

SIMPSON'S FOR SMART SPORT SHIRTS

Color combinations in men's shirts is one of Fashion's emphatic edicts this summer. Conspicuous are the handsome wide Roman stripes in which two, three and sometimes as many as six colors are shown, blended so harmoniously and tastefully, and displaying such a wealth of character that not one man can help admiring their mannishness. Every shirt fits and wears to perfection.

The offering is sufficiently broad in style, color and value to take care of every man's individual taste and requirement. Young men will find here an extensive variety of up-to-the-minute styles in sport shirts, following the approved types as well as the negligees, which are associated with the ultra and the conservative styles of today. The savings are just as important as the showing. Come!

Men's Arrow Sport Shirts \$1.50

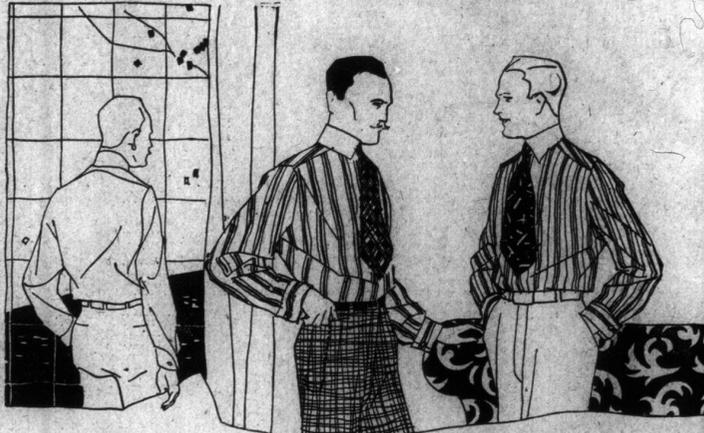
Made of fine silk-finished soisette with white body and collar of fancy wide stripe silk, in shades such as blue, green and also black.

Men's Sport Shirts at \$2.00

Of fine soisette with silk stripe collars, some having pockets to match collars. Also at \$2.00 are sport shirts of plain pongee shade soisette with long sleeves.

Men's Sport Shirts at \$1.00

Of unsurpassed quality in plain white percale or soisette. Designed with half sleeves or long sleeves. Some styles show narrow piping of black, others have white body and stripe collar. Also there is an extensive array of shirts in cluster and hairline stripes, such as blue, mauve, tan and black. There are also sport shirts of soisette in plain pongee shades.



Sport Shirts of Plain White Jap Silk or of all Silk Pongee may be had for \$3.00

Men's Easy-Fitting Negligee Shirts, 75c

Soft or stiff cuff coat styles of fine prints, percales and cambrics, in stripes, figures and colors too numerous to mention. Every shirt made with double stitched, reinforced seams. Every shirt has gussets. Every shirt has sleeves of the proper length, and comfortable neckband. Excellent value at the low price.

Men's Arrow Coat Shirts, 3 for \$5.00; \$1.75 Each

Wide range of well-selected groups in various narrow, medium and broad stripe designs in color combinations too numerous to mention. Smart, perfectly-fitting coat styles with double French cuffs. Materials are dimities and percales. Colors guaranteed fast.

\$5.00 and \$6.00 Grades of Men's Oxfords, Today \$3.24



See Yonge Street Window Today

TAN - BLACK

Never on Sale Before—Come at 8.30

Owing to the backwardness of the season we have been able to secure the floor stock of men's oxfords from a western manufacturer at a large discount, and offer them today at about half-price.

The lot consists of 500 pairs of men's black and tan calf blucher and straight lace oxfords, made on smart last, with fancy perforated vamp. White and colored rubber fibre soles and low heels. These are all this season's newest and smartest styles for men. Sizes 5 1/2 to 10. Regularly \$5.00 to \$6.00. Today 3.24

The VICTOR SHOE for Men is Not Merely a Shoe With a Hero Name, But a Standard-Bearer of Fashion, Value and Stout Courage

Not alone is the Victor Shoe for men made more solidly than the ordinary shoe, but there is also something appealing about the appearance that improves with each season's demand. It sort of hints of the thoroughness with which every pair is made.

Victor Shoes embody only the finest grades of leather obtainable, tanned and made wear-proof by a secret process. There may be other good shoes, but few brands measure to the standard of the Victor—none at the price surpasses it.



It Bends Easily, But it Does Not Break. In These New, Dependable Styles: Bond Street, Taxi, Cushion Sole, Webster, West End, the Java.

Made in Sizes and Styles to Please the Canadian Gentleman—and to Suit His Purse, Too!

BLACK

Bond Street—Of gunmetal calf, English recede toe, light Goodyear-welted sole and flange heel, neatly-stitched toecap, blind eyelets. Priced 6.50 at

West End—Gunmetal calf or vici kid, straight last, Balmoral style; heavy slip Goodyear-welted sole, low flange heel, perforated toecap. Calf, at \$6.50. Kid, at \$6.00.

Taxi—In vici kid or gunmetal calf leathers in blucher style; made over comfortable swing-toe last, Goodyear-welted slip sole, perforated toecap, medium heel. Vici kid, at \$6.00. Calf, at \$6.50.

Cushion sole Victor of vici kid, made over comfortable broad toe blucher last, heavy Goodyear-welted slip sole, medium low heel, neat perforated toecap. At 5.50

TAN

Victor Chocolate Blucher, made of Russia calf on English recede toe; heavy single Goodyear oak tan sole, low flange heel, neat perforated toe—7.50 cap, blind eyelets. Price

Victor Webster, of Russia calf, in Havana brown, in blucher lace or button style; heavy Goodyear-welted oak tan sole, medium heel, 6.50 perforated toecap. At

Victor Java Brown, of soft, well-tanned calf, made English recede toe style with light Goodyear-welted sole, flange heel, plain-stitched toecap, blind eyelets and hooks. 6.50 At

SMYRNA RUGS!

Just 500 of Them!

Bought Special! Priced Special!

By a fortunate business stroke we procured about 500 English made Smyrna Rugs, and at such concessions that we are now in a position to give our patrons what we believe to be the season's best prices for Toronto. The rugs are very strongly woven and have a beautiful lustre, and while light in weight, they are nevertheless serviceable rugs, suitable for summer cottages or general use. Woven in rich Oriental colors and Persian designs.

Size 4' 6" x 7'	Special today	7.95
Size 3' x 6'	Special today	3.95
Size 2' 8" x 5'	Special today	2.95
Size 2' x 4' 6"	Special today	1.95

Bargain in Yard Wide Linoleum at 73c Per Square Yard

Don't miss this opportunity to re-cover your kitchen or dining-room with a thoroughly seasoned and heavy quality Linoleum. Conventional or floral patterns. Extra wide width that will cover most rooms without seams. 4 yards wide. Today, special, per square yard .73

Iron Bed, Spring and Mattress Complete for \$10.70

White Enamel Bed with scroll head and foot, brass cups. Mattress has seagrass centre and layer felt both sides, encased in good art ticking. Spring is all metal, link fabric. Heli-cals at each end. 10.70 Today

Mattress, seagrass centre, heavy layer jute both sides and ends, deeply tufted, full depth border, covered in good grade art ticking. Regular 3.55 \$4.60, for

Mattress, centre filling of wood fibre, felt both sides, deeply tufted, full depth border, covered in good art tick—5.25

ing. Price .95
Pillows, mixed feathers. .95 in good art covering. Pair

Verandah Rugs of Serviceable Heavy Fibre

Woven from a strongly twisted cocoa fibre, nothing can beat the wearing qualities of these Canadian-made rugs. Quaint conventional patterns or plain centres with band borders, and with reversible patterns. They are suitable for the summer home or verandah use.

Size 8.0 x 10.0	13.50
Size 6.0 x 9.0	9.25
Size 4.8 x 7.6	6.50
Size 3.0 x 5.3	2.75

Men's Toyo Panama Hats

60 Only to Sell Today at \$3.95

We got these excellent Toyo Panamas for less than the regular price, so we are going to sell them the same way. They come in fedora style, with broad brim; easily adjusted to recruit or droop brim; have fine silk woven Palm Beach bands in a variety of colors. Only 60, and they'll go quickly today 3.95

Men's New Silk Hats From London

They are from Christy's and from Woodford's, famous for the quality and style of their silk hats. A comprehensive assortment has just come in. Prices \$5.00, \$6.50, \$7.50 and \$8.50.

Bags 88c



With metal frames and covered frames, lined with moire silk poplin cord and Dresder silks; fitted with mirror and change

purse. This season's newest styles in many different shapes. A value that will delight you. On sale today, each .88

The Robert SIMPSON Limited