

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

Simpson's---Summer Suits, Free and Easy, Cool and Breezy Nothing Like Them for Hot Weather Wear

A classy, cool and comfortable suit works wonders! It lowers the temperature right off the bat and transforms the sizzling man into the smiling man. It banishes discomfort and promotes utmost comfort. And there's the added enjoyment of looking cool as well as feeling cool.



Palm Beach Suits \$18.00

The chances are this is the suit you had in mind. It is developed in dark brown Palm Beach cloth. It is single-breasted, with three buttons. Form-fitting style with four patch pockets. Carefully designed and tailored for men and young men. Sizes 36 to 46. For \$18.00.

Store Hours

June, July and August

8.30 to 5.30 daily except Saturdays.

Store closes at 1 p.m. Saturdays, with no noon delivery on Saturdays.

Mohair Suits \$25.00

Men who prefer something dark, yet extremely light in weight should see these. They are developed in mohair—black ground with light grey 1/4-inch stripe. Single-breasted, three-button, semi-fitted sacque with four patch pockets. Sizes 36 to 44. For \$25.00.

Wonderful Stocks of Cool, Summer Underwear for Men

And today's the day to get yours---when values and varieties are at their best. Light as a feather and comfortable. Isn't that just what you've been looking for these sultry days.

Men's Delpark Combinations, \$1.25.

Made in fine plaid materials—no sleeves and knee length. The suit, \$1.25.

Arrow Athletic in fine soisette materials. No sleeves and knee length. Suit, \$1.25.

Delpark White Soisette Combinations. Made from fine mercerized materials. No sleeves and knee length. Suit, \$2.00.

Delpark Combinations—finest quality mesh, with 1/2-inch satin stripe. Soft, velvety finish. Suit, \$3.00.

Men's Merino Underwear, 85c.

Shirts and drawers for present wear. Natural shade, French finished neck, elastic ribbed cuffs and ankles, fine soft finish. Sizes 34 to 44. Today, garment, 85c.

Men's Merino Combinations, \$2.50.

For spring. Closed crotch, natural shade, form-fitting. Sizes 34 to 44. Today, suit, \$2.50.

Men's Combinations, \$5.00.

Spring weight, natural cashmere, "Tru Knit" brand, form-fitting, perfect finish. Sizes 34 to 42. Today, suit, \$5.00.

Men's Balbriggan Combinations \$1.50.

Tru-Knit brand. Natural or white shades. Fine flat knit. Short or long sleeves—knee or ankle length drawers. Sizes 34 to 46. Today, suit, \$1.50.

Men's Merino Combinations, \$3.00.

Natural shade. Closed crotch style. Long sleeves and ankle length drawers. Sizes 34 to 44. Today, suit, \$3.00.

Men's Elastic Rib Knit Combinations, \$3.00.

Fine spring needle stitch—closed crotch style. Long sleeves and ankle length. Sizes 34 to 46. Today, suit, \$3.00.

Men's Balbriggan Underwear, 75c.

Shirts and drawers—natural or white shades. Sizes 34 to 44. Today, 75c.

Stout Men's Balbriggan Underwear, \$1.25.

Fine flat knit of spun cotton yarns. French neck. Long sleeves and ankle length drawers. Sizes 44 to 50. Today, garment, \$1.25.

Men's Porous Knit Summer Underwear, 75c.

Shirts and drawers to match. Fine quality mesh knit. White spun yarns. Sizes 34 to 44. Today, garment, 75c.

Simpson's—Main Floor.

New! "Mons" Neckties, \$1.00 Each

Made especially for soldiers who have fought in the Battle of Mons.

These neckties are made from a durable, good-looking bengaline material and come in shades of grey, light and dark blues, and khaki, with the Mons stripes diagonally across the centre of necktie. They're unusually fine ties, and returned men will be sure to appreciate them. See these "Mons" neckties in Yonge street windows today. Each \$1.00.

SPECIALS IN THE MARKET

Shop Early Today for These

SIMPSON QUALITY MEATS—GOVERNMENT INSPECTED
Two Specials for Early Shoppers

300 only, Sweet Pickled Pork Shoulders, 5 to 9 lbs. each. While they last, lb. 30c
500 lbs. Fresh Pork Tenderloins. Today, special, lb. 55c
Shoulder Roast Choice Beef, lb. 25c
Blade Roast, tender, lb. 30c
Brisket Boiling Cuts, lb. 25c
Round Steak, finest, lb. 38c
Family Sausage, our own make, lb. 25c

FISH

Order Today for Early Delivery Friday.

Fresh-Caught Salmon Trout, lb. 20c
Fresh-Caught Whitefish, lb. 14c
Fresh Cod Steaks, lb. 18c
Fresh Halibut Steaks, lb. 30c
Fresh Haddock, filleted, bones and skin removed, ready for frying, baking or boiling, lb. 30c
Fresh Smoked Finnan Haddies, finest home curing. Special, lb. 15c

GROCERIES

1,000 pills St. Williams Raspberry or Black Currant Jam, No. 4 size pill, \$1.00.
One car Standard Granulated Sugar, Redpath or St. Lawrence, 20-lb. bag, \$2.10.
2,000 tins Finest Canned Tomatoes, only five tins to a customer, tin, 17c.
Finest Canned Peas, Early June, 2 tins, 27c.
H. O. Ammonia Powder, 3 pkts., 24c.
Finest Creamery Butter, lb. 58c.
Ogilvie's or Purty Flour, 24-lb. bag, \$1.68.
Campbell's Soup, assorted, 2 tins, 35c.
Morris' Margarine, lb. 35c.
Dingman's Naphtha Soap, 7 bars, 45c.
Assam Tea, regular 65c lb., 59c.
Seedless Raisins, lb., 20c.
Magic Baking Powder, 1-lb. tin, 35c.
Choice Currants, lb., 20c.
Flaked Wheat, 7 lbs. 55c.

Peanut Butter, in bulk, lb. 25c.
Molasses Snaps, 2 lbs., 25c.
Orange Marmalade, 1-lb. jar, 25c.
Salt, 2 pkts., 10c.
Japan Rice, 2 lbs., 28c.
Featherstrip Coconut, lb., 35c.
Edwardsburg or Beehive Table Syrup, 5-lb. pail, 55c.
Cocoa, in bulk, lb., 24c.
Red Salmon, tall tin, 34c.
Choice Olives, jar, 40c.

FRUIT SECTION

California Valencia Oranges, Sunkist Brand, dozen, 59c.
Grapefruit, 3 for 25c.
Imported Root Horseradish, lb., 15c; 2 lbs., 40c.

FLOWER SECTION

Pansies, box, 15c.
Daisies, box, 15c.
Creeper, for hanging baskets, doz., 75c.
Geraniums, dozen, \$2.40.
Asters, box, 15c.
Nicotiana, box, 15c.
Hanging Baskets, each, \$1.50.

Small Boys' Wash Suits

Watch your little boy smile all over when he sees them. The suits are made from dependable materials in the styles and patterns most in demand.

At \$1.50

Natural linen shade in Tommy Tucker model, made with all-around belt. White pique collar, with edging to match suit. Sizes 2 1/2 to 8 years, \$1.50.

At \$1.50

Brown and white striped galatea in Tommy Tucker model, collar of white pique, trimmed with binding to match suit. Sizes 2 1/2 to 8 years, \$1.50.

At \$2.00

Blue and white striped peggy cloth, made in junior trencher model, collar and belt of blue chambray. Sizes 2 1/2 to 8 years, \$2.00.

At \$2.00

White, grey and red striped peggy cloth in middy style, collar, cuffs and border of blue chambray, laced in front with white lacings. 2 1/2 years to 6 years, \$2.00.

At \$2.50

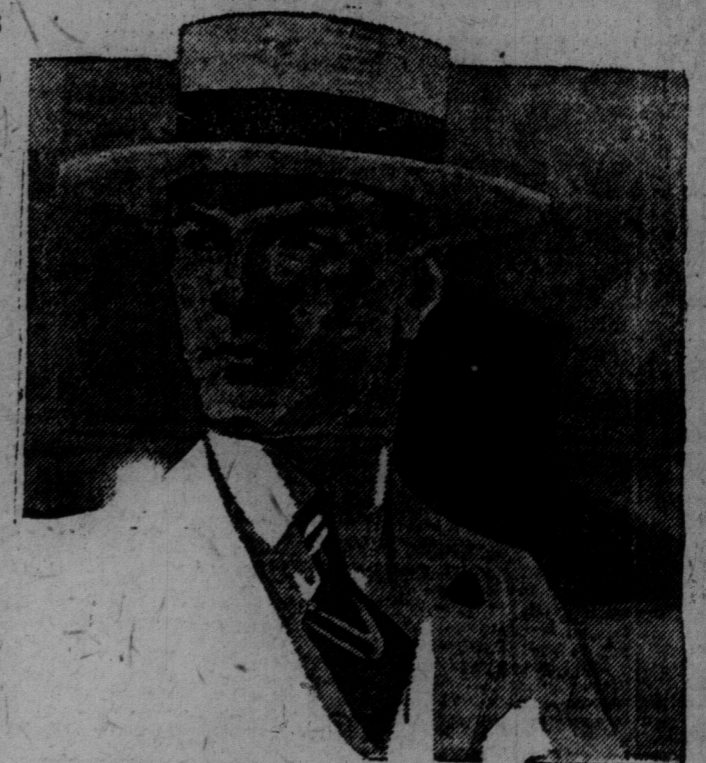
White pique in Tommy Tucker model, collar edged with fancy white stitching, trimmed with white pearl buttons. Sizes 2 1/2 to 8 years, \$2.50.

At \$2.50

White pique waist with khaki knickers in Oliver Twist model, collar and cuffs to match knickers, black bow at neck. Sizes 2 1/2 to 6 years, \$2.50.

It's Great, the Way Men Are Picking Out Simpson Hats!

These Simpson hats are being snapped up fast! And several good reasons why. Simpson's have qualities that men want in Straws and Panamas. And varieties and styles too. These features appeal to the masculine mind, and consequently this department is the scene of action. Furthermore—Simpson prices hold their own against all comparisons—you'll see that when you come.



Straw Hats

At \$2.00—Split and sennet boater or sailor straws with black bands.

At \$2.00—Javas, much like panamas. In white and natural shades, fedora and telescope crown styles.

At \$2.50—Sennet and split boaters with comfortable sweat bands.

At \$3.00 and \$4.00—English sennet boaters of very fine qualities. Clear, well bleached straw.

Panamas

At \$3.00—Toyo panamas, manufactured Jap and Panama Hats. These come in many shapes such as fedora, telescope crown, negligee, boater or sailor.

At \$5.00, \$6.50 and \$8.00—Panamas of guaranteed South American qualities. All the leading styles shown this season in stock.

Fancy hat bands, 50c and 75c.

Simpson's—Main Floor.

The **SIMPSON** Company
Robert Limited

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35 King Street E

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