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THE TORONTO WORLD
MONDAY MORNING APRIL 81918



Brewed from MALT and HOPS
The same high standard of purity, wholesomeness and delightful flavou which has charac brews for Keer 60 brews for over in the Imperial beers. brewed to meet the Ontario Temper ance Act

Sode ain al Rothis

The ${ }^{\circ}$ Reefe Brewery $\mathrm{C}_{\mathrm{a}}$, Limited - Toronto Phono Main 4202

# TODAY—TODAY BEGINNING OF THE MAGNIFICENT SPECTACLE 

 "LEST WE FORGET" MISS JOLIVET, THE STAR, APPEARS THIS AFTERNOON AND EVENINGGREATEST OPPORTUNITY EVER PRESENTED TO A TORONTO AUDIENCE

## REGENT ALL THIS WEEK

 TICKETS MAY BE PURCHASED IN ADVANCE TO AVOID WAITING IN LINE McCaffery Boosts 岁 SoccerNew International Results From
Old Country
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## The Simpson Men's Store is Now Showing the Kind of Clothing That Makes Keen MenFeel Like 'Getting Busy'

Men who have been in the habit in past seasons of leaving their clothing problems until later in the season are putting them through this spring with a rush. They undoubtedly know the situation of the wool market and are not taking chances. It will prove sound policy for every man to do his buying early, as past experience has demonstrated the fact even in normal times that early selection is always the most satisfactory.

By careful investigation and after much planning the men's store is now completely stocked with the best in men's clothing of quality. The division of new models is typical of each of the various styles favored.

Men ; who are keen for correct styles, backed up by sound, dependable wool fabrics and faultess workmanship, will find this store amply supplied to meet their demands, and at prices that prove the values.

## Suits and Overcoats Priced at $\$ 18, \$ 20$, $\$ 22.50, \$ 25, \$ 28$ and $U_{p}$

A Straight 20\% Off the Prices of Our Present Stock of Oriental Rugs

Choose New Wall Papers Today


Clearing Framed Pictures 49c


## When Buying Furniture



Oriental Rugs at preset. Our Oriental Rugs at present. Our stock has greatly diminished during the last
few months, and we offer the balance that is left at reduced prices of per cent. or more off each rug. These include a few only, beautiful specimens of eastern handiwork. Rug-lovers should certainly not miss this great opportunity.
No. 61-Genuine Kirmanshah Rug,
medallion design, otd rose and cream
effects; size 8.9 otd $7.8 ; \$ 275.00$, for
$\$ 245.00$, for $\$ 196.00$ size
effects; size
$\$ 210.00$.

 pand rest, shades of dark blue, crimson
and tan colorings; size $8.8 \times 7.8$;
$\$ 125.00$, for $\$ 99.50$.
$\$ 125.00$, for $\$ 99.50$.
No. 30 -Fine Lariston Rug. thick, and deep pilie, rarishton Rug. bue and thit,
shades, all- ver design; size $9.0 \times 10.0$
Regularly $\$ 25.0$,
 No. 32-Fine Lariston Rug, in rich of rose, blue and fawn; size $9.0 \times 12.0$; blue, oid rose and brown coloring, plain
centre and thandsome bich centre and handsome border; size 7.0
$\mathbf{x} 10.0 ; \$ 195.00$, for $\$ 155.00$. No. 33-Fine Lariston Rug, in deep
rose effect; shades of brown and blue intermingled; size $8.0 \times 10.8$; $\$ 275.00$,
for $\$ 219.00$,
No. 49-Turkish Kurdistan Rug, ose and tan coloring; size of cream, old $10.4 \times 6.10$;
$\$ 185.00$, for $\$ 1475$. $\$ 185.00$, for $\$ 147.50$. No. 34-Fine Lariston Rug,
over pattern; shades of deep crims
 Marquisette Curtains $\$ 2.98$




