

STORE HOURS: 8.30 a.m. to 5.30 p.m. Closed Saturdays at 1 o'clock During June, July and August. No Noon Delivery on Saturdays.

THE SIMPSON STORE FOR BOYS

Maintains the Same High Standard Today as Heretofore!

Present conditions have not changed Simpson quality. You can be sure of the same high degree of excellence in our boys' clothes which you have become accustomed to.

You can depend on Simpson clothes for real satisfaction---they cost no more than the camouflage kind.

Simpson boys' clothes are made by experienced tailors all working with an honest determination to make the best clothes for the price that money can buy.

Every suit is reasonably priced, value considered.

Boys' Summer Sailor Suits At \$4.50

Boys' Summer Sailor Suits of drill material. These are made in the regulation marine style and are of white drill of splendid quality. They have navy blue detachable collars, trimmed with three rows of white braid and also have patch breast pockets. The pant is full length with bell-shaped bottom; 3 to 8 years. Price, \$4.50.

Boys' White Repp Suits \$2.50

White Repp Suits of good quality with cluster of tucks down each side at front, and with all round belt. This also has two extra sets of collars and cuffs in blue and blue with white stripe. Full size range, 3 to 8 years. Price, \$2.50.

Two New Arrivals in Boys' Light-Weight Wool Suits

Number One is a worsted finished tweed in grey novelty stripe pattern, made in a not too extreme pinch-back model and has a three-piece belt, also patch pockets with flaps. The full cut bloomer has belt loops and patent expanding knee band. Prices, 7 to 12 yrs., \$9.50; 13 to 16 yrs., \$10.00; 17 yrs., \$11.00.

Number Two is a serviceable suit of grey homespun material with semi-fitted back, emphasizing the much sought after trench belt with buckle, also slash pockets. The bloomer has belt loops and expanding knee band fasteners. Prices, 8 to 12 yrs., \$10.50; 13 to 16 yrs., \$11.00; 17 yrs., \$11.50.

Simpson's Palm Room

Has become to an unequalled degree the rendezvous of the elite. It occupies a position of pre-eminent popularity with the discriminating.

Breakfast, 8.30 a.m. to 10.30 a.m.

Lunches a la carte at all hours.

Dinner, 11.30 a.m. to 2 p.m.

Afternoon Tea, 3.30 p.m. to 5.30 p.m.

—Sixth Floor.

Boys' Tan Outing Suits Today \$2.50

Tan Outing Suits of extra heavy weight drill. These have patch pockets and all round belt, and are trimmed with pearl buttons; just the thing for holiday wear or as a play suit. Sizes 3 to 8 years, \$2.50.

Boys' Suits \$4.85

A clean up! Brown stripes and plain effects. Made in semi-Norfolk models, box pleats extending from yoke to waist, with all around belt stitched at waist, free fitting bloomers, four pockets, expanding knee bands. Sizes 7 to 18 years. Today, 8.30 special, \$4.85.

Child's Coveralls

Saves clothes, saves washing, saves stockings; a one-piece combination overall. Blue chambray, \$1.25. Blue and grey pin check, and blue and white stripe, \$1.50. Khaki trimmed with brown, brown trimmed with khaki, and black trimmed with red, \$1.75. Sizes 2½ to 6 years.

Boys' Negligee Shirts

Boys' Negligee Shirts, made coat style, soft double French cuffs; good quality shirting material in neat colored striped patterns, separate collar to match. Sizes 12 to 14, \$1.00.

Boys' Negligee Shirts, coat style, soft double French cuffs; extra quality new patterns in fancy stripes, separate collar to match. Sizes 12 to 14, \$1.25.

Boys' High-Class Negligee Shirts, coat style, soft double French cuff with collar to match. Best shirting material in two and three tone striped patterns. Sizes 12 to 14, \$1.50.

Boys' Bathing Suits

Boys' Bathing Suits — Navy, one-piece combination suits; sizes to fit boys ages 2 to 15. Suit, 50c.

Boys' Bathing Suits — Navy with orange, red or white trimmed; made combination style with skirt attached. Sizes to fit boys ages 2 to 15. Suit, 65c.

Boys' Cotton Jerseys in a variety of colors, the proper thing for the boys for summer. Ages 2 to 15. Each, 35c.

Boys' Raincoats at \$8.50

In fawn paramatta and grey check tweed effects, made in trench style, slash pockets, all around belt (buckled) at waist, all seams sewn and cemented. Sizes 26 to 36, 8 to 18 years, \$8.50.

Boys' Knee Pants of Washable Material at 75c

These are made of a tough oxford material with splendid wearing qualities and are a blue and white stripe well finished with button holes in waist band to fasten to waist. Sizes 3 to 8 years. Price, 75c.

Boys' Shirt Waists of Approved Color, Fabric and Pattern

There is fit in every one of these Shirt Waists as well as comfort and satisfaction in appearance.

They are generously cut, accurately proportioned and correct in finish. They have character unsurpassed in boys' apparel.

The 65c Ones

Boys' Khaki Shirt Waists, collar attached style, pocket, draw-string at waist, buttoned cuff, large roomy bodies, double sewn seams. Sizes 6 to 14 years. Special, 65c.

The \$1.25 Ones

The "Boy Blue" Brand

Boys' Shirt Waists in plain and fancy stripes of black, blue, helio, tan; collar attached style, pocket, buttoned cuff, patented waist band. Sizes 6 to 14 years.

The \$1.50 Ones

The "Boy Blue" Brand

Boys' Shirt Waists, separate collar style, in large and varied assortment of stripes in two and three tone effects; buttoned cuff, breast pocket, patented waist band. Sizes 6 to 14 years.

And the \$1.75 Ones

The "Boy Blue" Brand

Boys' Shirt Waists in the finest quality shirting, zephyr, twill and corded materials; collar attached style, buttoned cuffs, breast pocket. Sizes 6 to 14 years.

Boys' Straw and Panama Hats Are Here A-plenty

Smart little Telescope shape with slightly curled-brim, made from even bleached canton braid, 95c.

Panamas in Rah-Rah, Telescope and Turban shapes, trimmed with black corded silk bands, \$2.50.

Madagascar Hats, trimmed with fancy colored bands. One of the most serviceable summer hats for children, 75c.

White Duck Tams and Outing Hats, all the smart little shapes in outing hats and tams, 50c, 75c and \$1.00.

Varsity Caps of good quality navy blue serge with emblems of The Allies, Boy Scouts, Maple Leaf, University School, Model School, etc., 75c.

Scuff! Scuff! But These Boys' Shoes Are Made to Stand the Hardest Scuffing

Boys enjoy buying their shoes here and they feel good afterwards. Because their experience tells them that Simpson shoes last longer, yet cost no more.

It is this extra wear that makes for real economy in the long run.

Boys' Tan Boots \$3.75

Made from heavy, soft calf-skin, solid leather soles and heels, solid leather insole. We call it our "Active Service" boot, and you'll find it all that the name implies. Sizes 1 to 5½, \$3.75.

Boys' Gunmetal Calf Boots

The happy-go-lucky boy has no terrors for these. In blucher style, with neat round toe, full plain quarter, and solid McKay sewn soles; sizes 1 to 5, \$3.25; 11 to 13, \$2.75.

The **SIMPSON** Company Limited

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