?

said to another patient-looking Mother, as the pair sat in a College car going home a few nights ago: "Really — (sigh) — you'd think that boy of mine just cut his boots with a knife or filed the soles off with a file. He's so hard on his clothes."

Then permit us to suggest trying the "Classic" Boot. It won't wear forever. It is not made of cast-iron. But so far as any boot can be guaranteed against youth and the hard pavements, this boot is. It is, honestly, a sound, tough boot. Well designed, too. We have 450 pairs for the Wednesday morning sale. Send the boy down, or come with him. All styles-tan calf, patent colt, gunmetal calf, solid buttleather heels, full foot-form toe shapes. Every pair made by Getty & Scott. Sizes

Classic Boots for littler people are to be had at \$1.50, instead of the usual price, styles and leathers. Sizes 5 to 101/2. No mail orders taken, as we have only 1000



SPECIAL HALF-PRICE CHINAWARE will be found in the Basement, together with reduced-price DINNER-SETS.

The stock of WAISTS has been added to by new shipments of the latest designs from the best French and American de-

Unexampled opportunities for saving

money will be found in the Women's Cloak and Suit Department. Prices on the product of some of the world's best makers are greatly reduced. THOROUGHBRED Shoes for women are

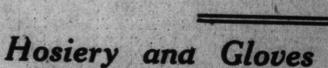
being sold tomorrow at reduced prices, as are also other makes of shoe, and a special consignment of Ladies' Slippers.

Ninons and Crepe-de-Chines have been received in the Silks Department, and will delight all women shoppers who see them, Prices on many lines of these goods are reduced. All the popular colorings are being

HOW IS YOUR BOY

PATIENT - LOOKING MOTHER

\$2.25, on Wednesday. They come in all



HERE ARE PROBABLY MORE BLUE

row the Boys' Clothing Department offers 150

Suits of this kind at \$3.85 each. These suits have

been selling steadily at \$5 and \$5.50. They are

the latest in design and perfect in every respect.

Some are single-breasted, and others in Norfolk

design, with yoke, knife-pleating and sewn-in

belt. The material is regular spring and summer

weight. Sizes 25 to 35. A boy in one of these

suits will be as well-dressed as any sensible parent

SERGE SUITS on the boys of Toronto

than any other kind of clothing. Tomor-

Women's Silk Thread Hose, with slight defects, black and white, lisle top, sizes 81/2 to 10; would be 45c if perfect. Wednesday 25c.

at Low Prices

Women's Black and White Lisle Thread Hose, and plain black cotton with white unbleached sole; regular and out-size width; sizes 81/2 to 10: extra value. Wednesday, 3 pairs 55c, or, per

Children's All-Wool "Little Darling" Purest of Weel Cashmere Hose, tan, sky, pink, cream and black; ages 4 months to 6 years. Wednesday 25c. Boys' and Girls' Black, Tan, Sky, White and Pink Stockings, sizes 7 ½ to 8 ½; black and tan, 5 ½ to 10. Wednesday, 12½c. Men's Artificial Silk Hose, sizes 91/2 to 11. Wednesday, 3 pairs 55c, or, per pair, 19c.

Special Items Selting Today

Women's Suits at almost Quarter Price, consisting of broken lines and samples; sizes 34 to 40; would formerly have sold for from \$16.00 to \$23.50, are being sold this morning at \$4.95 and

Crepe Kimono Gowns, in the butterfly design, in Copenhagen, rose, gray and helio. Sizes 34 to 44.

Messaline Petticoats. Regularly \$3.95. Today

For the young man who is stepping into his first long trousers, the department is offering

\$12.50 suit. Various shades of gray are available

in this range, including many suits with quie

A special \$10.00 suit for very young me

will interest many purchasers. It is smartly tail

ored from English worsteds or tweeds, in grays

and browns. Single-breasted style with long, sof

roll front and long hip-fitting trousers. Sizes 3

Boys' Department-Main Floor

check patterns. Sizes 32 to 35.

Crepe Flouncings, half price, 89c.
Women's Lisle Thread Hosiery, half-price, 11c.
Ten-Dollar Pearl-Set Brooches, half-price, \$5.00.
Dessert Sets, half-price, \$1.00. Cut Glass Sugar and Cream Sets, less than half

price, \$1.62.

For the Fighting Me

Space and weight count heavily in a soldier equipment. There are articles in the Leather Goods Department that would help make his burdens lighter and his personal equipment more convenient. For instance: Money Belts, made from strong pliable leathers, in tan shade; four compartments, fastened with secure snap fasteners, two small for jewelry and change, and two large for bills and papers, 75c.

tationery Kit, made of seal grain leather; size 8 x 534 inches; divided into two compartments, containing notepaper and envelopes and pencil securely fastened with flap and fastener. Price \$1.50.

Photo Frames, to be carried in pocket, made of pliable leather, cabinet size. One photo, \$1.00 and \$1.50; two, \$1.50 and \$1.75; three, \$1.75 and \$2.00; four, \$2.50.
Flasks, leather covered, with or without cups, 71 to \$3.50.

Suits for Youths' and Boys'

E HAVE the following oriental designs, in browns and other soft colors, at 11 ft. 3 in, x 12 ft., \$25.50.

Then we have these lovely seamless Wilton in the newest of designs and the most charmi color combinations, including rose, tan, cream, and blue. They are priced as follows: 4 ft. 7 m. x ft. 7 in., \$17.50; 5 ft. 7 in. x 7 ft. 10 in., \$27.50; 6 ft. 7 in. x 9 ft. 10 in., \$41.00; 9 ft. 1 in. x 12

BRUSSELS RUGS AT LOW PRICES

these attractive prices: 6 ft. 9 in. x 7 ft. 6 in., \$9.50; 6 ft. 9 in. x 9 ft., \$11.50; 6 ft. 9 in. x 10 ft. 6 in., \$13.50; 9 ft. x 9 ft., \$15.25; 9 ft. x 10 ft. 6 in., \$16.75; 9 ft. x 12 ft., \$19.25;

SAFETY FIRST—FUR STORAGE

The furs that have served you so well in cold weather should not now be neglected. The best of cupboards

The depredations of moths are infamous. Don't take any chances with your furs. Our Cold Storage Vaults are not only moth-proof, but damp-proof. They are the last word in this sort of equipment. Your furs are first cleaned, then insured, then hung on racks round where dry, freezing air is kept in circulation. When they come out they will have—instead of the smell of camphor balls—a renewed lustre which only the cold storage vault can impart to

at Greatly Reduced Prices LEEPING ATTIRE is becoming OR YOUR OUTFIT OF SUM-

Night --- and Underwear

more and more important. The 280 pairs of Soisette and Silkette Pyjamas which our Men's Furnishing Department secured from a certain big maker recently are very timely. You will sleep coolly and comfortably in pyjamas like these. They come in stripes or plain, and in English cashmerettes or flannelettes, if you prefer these materials. Military cut, of course; frogs and pocket, too. Usually we sell these at \$1.50, \$2, \$2.50, but tomorrow at \$1.29.

In addition to these items will be found the latest shipments of men's shirting and linen accessories. The new collar designs are shown, together with stiff and neglige shirts that are MADE TO FIT. The old-fashioned, ready-made shirt had sleeves too long or too short. Then a man had his troubles getting a comfortably-fitting shirt. This is much less the case now than before, and especially is it less true of the Simpson stock of shirts than some lines.

MER UNDERWEAR, these items will interest you: Combination Suits, of white Lisle and Mercerized Silkettes, in plain, and spring needle weaves, or in English silk, silk and wool, or fine cashmere; all sizes; \$2, \$2.50. \$3.50 and \$4 per Suit.

and black; and for the latest American

soft shapes, in greens, browns, navy

blue and black at \$1.45. These hats are

from the heavy upper that kept out the

cold all winter. The demand is increas-

ing. To meet it part way, we are put-

ting on a really important bargain-\$4

you. Sizes 5 to 10. Goodyear welts,

button and lace styles, in patent colt,

tan calf and dull calf. There are only

900 pairs of these, so no mail orders

Low-cut Shoes are a grateful relief

all of the newest design.

can be accepted.

On the other hand, two balbriggan items are offered: A regular line of Men's Shirts and Drawers, made by Penman, and others by Zimmerknit. Sizes 34 to 44, at 35c, 50c and 65c, or a special lot of 500 from other good makers; same range of sizes, at 25c per garment. The makers from whom these garments come have made it a point to provide against the special stresses that are put upon this class of garment. Seams have to be specially reinforced so as to prevent the light material from giving 'way, as it might otherwise do. In wearing quality, in appearance, and in general comfort these goods are unexcelled. Simpson quality stands behind them.

GROCERIES

Telephone direct to Adelaide 6100 for anything you want in this department. But first study this list:

One car Standard Granulated Sugar, in 20-lb. cotton bage, per bag 1.38 Ogilvie's or Purity Flour, quarter-bag 1.10 California Seeded Raisins, Griffin & Skelley brand, regularly 12c, packowder,
b. pail
bery Butter, per la
ge Bacon, peameal,
per lb.
bery Bacon, peameal,
per lb.
ber Brane, bery Bail
ce Pink Salmon, tail tin, tin, le
see & Blackwell's Pure Orange Marmalade, 2-lb. far 38
Finest Canned Beans, golden wax or
green, 3 tins
cowan's Cocoa, 14-lb. tin
ice Lima Beans, 2 lbs.
Evaporated Peaches, per lb.
ther Brand Sardines, (1)
large package
Apple Blosson

CANDY.

Telephone to the Fur Cold Storage Department and we will have a driver call at your house for the garments.

If you had the proper tools, couldn't you save your money and gain health by enlarging your

The Robert Simpson Company, Limited

You will find every provision for re-papering or re-painting your house among our depart-

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