

The Summer Holidays



WERE you ever a boy?

Imagine what the Summer holidays mean to a real boy---two months FREEDOM, two months of NO SCHOOL, two months of negligee clothes, two months of swimming, two months of baseball, two months of real *Boyd*om.

Help your boy enjoy his summer holidays to the full. A boy to-day is a serious minded man soon enough.

He'll need a bathing suit, a sweater, and one of those short-sleeved jerseys. Whatever he lacks of this kind can be had best in the Boys' Store.

1,000 Boys' All-wool Jerseys, in navy with red or white stripes on collars and cuffs. Sizes 22 to 32.....**69c**

800 Boys' Athletic and Canoeing Jerseys, in navy with red or white on neck and shoulders, 22 to 32. Special....**25c**

500 Boys' One-piece Bathing Suits, in plain navy, buttons on the shoulder, 22 to 32. Special.....**25c**

200 Boys' Fancy Striped Bathing Trunks, small boys' sizes. Special.....**10c and 15c**

BOYS' WASH SUITS, 49c.

Boys' Blue and White Stripe Sailor Blouse Wash Suits, in a light weight galatea; blouse made with sailor collar and white drilled shield; plain knee pants. Sizes 6 to 9 years. Regular price, 75c.....**49c**

Boys' Light Grey Imported Homespun Russian Blouse Suits, showing light green overcheck, made with Peter Pan collar, trimmed with three rows of grey silk soutache braid and detachable white serge shield, finished with fancy leather belt to match; pants bloomer style. Sizes 3 to 7 years.....**\$4.50**

SUMMER HOLIDAY HATS.

Children's Straw Hats, in sailor style, wide or medium brims, white, blue or black bands and streamers. Regular 50c, 75c.....**39c**

Children's Linen Outing Hats, in white, tan, crash or stripes.....**25c**
Children's Washable Tams, blue duck, linen, crash and white drill and pique. Regular 35c.....**17c**

ADDRESS ORDERS TO

THE ROBERT **SIMPSON** COMPANY LIMITED
TORONTO, CANADA