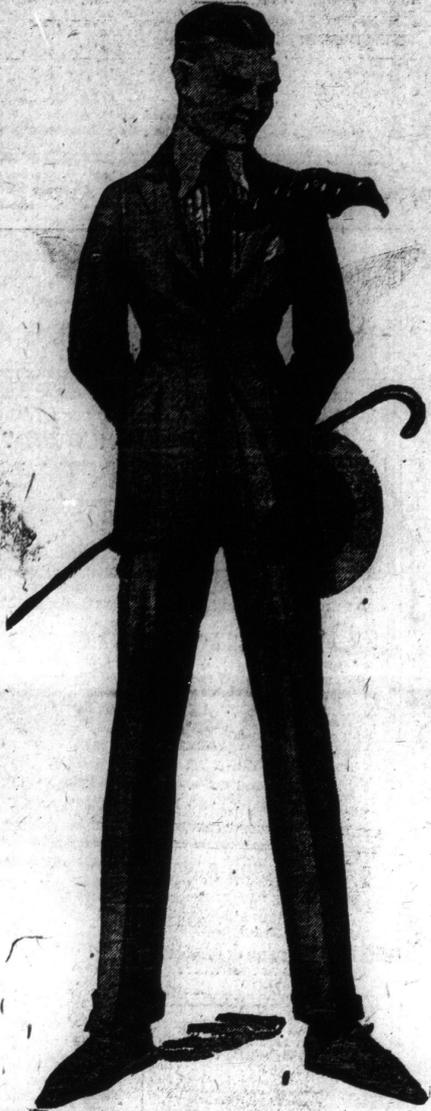


The Eleventh Hour Strikes!

---there remains but four and one-half hours in which to prepare for the holiday. Store Closes Today at One o'Clock



Today, more than ever before, men compare values, realizing that quality is hard to get, and that there are more quality seekers than there are quality clothes.

By comparison many men have found in Simpson's a Men's Store that believes primarily in quality, but only to the point of supplying better values, not as a gateway to high prices. Men have also found at Simpson's a Store of correct styles--styles that are backed by the authority of Michaels-Stern of Rochester, and the House of Kuppenheimer.

Here's One of the Many Low-Priced Holiday Offers for Today--Summer Suits \$9.90

There are ready for early shopping a special lot of suits in tropical weight tweeds, flannels and mohairs, broken lines and odd sizes, including the popular two and three-buttoned sacque suits, as well as these smart Norfolk and pinch-back styles. Two-piece suits, some unlined, some half lined; all are carefully tailored. Sizes 34 to 44. Of course they're greatly under the usual selling price. On sale today at **9.90**

Today's Breakfast at 30c Includes
Stewed Prunes or Grapefruit
Lamb Chop
Rolls and Butter
Pot of Tea or Coffee

Ideal Vacation Reading
FULL LIBRARY SIZE--50c PER VOLUME.
"The Real Diary of a Real Boy," by Henry A. Shute.
"The Keeper of the Door," by Ethel M. Dell.
"Desert Gold," by Zane Grey.
"The Flirt," by Booth Tarkington.
"Dearer Than Life," by Joseph Hocking.
"The Lad With Wings," by Berta Ruck.
"The Woman Gives," by Owen Johnson.
"Mother Carey's Chickens," by Kate Douglas Wiggin.
"Prudence of the Parsonage," by Ethel Houston.
"The Valley of the Moon," by Jack London.
"Ruggles of Red Gap," by Harry Leon Wilson.
"Queed," by Henry Sidnor Harrison.
"Daddy Love Legs," by Jean Webster.
"The Song of the Cardinal," by Gene Stratton Porter.
"The Patrol of the Sun Dance Trail," by Ralph Connor.
PHONE MAIN 7841.

CLOTH BOUND--LIGHT WEIGHT--50c PER VOLUME.
"Michael O'Sullivan," by Gene Stratton Porter.
"Richard Chatterton, V.C.," by Ruby M. Ayres.
"The Birth of a Nation," by Thomas Dixon.
"A Knight on Wheels," by Ian Hay.
"The Temptation of Tavernake," by E. Phillips Oppenheim.
"The Story of Wakatuli Bantler," by Kate Douglas Wiggin.
"His Official Fiancee," by Berta Ruck.
"Mrs. Oliver Orlson," by Joseph Hocking.
"Jerry," by Jean Webster.
"Bergeant Michael Cassidy," by Sapper.
"Pam," by Baroness Von Hutten.
"White Fang," by Jack London.
"The Lawbreakers," by Ridgwell Cullum.
"The Way of an Eagle," by Ethel M. Dell.
"The Trail of '95," by Robert Service.
"Cobb's Bill of Fare," by Irvin S. Cobb.
"The Fighting Chance," by Robert Chambers.
"Flower of the Dusk," by Myrtle Reed.
PHONE MAIN 7841.

Get That Bathing Suit in the Men's Store This Morning

Despite the growing scarcity of these popular pleasure costumes we are amply supplied to meet the demands of critical men and men who are exacting about fit and price. We never offered better values.

- One-Piece Suits at 65c.
- One-Piece With Skirt at 75c.
- Two-Piece Style at \$1.00.
- Two-Piece Cashmere at \$2.50.
- One-Piece With Skirt at \$2.00.
- One-Piece Cashmere at \$1.50.
- Two-Piece Suits of Heavy Wool at \$3.50

Outing Shirts One Dollar

These are shirts for which many stores get one-twenty-five, and at that price the assortment is limited, compared with what our men's store is prepared to array.

"Why?" you may say. Because we bought almost the entire output of a large shirt maker. He is known as one of the best shirt makers in the country, and gets credit for selecting the handsomest materials.

The shirts are tailored from fine percales and English cashmeres, the former in neat pin stripes. The latter may be had in the new Persian stripes in many colors, etc.

Designed with thin, soft attached collar that may be turned under when linen collar is to be substituted. Sizes 14 to 18. Exceptional value at **1.00**

Panama Hats

\$5, \$7, \$8 Values Today \$2.95

(No Phone or Mail Orders Filled.) We believe in giving men whatever advantage we have to offer at a time when it would be most appreciated, hence this grand Panama Hat opportunity here in time for the holiday. Dashing hats, every one of them; lines taken from swift-selling stock, including tele, scope, fedora and negligee shapes--styles that earlier in the season would readily bring the regular prices: \$5.00, \$7.00, \$8.00. Today you may have any hat in the lot for **2.95**

Straw Hats

We have put the hurry-out tags on all our straw hats, not because there is anything wrong with any of them, and not because we think the season is over with, but because it is our custom to clear stocks quickly. Your opportunity to get a new hat for the holiday at less than makers' cost is here. Come today. Straw hat prices for today are **.69, .95 and 1.45**

Outing Pants

A Special Purchase On Sale Today \$1.49

Just 250 pairs of men's Cotton Worsted Trousers in "outing" style, with belt loops and cuffs. Being a smooth, light weight material, they make an ideal trouser for this hot weather. Sizes 30 to 42.

English Flannel Trousers, in a white ground with blue stripe patterns, made outing style; perfect fitting. Sizes 32 to 44. Today **4.00**

The **SIMPSON** Company Robert Limited

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