## The Toronto World．

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# COOL CLOTHING CONTRIBUTES COMFORT 

## POPULAR PRICES PROVE PERSUADING.

## FACTS FOR THE FRUGAI FOIKS I

\section*{${ }^{1}$. We oexhibita alarger and Aner assortment of Summer Clothing for Men, Boys and Children than

 ment---25 per cent. reduction from our all eady Low figures.

\section*{WHY THIS MARK DOWIN ?

## WHY THIS MARK DOWIN ? <br> Simply because we prefer to take advantage of the prevailing warm weather for disposing of all may have, to another year. They count that a twelvemonth hence this surplus will show up as new stock! No year-old, whatever surplus they <br> The policy we have outlined and adopted calls for a general clearing out of goods as the seasons advance, irrespective of sacrifice or loss, so that succeeding seasons may find us exhibiting nothing but new fabrics and new designs. We are not design and color of fabric. frigerators, yet they are cool to look at, and cooler still to wear.

## OAK

## LARGEST RETAIL CLOTHING HOUSE IN CANADA.



