

TODAY IN THE SIMPSON STORE FOR MEN

Establishing a New Price and Quality Record for Toronto---Indeed for All Canada!

Men's Suits of Genuine Palm Beach Cloth 8.75

Never was the demand for Palm Beach Suits so great! It is an acknowledged fact that they will become scarcer and higher in price as the season "warms up."

Notwithstanding the present outlook here's a healthy swing forward in the right direction, the result of our successes in buying, by which we have attained a leadership.

Men's Palm Beach Suits that are high-class in every respect: in cut, workmanship and material, in the season's two popular styles--pinch-back and single-breasted sacque.

Suits That Possess These Distinguished Super-features:

Coats---

Full French faced, three outside, one inside pocket, watch and change pockets.

All seams double-stitched, armholes neatly piped by special method which prevents the possibility of seams giving in when washing or wearing.

All buttons properly matched. Neck piece of self goods, lined; sleeves have deep facings.

Trousers---

All trousers are made with watch and two hip pockets with buttons and button hole, two-piece curtain lining. Trimmed belt loops and 1 1/2-inch cuff bottoms.

Crotch reinforced or inseam and cross-seat seams, absolutely preventing any opening of seams in wearing or washing.

Pocket corners are bar tacked. All pockets serged flat to prevent curling in washing.

Materials---

All materials used in the making of these suits are genuine Palm Beach cloth and are cold water shrunk at the mill and again thoroughly shrunk by the clothing manufacturer, assuring no further shrinking in the laundering.

Furthermore, the fabrics in addition to being of unusually fine quality are also closely and evenly woven.

Styles---

Styles for young men, men and elderly gentlemen.

Pinch-back models for the younger men and for the older men who aim to keep youthful.

Stylish, good-looking plain sacque styles for young men and men with more conservative tastes. This season's latest approved styles.

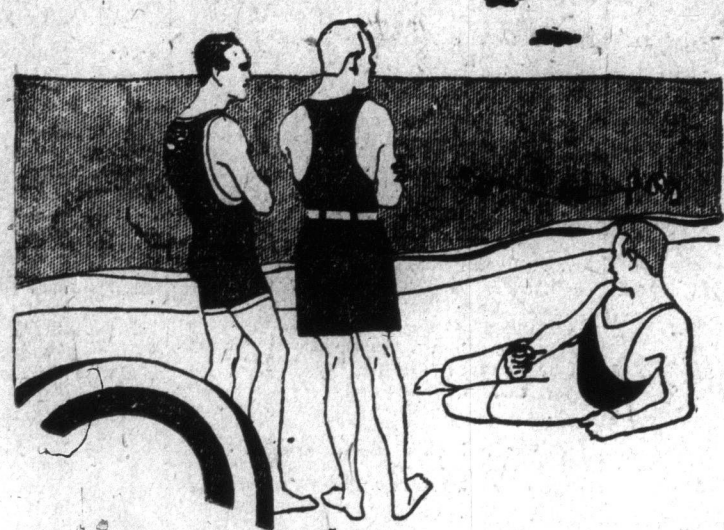


Men's Waterproof Coats Today at \$12.50

The single texture silk used in their construction is of unusually high standard, thoroughly rubberized, in fawn shade. Coats designed in popular single-breasted style, with close-fitting collar and raglan shoulders. All seams sewn and taped. Tailored long and roomy, yet perfectly-fitting. Sizes 36 to 42.

Men's Light-weight Three-piece Unlined Suits, \$18.00

Suits that are unsurpassed for style, appearance and workmanship. Suits that are light in weight, yet strongly made. Obtainable in dark grey worsted, showing subdued stripe pattern. Expertly tailored in single-breasted sacque style. Unlined vest and cuff bottom trousers. Sizes 36 to 42.



Boys' Cotton Bathing Suits Today 39c

Boys' Bathing Suits, navy cotton; one piece, buttoned shoulder. Ages 2 to 14 years. Today39

Men Who Keep Astride of the Times Will Be Prepared for a Cool, Refreshing "Dip."

And no telling how soon the opportunity may present itself—only a matter of hours, perhaps. Bathing is never more thrilling than when one wears the proper costume. Men who look forward and enjoy the pastime know that a smooth, perfectly-fitting costume is essential where the maximum sport is to be attained. Today's list contains only the better-made kinds of bathing costumes—garments that have been given special attention as to fit and weight, and reinforcing where the latter is necessary.

Men's All-wool Bathing Suits \$3.50

Men's All-wool Bathing Suits, 2-piece; worsted rib knitted, sleeveless; jersey neck; pocket; gray with white trimmings, navy with white trimmings. Sizes 34 to 44. Suit3.50

Men's Cotton Bathing Suits \$1.00

Men's Navy Cotton Bathing Suits, 2-piece style, 32 to 441.00
Men's Bathing Suits, one-piece style, of cotton, in navy. Sizes 32 to 4475

Boys' Cotton Jerseys 35c

Boys' Cotton Jerseys, plain navy and white, also white and navy with colored collars. Ages 2 to 14. Today35

Men's and Boys' Negligee Shirts

Boys' Sport Shirts, cream or white. Sizes 12 to 1450
Men's Sport Shirts in plain white, also fancy striped material. Sizes 14 to 171.00
Men's Sport Shirts, white with fancy collars, also striped patterns with white collars. Sizes 14 to 171.50
Men's Silk Sport Shirts, made from extra quality Japan silks, white and pongs. Sizes 14 to 173.00

The Simpson Refrigerators Contain No Wood Inside All Metal Interior---No Odor---Imparts No Woody Food Taste

Even the ice tray is footed with metal. Every refrigerator is made from thoroughly seasoned, kiln dried maple or oak, finished in the natural wood color. The interior of each refrigerator is so constructed that always there is free circulation of pure, fresh air through the food chamber. Here are prices and description:

Refrigerator, solid oak case, well finished; side provision chamber in white enamel; size 39 inches wide 34.00 by 58 inches high	Refrigerator, well seasoned maple hardwood, natural finish, galvanized interior, movable shelf and flues; height 40 inches; top 18 inches by 24 inches	Refrigerator, well seasoned maple case, natural finish, rounded corners, has double doors, white enamel interior, fitted with wire shelves; size of top 20 inches by 21.00 35; height, 45 inches	Refrigerator, solid oak case, rounded corners, fitted with wire shelves, has white enamel interior. Top, 20 by 28 inches; height, 27.00 54 inches	Refrigerator, well seasoned maple case, has rounded corners, wire shelves, white enamel interior, movable flues; top, 20 inches by 54 inches; height, 22.75
Garden Chairs, woven splint seat, slat back, in red, green and natural. Special	Mattress, sea grass centre, layer of felt both sides and ends, deeply tufted, covered in good grade of art ticking; all regular sizes. (Not more than 2 to one customer.) Regular \$4.50	Camp Cot and Mattress, hardwood frame with head and foot end, has strong woven wire spring. Mattress filled with jute felt. Complete at	The SIMPSON Company Limited	



Hammock Reading Cloth Bound, Each 30c

The Scarlet Plague, by Jack London.
The Time Machine, by H. G. Wells.
The God of His Fathers, by Jack London.
The Red Virgin, by G. F. Turner.
The Demon, by C. N. and A. M. Williamson.
The Women of Babylon, by Joseph Hooking.
The Streets of Ascalon, by R. W. Chambers.
Doing Their Bit, by Boyd Cable.
The Grass Bowl, by Louis Joseph Vance.
The Grip of the Wolf, by Morris Gerard.
Sins and Sevens, by O. Henry.
Ulrich the Hittite, by Wylards.
Almanac's Folly, by Conrad.
A Honey-moon in Hiding, by Valsey.
Private Pinkerton, Millionaire, by Ashton.
The God of His Fathers, by Jack London.
The Red Virgin, by G. F. Turner.
The Demon, by C. N. and A. M. Williamson.
The Women of Babylon, by Joseph Hooking.
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