

The Simpson Men's Store Ushers in the Summer Styles Today

Men's and Young Men's Lightweight Suits---Cool, Comfortable and Stylish

It is a common thing to find suits that are light in weight. But that signifies nothing unless the fit and style are there. The beauty of Simpson Lightweight Suits lies in the fact that the practical has never been sacrificed for the fastidious.



They're so tailored as to ensure hot weather comfort as well as authoritative style.

The Suit Problem is Solved for the 'Hard-to-Fit' Man

The man who thinks he is hard to fit, is especially urged to investigate our splendid stocks. He will soon learn that Simpson clothes are cut in such a wide variety of individual models as to fit perfectly every type of figure---tall, short, stout, slim or medium.

A Brief Description of Some Suits for Hot Weather Wear

Men's and Young Men's Palm Beach Suits \$15.00

Natural shade, single-breasted, 3-button unlined sacque, well-tailored trousers finished with belt loops and cuff bottoms, in sizes 36 to 44. Price, \$15.00.

Young Men's Palm Beach Suits at \$18.00

Young Men's Palm Beach Suits in the new sand and green shades; single-breasted, form-fitting sacques, with military effect back and pockets, well-tailored trousers, in sizes 35 to 44. Price, \$18.00.

Men's and Young Men's Cool Cloth Suits \$12.50

Men's and Young Men's Cool Cloth Suits in a smart grey and black mixture, single-breasted, 3-button, unlined sacque, well-tailored trousers, in sizes 35 to 44. Price, \$12.50.

An Office Coat is a Hot Weather Necessity

Men's Grey Chambray Office Coats, single-breasted, 3 buttons, with patch pockets, in sizes 36 to 46. Price, \$1.75.

Men's Black Lusterette Office Coats, single-breasted, 3 buttons, with patch pockets, in sizes 36 to 46. Price, \$2.75.

Outing Trousers for Men and Young Men

Men's and Young Men's Cream and White with Black Stripe English Flannel Outing Trousers, well tailored, finished with five pockets, belt loops and cuff bottoms, in sizes 30 to 42. Price, \$4.50.

Men's Grey Luster Coats \$4.50

Single-breasted, 3-button, unlined, patch pockets; well tailored and finished. Sizes 36 to 44. Priced at \$4.50.

Men's and Youths' Khaki Duck Trousers

They will wear and wear, so strongly made are they. Finished with 5 pockets, belt loops and cuff bottoms. Sizes 26 to 30, \$1.50; sizes 31 to 44, \$1.75.

Men's and Youths' White Duck Trousers

Well tailored. Finished with 5 pockets, belt loops and cuff bottoms. Sizes 26 to 30, \$1.50; sizes 31 to 44, \$2.00.

The Robert **SIMPSON** Company Limited

Simpson's Palm Room

Its superiority is not only individual judgment, but the opinion of the majority.

The atmosphere and appointments will appeal to your aesthetic taste for a pleasing environment in which to dine.

Luncheon Hours

Breakfast, 8.30 a.m. to 10.30 a.m.
Lunches, a la carte at all hours.
Dinner, 11.30 a.m. to 2.00 p.m.
Afternoon Tea, 3.30 p.m. to 5.30 p.m.
---Sixth Floor.

Men's and Young Men's Raincoats \$16.50

English French Raincoats, of a yarn roof fawn material, absolutely waterproof, single-breasted, raglan shoulder, convertible and military collar, all around belt and metal buckle, slash pockets. Use it as a light-weight knock-about topcoat, too, if you wish. In sizes 35 to 46. Price, \$16.50.

The Nattiest Straw and Panama Hats for Men Styles to Suit Every Taste and Fancy

SIMPSON HATS EXPRESS THE TRUEST taste and the deepest distinction. They're the essence of smartness in headwear. They emphasize and individualize your refinement. No better time than NOW to step into our hat department and inspect the superior assortments arranged for convenient inspection and selection.

Split Braid Boater Straw Hats \$3.00

Because it has such a practical shape and adapts itself to the average head, its popularity is widespread among good dressers. The price of \$3.00 is less than you'd expect to pay for this smart hat.

Sennit Braid Boater Straw Hats \$4.00

The young man especially will be attracted by this one. It appeals to his taste for something dashing and original. And at \$4.00 you won't hesitate to decide your purchase.

Sennit Boater Straw Hats at \$2.50

No question about this hat, appealing to you if you're looking for an up-to-the-minute hat that will mingle with the crowd yet never appears monotonous. It is only \$2.50.



These Panama Hats Are Marvels of Style and Value at \$5.00

Telescope Crown Panamas \$5.00

Do not let the moderate price lead you to suppose that they're ordinary five-dollar hats. Far from it. They're hats of unusual beauty and becomingness---the telescope crown and open curl brim bespeak coolness, comfort and smartness.

Curled Fedora Panamas \$5.00

You will recognize this style as one that becomes the mature man. It is fashioned along conservative lines, yet possesses a distinctiveness that dressy men forever appreciate. If \$5.00 is the price you are going to pay for your hat, by all means see this one.

Men Who Seek Comfort, Distinctiveness and Durability in Summer Shirts Will Like These

These shirts are notable for their style, fit and quality, variety and beauty of styles, wearing quality of fabrics, workmanship and finish.

"Arrow" Shirts at \$2.00

Men's Silk Front and Cuff Shirts in newest Roman stripe effects, in three and four-tone colorings, and yoke with perfectly matched body in fine percale; coat style, double French cuffs; sizes 14 to 17½. Each, \$2.00.

"Arrow" Shirts at \$2.50

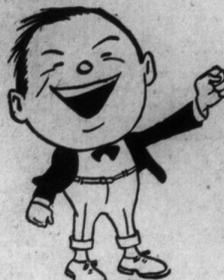
Comprising a wide and varied range of rich and striking patterns in all the desirable weaves, in qualities that are unsurpassed. Contracts placed months ago enable us to offer these reliable patterns, weaves and colorings. They are in crepes, English woven cloths, percale and zephyr materials; double French cuff styles; sizes 14½ to 18. Priced at \$2.50.

Beautiful Silk Shirts Priced Today at \$6.00

Notwithstanding the unusual situation surrounding the silk and color markets, we have been able to maintain an interesting assortment of colored silk shirts in quantities that leave little to be desired. The values, the patterns and the colorings are truly wonderful. They come in two, three and four-tone colorings; light and dark shades; double French cuff styles; and you should make a point to see them today. Sizes 13½ to 18. Priced at \$6.00.

"Forsythe" Shirts at \$3.00

Men's Finest Quality Shirtings in crepes, repps and mercerized materials, plain and fancy stripes; these shirts have separate collars to match; sizes 14 to 16½. Each, \$3.00.



The Man Who Buys His Summer Underwear Today

will choose from splendidly complete stocks at lowest possible prices. And he can be sure of the qualities, for we do not tolerate goods that cannot measure up to the Simpson standard.

Men's Athletic Combination Underwear, Today, \$1.25

Made from fine white nainsook materials. Delpark brand, no sleeves, and knee length trunks. Sizes 34 to 46. Each, \$1.25.

Also 2-piece style, same as above, 50c.

Men's Lisle Thread Combinations, \$2.00

Men's Light Weight Lisle Thread Combinations in white or natural shade; short sleeves and knee length, or short sleeves and ankle length. Sizes 32 to 46. Each, \$2.00.

Also 2-piece, same as above, each, \$1.00.

Men's Cashmere Underwear, \$1.50

Men's Light Weight Cashmere Underwear, Bodyguard brand, guaranteed pure wool. Shirts and drawers. Sizes 34 to 44. Each, \$1.50.