



All That Makes a Holiday Worth While At the Simpson Store for Men

You'll Take Off Your Hat To These Prices

—then if you chance to look at it, you'll decide it's hardly worth putting on again when good new ones are going so reasonably Friday.

240 Men's Straw Hats, new American shapes, fine split Canton, Milan, Java and Sennit braids; splendid values at \$1.50, \$2.00 and \$2.50. Friday Bargain **.89**

75 Men's Panama Hats, fine pliable braids, mostly large sizes. Friday specials **1.95**

200 Men's Panama Hats, extra fine quality best English and American make, very fine weaves and new shapes; good values at \$10.00. Friday **5.00**

Land and Water Hats for men, ladies or boys, large assortment of colors, best quality. Friday **.39**

Men's Linen Hats, in white, tan and slate, just the hat for outings and vacation wear. Special prices **.35 and .45**

Men's Caps, golf shape, in tropical weight, all wool worsteds and serges, also silk. Friday **1.00**

Automobile Caps, in silk poplins, yacht or 8-4 crown shapes, leather peaks. Friday special **1.00**

Men's Summer Socks at Half Price

A daily change of light-weight Socks during the summer will add immensely to a man's coolness and comfort. At these prices it's a practical suggestion for every man.

Men's Unbleached Balbriggan Socks; regular 20c. Friday, **.10** or 3 pairs for **.25**

Men's Plain Black and Fancy Colored Lisle Socks, also fancy patterns, checks and stripes; a clearing line picked up just in time for the holidays; all sizes. Regular 25c and 35c. Friday, **.20**; or 3 pairs **.55**

For Men and Boys—Boots and Oxfords

To-morrow's Shoe Sale is made up of comparatively small quantities, but values are as good as you've been accustomed to find at our Week-end Sales; a saving of a dollar or so on every pair.

700 pairs Men's Goodyear Weltered Boots and Oxfords, made in the popular Blucher style, patent colt, Dongola kid and gun metal leathers, straight last, swing and medium toes, high, medium and low heels, sizes 5½ to 10; regular \$3.50 and \$4.00. Friday bargain **2.49**

480 pairs Box Kip Boots, Blucher style, neat and serviceable; men's sizes, 6 to 11, **1.99**; boys' sizes, 1 to 5, **1.69**; youths' sizes, 11 to 13. Friday bargain **1.35**

As to-morrow will be the last shopping day of the week we want to bring very forcibly before the men of Toronto how our Men's Store has prepared to make their holiday worth while.

The kind of things that are mentioned here will satisfy critical men and yet the prices are extraordinarily low. This is a combination men rarely meet with outside our Men's Store. We urge your attention to every item here for Friday.

Bathing Suits, Shirts and Underwear

When men see these good kinds offered at a saving, they don't hesitate long about the investment — it means hot weather comfort for the next two months.

7,000 Men's New Negligees in pretty patterns and neat colorings, made from good quality cambrics into large and roomy shirts for summer comfort, sizes 14 to 18; regular 75c and \$1.00. Friday **.47**

4,000 garments of Men's Balbriggan Underwear, shirts and drawers in colors of grey, sky and natural; these are perfect in every way and ready to wear; sizes 34 to 44; regular 50c. Friday **.33**

1,000 Men's Outing Shirts, several different kinds to choose from, manufacturers' overmakes and samples, some with separate collars, sizes 14 to 18; regular \$1.00, \$1.50 and \$2.00. To clear Friday **.69**

200 Men's Pure Wool Cashmere Bathing Suits, navy blue with cardinal trimmings, two-piece style, well made, fast dye, guaranteed unshrinkable; regular \$2.50, for **2.00**

500 Men's Navy Blue Swimming Suits, made from two thread balbriggan, two-piece style, cardinal trimmings; regular \$1.25, for **.89**

These Things Will Add to Your Fun!

Get Them in the Basement

Neptune Silk Swimming Wings, not a toy, but a real aid to those learning to swim or float; regular 50c. Friday **.39**

Recreation Baseballs, just the thing for picnics, like a real baseball in appearance, but weighs only two ounces. Friday **.25**

Picnic Baskets, fancy braided with covers; regular \$1.25, \$1.35, \$1.75. Friday, **.49**

Baseball Bats—

Tape, wound handle; reg. \$1.00. Friday **.75**

Victor; regular 75c. Friday **.59**

Men's Match; regular 50c **.35**

Hammocks made from 4 ply cotton yarn, closely woven, with tufted head rest, 15 inch fringed valance and bar foot spreader 38 x 78, pretty tapestry effect in green, orange and olive shades; regular \$4.00. Friday **3.39**

Such a Suit, Ready to Wear for \$9.95

Are you one of the men who are saving money and improving their general appearance by investing in the good kind of ready-to-wear clothes? To show you how the idea is appreciated, we might mention that last year in the States over \$750,000,000 worth of ready-to-wear clothes were produced and sold to men and boys.

Yes, there's something in it, particularly when you have a good buyer scouting for you and picking up really astonishing values.

Look at this small collection of 160 suits for to-morrow's selling, the average regular price of which doesn't fall far short of double our Friday price.

Light weight fancy worsteds and fine cashmere finished chevots in light and medium grey and brown tones; among the lot are numbers of American models; every suit has a distinctiveness about it that can only be produced by expert tailors, sizes 34 to 44; regular \$15.00, \$18.00, \$20.00 and \$22.00. Friday **\$9.95**

Men's Hot Weather Clothing

Men's English Satara Cord Two-piece Outing Suits, a finely woven material very cool and comfortable, light fawn shade, latest 3-button single-breasted sack style, unlined, nicely tailored in every way and finished with three outside patch pockets, pants made with roll bottom and keepers for belt, sizes 36 to 44 **6.50**

Men's English Khaki Drill Outing Pants, suitable for cycle motoring, bowling or other outdoor exercise, well made and finished with double-stitched seams and keepers for belt, sizes 31 to 44-inch waist **2.25**

Men's English Flannel Finished Tweed Outing Pants, in a light grey ground, with double self and faint fancy colored stripes, stylishly cut with extra deep cuff bottoms and keepers for belt, sizes 31 to 44 in waist. . . **2.75**

Men's White English Cricketing Flannel Outing Pants, with side, hip and watch pockets, splendidly tailored and perfect fitting, sizes 31 to 44-inch waist **3.00**

Boys Are Care-Free in This Kind of Clothing

Boys' Russian Wash Suits, made from a strong durable English galatea, in a blue and white stripe pattern, single breasted style with white dull sailor collar, trimmed with material, and detachable white drill shield with fancy ornament or front, pants elastic bloomer style, sizes 2½ to 6 years **1.25**

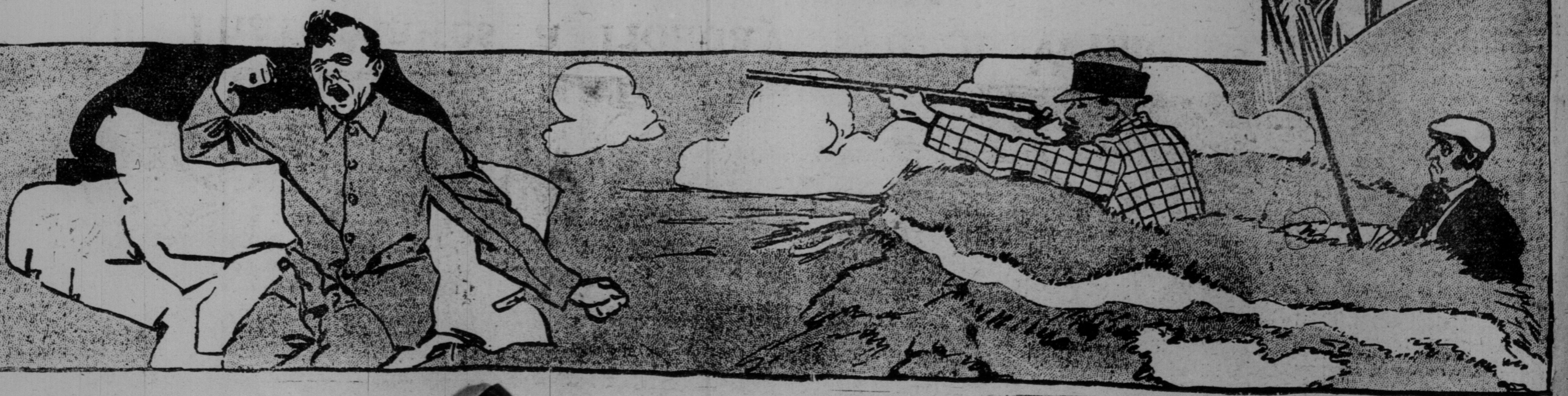
Boys' English Print Sailor Blouse Waist Suits in dark blue and white stripe pattern, made up with plain blue drill sailor collar and flowing end tie, trimmed with three rows of white tape braid, plain knee pants, sizes 6 to 10 years **.90**

Boys' Odd Khaki Drill Bloomer Pants, made with strap and buckle at knee and belt loops, sizes 26 to 30 75c; 31 to 34 **.80**

Boys' Light Tan Satara Cord Shirt Waists, made with soft attached collar and patch pocket, sizes 6 to 14 years **.75**

On Saturday, Dominion Day, the Store will be closed all day

The **SIMPSON** Company Limited
H. H. Fudger, President J. Wood, Manager



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