

Store Closes at
1 p.m. Today

Today in the Simpson Men's Store

Men's Tropical Suits at \$12.50 Are Cool---Stylish and Keep Their Shape

No need for you to wear your spring suit throughout the summer---save it until next year or early fall. You'll have an extra change---both suits will wear longer and you'll feel more comfortable and more efficient during the summer.

The \$12.50 suits are splendid value for the money. They're as good inside as they look outside.

Developed in cool cloths, tropical tweeds and Palm Beach Cloths. Plain grey and natural linen shades---designed in approved models for men and young men. Two and three-button styles---soft roll fronts and deep French facings. Sizes 35 to 44. Better see about yours today.

700 Arrow and Tooke Shirts Worth \$1.50 to \$2.50, Today, Each \$1.29

Isn't that an achievement now, in times like these? It is. But we happened upon the makers (who are clearing their stocks for fall business) and took the shirts off their hands at our own price.

We wish we had a thousand more of the same qualities to sell at this price.

Plain and fancy hairline stripes of black, blue, helio---also two and three-tone effects.

Sport shirts come in white Madras with plain or fancy collar---stripes of blacks and blues---plain white collars attached---Palm Beach collar attached. Sizes 14 to 17. Regularly \$1.50, \$2.00 and \$2.50. Today, \$1.29---4 for \$5.00.

For the Out-o'-door Man White Flannel Coats at \$5.00

There's more freedom in one of these sports coats than in any ordinary coat. You go about the game in a pleasanter mood, you look better and feel better. They're imported English coats, unlined, patch pockets and pearl buttons. And what's very important, they won't shrink. Sizes 36 to 44. Today, \$5.00.

Heavy Khaki Drill Outing Trousers

Sizes 32 to 44 for men and youths. They are made with double-stitched seams, five pockets, belt loops and cuff bottoms. 300 pairs to sell today at, pair, \$1.95.

Straws and Panamas That Are a Fitting Climax to a Well-dressed Appearance



Suppose you step in today and pick out your hat---you will find styles here to suit every face and every preference. Our prices, too, are value-giving prices in every respect.

Straw Hats in an excellent range of English and American straws with plain and notched brims---clear, well bleached sennit and split braids. \$2.00, \$2.50, \$3.00 and \$4.00.

Panamas of genuine South American quality in all the leading shapes for this season, \$5.00. Japanese Panamas which offer excellent service in such shapes as fedora, telescope crown and negligee shapes. \$3.00.

See our tableful of assorted Straw and Panama Hats. Values up to \$3.00. Midsummer Sale, today, \$1.49.

Still a Chance to Get in on the

Half Price Sale of Arrow Collars

2 for 25c

Right from the start the collars have been disappearing like magic. No wonder! It's only once in a blue moon that the opportunity bobs up.

The choosing is still very good despite the inroads made by busy selling. All sizes in the following styles:

Gothic, Madras, Chadley, Lynx, Huron and Baltic Also Brandon Soft Collars

The man who hasn't taken advantage of the sale ought to act upon our suggestion and come in today.

The collars are all first qualities, regularly 25c and selling at that price everywhere. Think of buying all you need and paying just half.

What About New Pyjamas? Up to \$2.50 Ones Are \$1.49

To be exact they're \$2.00 and \$2.50 qualities. So it's an inducement.

We cleared a maker's stock at a concession; that explains it. Also travelers' samples included. They have military and French neck collars---pearl buttons---silk frog fasteners. Sizes 34 to 46. Midsummer Sale, today, \$1.49.

Tooke brand---you know what that means. They are of fine flannel and percales in plain and fancy stripes of blue, helio and black.



Dine in Simpson's Palm Room

The superiority of the Palm Room is perfectly obvious to the casual, as well as to the most careful observer. The excellent food---the efficient service---the moderate charge, all combine to satisfy patrons of this popular restaurant.

Canada Food Board License Number 10-4222.
Breakfast, 8.30 a.m. to 10.30 a.m.
Dinner, 11.30 a.m. to 2.30 p.m.
Afternoon Tea, 3.30 to 5.30 p.m.
Lunches à la carte throughout the day.
---Sixth Floor.

Up and Coming Boys Need Strong Serviceable Clothes

Simpson clothes for boys have won an enviable reputation in the minds of mothers---not to mention the hit they make with the boys themselves.

The suits are not the most expensive---they're the most for the money.

Boys' Summer Vacation Suits \$4.95

Developed in attractive grey mixed tweed---three-button model---yoke back with pinch pleats. Albaround belt at waist.

Full fashioned bloomers with strap and buckle at knee. Sizes 9 to 15 years.

Only a limited number to sell at this reduced price of four-ninety-five.

The Most Practical Wash Suits for Boys, Priced at \$2.98

And such splendid choosing as there is---you couldn't wish for a more comprehensive variety.

Tommy Tucker, Norfolk and Novelty Norfolk models---long or short sleeves. Also several new styles approved by test.

Some have contrasting colors on cuffs and collars---stripes in pleasing combination of plain and novelty effects. Colors white, grey and pink.

Materials are galateas, Oxfords, linens and chambrays. Warranted to stand the rub of the tub---and sunproof. Sizes 3 to 8 years. Today, \$2.98.

Boys' Sport Shirt-waists Are Repriced, 59c

When we say they're 75c, 85c and \$1.00 values you'll appreciate the real significance of this offer.

Plain and fancy stripes, also plain tan---short sleeves---collar may be left open or closed. Today they're 59c.

Other Summer Needs for Boys

Boys' Bathing Suits. Sizes 22 to 32. 50c.

Boys' Balbriggan Underwear, shirt and drawers. 50c a garment.

Boys' Balbriggan Natural Combinations. Sizes 22 to 32. 75c.

Boys' Cotton Jerseys in navy blue, long and short sleeve, 39c.

Boys' Negligee Shirts with separate collars in black, blue and mauve stripe. \$1.25.

The Shipment Arrived Behind Time, So---

An Outgo of Men's Boots and Low Shoes at \$5.45

Savings on every pair run from \$1.50 to \$2.00. The shoes are made to look right, fit right and wear right---the result of correct workmanship and good style.

Choose from blucher and straight lace shoes in brown and black calf---gunmetal---patent leather and vicí kid. Some have Neolin soles; others single and double weight leather soles. Sizes 5½ to 10. Today, the pair, \$5.45.



Boys' Oxfords Are \$3.95 Today

Mothers of boys will recognize a favorable chance here.

The shoes are correctly made on English recede toe last---straight lace style with blind eyelets. Guaranteed Neolin soles---solid rubber heels---gunmetal and Havana brown leathers. Sizes 4 to 5½. Today, the pair, \$3.95.

Patent Slippers for Children

Made according to the requirements of growing feet. Smart styles in correct lasts---patent ankle strap---low heels. Sizes 4 to 7½ at \$1.29; sizes 8 to 10 at \$1.49; sizes 11 to 2 at \$1.79.

The **SIMPSON** Company
Robert Limited

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