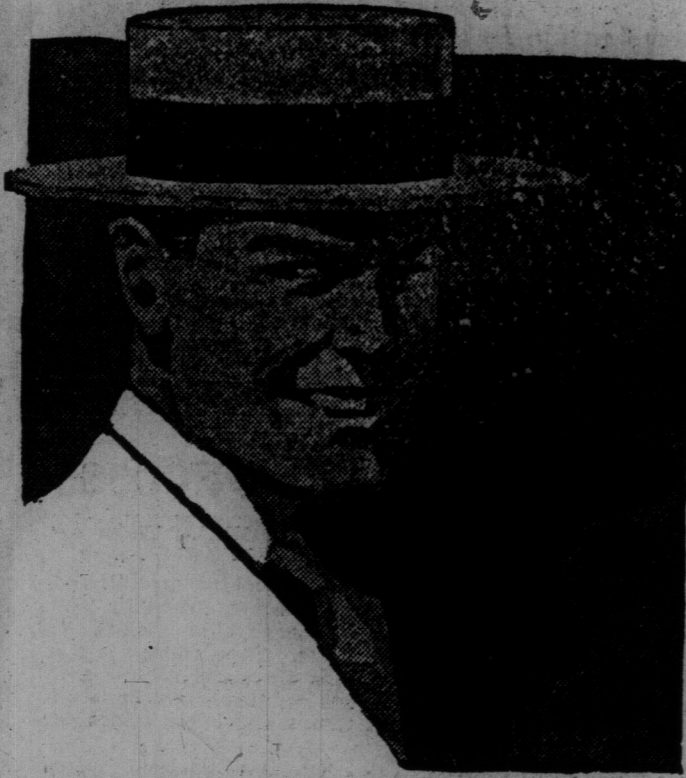


Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

# Simpson's--Opening the Straw Hat Season Today With

Store Opens at 8.30 a.m.



## "Top-Notcher" Styles for Men

Store Closes at 5.30 p.m. Daily.



These Simpson Straw Hats are styles of originality. They conform to the ideas of young men and men who want something individual and different.

These straw hats have the superior air and sterling worth characteristic of the Simpson quality standard.

The shapes and weaves embrace the newest style kinks, and are marked at prices within your reach.

Here are the narrow bands—the sennit braids for young men who demand original hats of snap and smartness—split braids for men of conservative ideas—flexible straws, remarkable for their softness and lightness of weight.

Becoming styles in imported and unbleached braids and fancy, coarse and fine braids, in various shapes.

<p><b>HIGH-GRADE PANAMAS</b> Exceptionally fine qualities in South American Panamas, "guaranteed genuine," in fedora, negligee, or tourist and telescope crown styles, with flat and slightly curled brims. Also sailor or boater shapes. \$5.00, \$6.50, \$8.00 and \$10.00.</p>	<p><b>ENGLISH STRAW HATS, \$4.00</b> Fine Quality English Sennit Hats, in plain and notched edge brim styles. \$4.00.</p>	<p><b>OTHER SENNIT STRAW HATS</b> English, American and Canadian makes. Priced at \$2.00, \$2.50 and \$3.00.</p>	<p><b>SPLIT BOATER STRAW HATS</b> Fine Split Straws, in boater or sailor styles. Priced at \$2.00, \$2.50, \$3.00 and \$4.00.</p>	<p><b>JAVA STRAW HATS</b> Like Panamas in appearance. Fedora and telescope crown shapes. Priced at \$1.50 and \$2.00.</p>	<p><b>TOYO PANAMAS</b> These hats are of Japanese manufacture, but are not made from a natural reed, as the Genuine or South American Panamas. They give splendid service. \$2.50, \$3.00 and \$4.00.</p>
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### Men's \$6, \$7 Boots, Today, \$4.95

A Saturday opportunity that should create a stir among men and young men.

Havana Brown, Gunmetal and Patent Leather Boots.

Blucher and straight lace style. Wide, medium and English recede toes, leather and guaranteed fibre rubber soles. Military and low heels. Sizes 5 to 11 in the lot. Values \$6.00 to \$7.00. Today, \$4.95.

Simpson's—Second Floor.

### New Soft Hats for Men

Correctly Styled and Properly Priced

Lincoln Quality, \$5.00.  
Leeds Quality, \$4.00

The new spring shapes, in shades of greys, greens, brown and black.

Other High-Grade Hats, such as John B. Stetson, Borsalino, Knox, Mallory and Christy.

Spring Weight Caps.  
They're the thing this season, and here you may choose from many smart shapes, in light and dark shades of tweeds, homespun, silks, etc. 95c, \$1.50, \$2.00, \$2.50 and \$3.00.

Straw Hats for Children  
Jack Tar and Rah-Rah shapes, in natural, black and navy. Plain and gold lettered bands. \$1.00, \$1.50, \$2.00, \$2.50, \$3.00 and \$3.50.

Men's Hat Department—Main Floor.

### Fine! Worsted Suits at \$25

For Young Men and Men

By taking advantage of a fortunate purchase we are in a position to offer this exceptional value.

These suits are developed in fine mill-finished worsteds in most attractive patterns. Plain grey pick-and-picks—medium grey pin checks, and numerous other shades of brown and grey in stripe and check effects.

They are single-breasted, 2 and 3-button, soft roll, and semi-form-fitting models. Also some of the new waist seam styles, so important to young men. Sizes 34 to 44. Today, \$25.00.

Navy Worsted Suits, \$32.50  
Of fine finished worsted, in single-breasted, three-button, soft roll, semi-form-fitting model. Sizes 36 to 44. \$32.50.

Youths' Trencher Suits, \$20  
For Young Fellows 15 to 19 Years  
Dark heather brown tweed mixture. Single-breasted, two-button, long soft roll, all-around belt. Sizes 32 to 36. \$20.00.

### Men---Buy \$1.00 Merino Underwear at 69c

Shirts and Drawers, in the right weight for present wear, natural shade merino, soft, smooth, even thread. Shirts have French-finished neck, outside trimmed. Drawers have outside trimmed waist, suspender loops, and lined gusset seat. Fine elastic ribbed cuffs and ankles. Sizes 34 to 44. Regularly \$1.00. Today, garment, 69c.

### Men---Shirt Sale at \$1.88

3 for \$5.50

Arrow, Forsyth, Strand—Regular Prices \$2.00, \$2.50, \$3.00.

Men! Get stocked up with Fine Shirts for several seasons ahead. These Shirts are all coat style, with soft double French cuffs. The materials are repp cloths, woven madras, prints, cords and twills. Expertly fashioned to fit comfortably. Clearing lines from the makers, also broken lines from our own stock. Newest patterns. Stripes in two and three tone colorings. Sizes 13 1/2 to 18. Regular \$2.00, \$2.50, \$3.00. Today, \$1.88; 3 for \$5.50.

Simpson's—Main Floor.

### Fortunate for the Mothers Who Buy Suits for Boys at \$8.95

—because they will obtain Boys' Suits of a better grade than that price usually commands.

They come in a wool and cotton grey-mixed tweed, with grey stripe and a light grey broken check design, in brown stripe worsted finish material.

Single-breasted model, with all-around belts and vertical pockets. Full-fashioned bloomers, with belt of self material, and governor fasteners. Sizes 7 to 14 years. Today, 8.30 special, \$8.95.

Boys' Tweed Bloomers at \$1.29.  
100 pairs of Blue Wool and Cotton Mixed Tweed Bloomers, with grey hairline stripe. Full fashioned—lined throughout—strap and buckle at knee. Sizes 8 to 15 years. Today, special, \$1.29.

Clearance of Boys' Spring Toppers and Overcoats.  
46 Coats in this lot, of Donegal tweeds, shepherd checks, brown and grey tweeds, and a few worsteds and covert coatings. Some in topper style—others in pinch-back and slip-on models. For this lot we cannot accept phone or C.O.D. orders. No refunds or exchanges. Sizes 26 to 35; 8 to 17 years. Regularly \$9.00, \$9.50 and \$10.00, at \$3.95.

Simpson's—Main Floor.

### No. 2 Folding Premo, \$7.50

The No. 2 Folding Premo takes pictures 2 1/4 x 3 3/4 in., using standard size film—neatly finished in imitation leather. Fitted with reversible view finder and ball-bearing shutter. Very compact. Price with Meniscus Achromatic Lens, \$7.50.

No. 1 Autographic Kodak, \$12.50.  
The Autographic Kodak stands alone for sterling value—beautifully finished, in genuine leather and nickel, and has ball-bearing shutter, cable release, and is the most up-to-date camera on the market. Prices as follows: No. 1 Kodak, Jr., with single lens, \$12.50; No. 1 Kodak, Jr., with R.R. lens, \$14.00; No. 1 Kodak, Jr., with F 7.7 lens, \$19.75.

### Genuine French Briar Pipes 39c

150 only, large variety of shapes. Bent or straight stems, with black vulcanite mouthpieces. Mounted with metal ferrules. Reduced price, 39c.

Simpson's—Main Floor.

### M - E - N

Waist-Seam Overcoats, \$28.00.  
Fashioned from rich dark brown cheviot. Long roll lapels—natural shoulders—slash pockets. Sizes 34 to 42. \$28.00.

Chesterfield Overcoats, \$25.00.  
Developed in plain dark grey cheviots. Single-breasted—fly front. Slightly fitted back. Regular pockets with flaps. Sizes 36 to 44. \$25.00.

Lightweight Overcoats, \$25.00.  
For Young Men and Men.  
Slip-on and Trencher models, made from smart grey and brown tweed mixtures. Sizes 34 to 42. \$25.00.

Two-Purpose Tweed Raincoats, \$14.95.  
Trencher model, developed in mixed tweed. All-around belt—convertible collar and slash pockets. Fancy worsted lining. Sizes 34 to 42.  
The coat for rainy days or cool evenings. Specially priced today at \$14.95.

Simpson's—Main Floor.

The Robert SIMPSON Company Limited

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