

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

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

## Where Standards Are High

OUR 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

WHERE MEN ARE CONCERNED, there is often an idea that bargains are 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 saque style.

Men's Guaranteed Waterproof Coats, made from the finest double-texture 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 Chestfield 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, \$1.50.

Soft Hats from Italy at \$3.50 are very popular with a certain class of jaunty 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

and black; and for the latest American soft shapes, in greens, browns, navy blue and black at \$1.45. These hats are all of the newest design.

Low-cut Shoes are a grateful relief from the heavy upper that kept out the cold all winter. The demand is increasing. To meet it part way, we are putting on a really important bargain—\$4 and \$5 shoes at \$1.99. These will please 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 can be accepted.



## HOW IS YOUR BOY SHOD?

A PATIENT-LOOKING MOTHER 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."

Is he? 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, 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 butt-leather heels, full foot-form toe shapes. Every pair made by Getty & Scott. Sizes 11 to 2.

Classic Boots for littler people are to be had at \$1.50, instead of the usual price, \$2.25, on Wednesday. They come in all styles and leathers. Sizes 5 to 10 1/2. No mail orders taken, as we have only 1000 pairs.

## In Other Departments Tomorrow

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 designers.

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 shown.

## Suits for Youths' and Boys'



THERE ARE PROBABLY MORE BLUE SERGE SUITS on the boys of Toronto than any other kind of clothing. Tomorrow 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 sew-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 could wish.

For the young man who is stepping into his first long trousers, the department is offering a \$12.50 suit. Various shades of gray are available in this range, including many suits with quiet check patterns. Sizes 32 to 35.

A special \$10.00 suit for very young men will interest many purchasers. It is smartly tailored from English worsteds or tweeds, in grays and browns. Single-breasted style with long, soft-roll front and long hip-fitting trousers. Sizes 32 to 35.

Boys' Department—Main Floor

## Hosiery and Gloves at Low Prices

Women's Silk Thread Hose, with slight defects, black and white, lisle top, sizes 8 1/2 to 10; would be 45c if perfect. Wednesday 25c.

Women's Black and White Lisle Thread Hose, and plain black cotton with white unbleached sole; regular and out-size width; sizes 8 1/2 to 10; extra value. Wednesday, 3 pairs 55c, or, per pair 19c.

Children's All-Wool "Little Darling" Purest of Wool 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 1/2 to 8 1/2; black and tan, 5 1/2 to 10. Wednesday, 12 1/2c. Men's Artificial Silk Hose, sizes 9 1/2 to 11. Wednesday, 3 pairs 55c, or, per pair, 19c.

## Special Items Selling 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 \$6.95.

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

## BRUSSELS RUGS AT LOW PRICES

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

Messaline Petticoats. Regularly \$3.95. Today \$2.95.

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 Men

Space and weight count heavily in a soldier's 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.

Stationery Kit, made of seal grain leather; size 8 x 5 1/2 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, 75c to \$3.50.

## Night--- and Underwear at Greatly Reduced Prices

SLEEPING ATTIRE is becoming 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 \$4.50, \$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 negligé 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.

FOR YOUR OUTFIT OF SUMMER 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.

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 bags, per bag... 1.25
- Ogilby's or Purdy Flour, quarter-bag 1.10
- California Seedling, Redskin, Griffin & Sholey brand, regularly 12c, package... 10
- Magio Baking Powder, 5-lb. tin... 45
- Pure Lard, 5-lb. pail... 45
- Finest Creamery Butter, per lb... 45
- Choice Side Bacon, permeal, half or whole, per lb... 45
- Pure Clover Honey, 5-lb. pail... 45
- Choice Pink Salmon, 1-lb. tin... 45
- Choice & Blackwell's Pure Orange Marmalade, 3-lb. jar... 45
- Finest Canned Beans, golden wax or green, 3 tins... 45
- Cowan's Cocoa, 4-lb. tin... 45
- Choice Lima Beans, 3 lbs... 45
- Finest Evaporated Peaches, per lb... 45
- Blue Feather Brand Hardtack, tin... 45
- Quaker Oats, large package... 45
- 50 lbs. Fresh Apple Blossom Biscuits, 3 lbs... 45
- Finest Canned Peaches, regularly 15c per tin... 45
- Choice Grapefruit, good size, 2 doz... 45
- Knorr's Custard Powder, 2 packages... 45
- Choice Olives, quart jar, per jar... 45
- Paris Pate, per tin... 45

## SAFETY FIRST—FUR STORAGE



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

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 them.

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 back garden?

## The Robert Simpson Company, Limited

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