



Men's Navy Blue Bathing Suit, Special, 39c If you are going holidaying, you'll need a bathing suit. A range is at your disposal in the Men'
Wear Section, that will aid greatly in your selecting a suitable one. For example, there is this line: Wear Section, that will aid greatly in your selecting a suitable one. For example, there is this line:
Made in one-piece style, of finely woven cotton, fastening on shoulder with buttons. Sizes Made in one-piece
44 to 4 . Special, 39 .

Men's Night-Robes, Special, $\$ 1.69$
In white cotton, cambric or fine lawn, with $V$.shaped necks, or in medium weight twill, with military collar able values

## MEN! ARE YOU PREPARED FOR THE SUMMER?

## We Are PREPARED to Supply Your Needs

Again the Men's Wear Department comes to the forefront with a very practical list of season-
There is nothing like good healthy sport to take your mind off business; but there's nothing like unwieldy, unsuitable clothing to take your mind off your sport. For the man who is going to play a little golf, for example, light clothing, such as athletic combinations and outing shirts, is almost indispensable.

Our prices are right, a visit will convince you that our goods are right. Come in and let us fit you up in the right way.

Men's Athletic Combinations, Special, \$1.19 They are made in athletic style, sleeveless and in knee length, of corded or checked madras, Sizes 34 to 46 in the lot: Special, $\$ 1.19$.

## "Sport" Outing Shirts at 85c

They are made with low roll collar, that can be buttoned close to neck, cut in coat style, They are made with low roil coilar, that can be buttoned close to neck, cut in coat style,
with long sleeves and imitaito soft double cuffs. The material sp plain white, in corded cotton Men's Two-piece Balbriggan Underwear, Garment 33c Men! 33c a Garment for Balbriggan Underwear is Something Unusual These Days. In fact, even in normal times, 33 c would be a noteworthy price for underwear of this quality; but come early and judge for yourself. They are in fine lightweight natural shade balbriggan, wifh long-sleeved shirts and ankke-length drawers. Sizes 34 to 42 . Not more than four suits to each customer. Garment, 33 e.

Men's Suspenders, Special, 29c
Made of lisle thread, elastic and webbing, In cross-back style, with white leather trimmings, cast-off ends and gilt adjustable buckle. Special, pair, 29 c .
"Burberry's" Rainproof Coats of Covert Cloths and Gabardine in Olive and Self Shades of Fawn, $\$ 20.00$ to $\$ 32.50$
Of Course You've Heard of "Burberry," London, Eng-
land, Makers of Raincoats, Similar to Those for land, Makers of Raincoats, Similar to Those for
Officers, Who Claim Them as the Best Yet Certainly any coat that will give satisfaction in the
and drizzle of "over there" should give entire satisfaction here. Those at $\$ 20.00$ are of an olive shade, lightweight covert cloth, proof against rain or wind, in single-
breasted style; length 48 inches; have the smart raglan breasted style; length 48 inches; have the smart raglan
shoulders; button in a fly, with London collar, with tab Shoulders; button in ackets, closing with button; the back
across throat, slash pock
drapes loose from the shoulders. Sizes 36 to 42 . Price, drapes
$\$ 20.00$.

Those at $\$ 32.50$ are of the "Ticklochen" model (as
orn by English officers), of gabardine cloth, in self worn by English officers), of gabardine cloth, in self
shades of fawn, lined with a plaid worsted effiect: have long lapels that may be converted. Collars are about $31 / 2$
inches in depth. Have belt at waist, flare skirt, English inches in depth.
raglan shouders, and slash pockets. Price, $\$ 32.50$. Oil Silk Coats, a traveling companion that may be
rolled up and placed in a corner of ciub bag. In black rolled up and placed in a corner of ciub bag. In black,
brown, green and corn color, in single-breasted fly front
style, with buttonholes reinforced with- leather. drapes loosely from the shoulders, $\$ 18.00$.

Men! Boater Straw Hats, English Make, Half-Price, 75c If You're Ever Going to Need a Straw Hat-..It Should be Soon-.-Here's an Inducement
to Buy Now
Wo cannot take 'phone or mail order, the ounnty being imited, and only ono hat to a

These are of sennit straw, of close weave, trimmed with black corded ribbon, with bow at side, and having well-drummed sweatbands, which adds greatly to wear ( Crowns are $31 / 4$ high, with a $23-8 \mathrm{brim}$. Half price today, 75 c .
Just a word
about the aristo-
crat of all hats-
the Silk "Topper,"
of which there's a
good. showing in
the Men's Hat
Section.
English, Ameri- in a variety
of shades, $\$ 1.50$.

Men 1 Here is a July Sale Special in Footwear That Means Great Savings
Men's Gunmetal Calf Blucher Boots, Today, Sale With the cost of raw material and labor as it is, this
valuation should lighten the heart of many a man. They are strong, well made boots, with Goodyear welted double soles and medium found toe. They are just what you
will need for business and and will give
special, $\$ 3.95$.
Men's Thread Silk Half-Hose, to Clear, 85c A collection of odds and ends taken from our regular lines of men's thread silk half hose are offered at a
special price for clearance. All have fine ribbed lisle special price for clearance. All have fine ribbed liste cuff
and the color range includes black, wrime, navy, grey, tan, clampazne, brown and other shades. Some have clox, others are striped, and others plain, and there are
sizes 10 to 11 in the lot, but not in each color. Per sizes
pair,
$85 c$
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The Acoustieon Gives Hearing Aid The Acousticon, an electric aid to hearing - is
thed by our. Optical Department. handled by our Optical Department. The 1918 model,
with the new small ear-piece, is one of the latest develop. with the new small ear-piece, is one of the latest develop.
ments of science in the way of aid for failing ears. Several
types of the instrument are demonstrated, to suit various mens of science int he
types of the instrument
degrees of impairment. If you have difficulty in conversing with your family and friends, or in conducting your business, come in and
inspect the Acounticon. A demonstrator will explain the
details of details of use, And the various points of excellence. Cousticon,
Remember: The important thing is to hear.

- Third Floor,
${ }^{\text {T}}$ T. EATON CO
HAYING GENERAL
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##  <br> WANTED <br> BY A GOOD TORONTO FIRM SEVERAL FIRST-CLASS DRAFTSMEN    Co, wordd fifice



## WHOLESALE FRUITS AND VEGETABIES

WE WANT EGGS AND DAIRY BUTTER STRONACH \& SONS, sinvich sri












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## Today in the Simpson Men'sStore-85 SplendidSuits Are Tagged $\$ 17.95$ for a Clearaway! <br> In this group of suits you'll find your size, be-

cause we've eliminated the word hard-to-fit from our vocabulary. The tall man, the stout man, the thin man--all can be suited correctly.

The secret of it all is the variety of models we have at our disposal. Good styles for all kinds of men--Stout, thin, tall, short and medium stout.

Let us show you the garment designed for you and you'll know why we think of you as an easy-to-fit man.

This lot comprises all new goods, made up from fine tweeds and worsteds in greys, browns, fawns and mixture effects. Single breasted, two and three button, form fiting and semifitited modells, trencher styles, with all around belt and half belted back effects. .est and trousers well tailored, the trousers inished with belt
loops, cuff. or plain botom. Sizes 32 to 48 . Niddummer Sale price, today at $\$ 17.95$.


## Men-The BathingSuits Are Going Fast-Hurry

 Sizes 34 to 42 . Suit, 65 c .Men's Bathing Suits-Made from good quality cotton. They come in navy with white, red or
orange trimmed. Popular one-piece style, with

Men's Bathing Suits - Two-piece style, good quality cotton, navy on Men's Cashmere
Men's Cashmere Bathing Suits-Made one-piece
style, with skirt attached fine all-wool navy cashmere. Sizes 34 to 44 . Suit, $\$ 2.00$.
Men's English Worsted Bathing Suits-Made two-piece style. Navy, with cluster stripes in red or
green. Good weight and quality. Sizes 34 to 44 .. Suit, \$4.50.

Men's Elastic Rithed Kat Alwo ba俍 avy with white. Suit, $\$ 4.00$
Men's Elastic Ribbed Knit All-Wool Bathing Suits Two-pliece style. This suit comes in grey with wide white bar across breast, with white lines
knee and skirt. Sizes 34 to 44 . Suit, $\$ 4.50$.

Simpson's MARKET



## Madam, See What 49c Buys Today!

Women's Art Silk Sports Caps, 49c Sweater Coat Department,
Third Floor. Splendid for boating,
motoring and all kindred sports, as they fit closely to
the head. A smart style, with button-caught side points joined to deep revers.
Lined and unlined in the Lined and unlined in the lo Great choice of popular
colors. Regular values $\$ 1.50$ oo $\$ 2.25$. Today, only, 49 c . Women'sGloves and Stockings Hose, in black and white. Sizes $81 / 2$ to 10 . Excep Women's Women's "Penangle
Cashmere Hose, seconds a 69 c extra fine quality black only. Sizes $81 / 2$ and
9. Today, 49 c. Women's Pure Silk Gloves, back only; perfect
ly finished ; two dome fasten ers and double-tipped fin
gers, Sizes 6 to 7 . Regu
larly 69 . Today, 49 c. Women's Lisle Threa Gloves, closely woven, and having two dome fasteners
black, white and grey. Sizes 6 to $71 / 2$. Today, 49c. Women's Plain Black an
White Cotton Stockings splendid quality and seam
less.
lizes $81 / 2$ to 10


## Infants' and

 Children's Shirtaenend Bonneterter 49c fine nants' Short Dresses, of Hubbard style, with prettily pin-tucked yokes and skirtslace trimmed. months to 2 . larly 75c. Today, 49c. Infants' Lingerie Bonne of fine white lawn, deep em
broidery revers with lace frill or prettily pin-tucked rever
with
lace with lace edges; wide lawn
ties. Sizes 12 to 15. Regu-
larly 65 c and 75 . Children's Ba1briggan
Knit Fine White Cotton Co mbinations, "Zimmer knit" brand; drop seat style,
with no sleeves and -wide lace-trimmed knee. Sizes 3 ${ }_{85}^{4}$ and 5 years. Regularly Children's'short Nainsook
Skirts, button Skirts, button on shoulde
style;
dainty style; dainty embroidery
lawn frill. Sizes 6 month
to 6 vears in to 6 years in the lot. Regu-
larly 75 c or 85 c . larly 75 c or 85 c . Today,
49 c .

## Six Bargains inWash Goods

 All One Price, 49c Yard Today, Der yard, 4 ece.
sink
stripe $=-=$ $=2$


> Regular $60 c, 65 c$
and $75 c$ Ribbons 49 c Black Taffeta Ribbon,
inches wide Today, per yard, 49c. Black Moire Ribbons, inches wide. Regularly 7 Today, per yard, 49. Tartan Plaid Taffetas, 6
inches wide. Regularly, 75 c .
Today, per yard, 49 c . Today, per yard, 49 . Two-tone Moire Stripe
Taffeta Ribbons, extra heavy quality, Regularly 85 c . To day, per yard, 49 c .
Dresden Ribbons, with
light and dark Dresden Ribbons, with
light and dark colored
grounds; grounds; especially -suitable
for hair bows and sashes for hair bows and sashes.
Regularly 75 c and 85 c . To. Regularly 75 c and 85 c .
day, per yard, 49 c .
6 -inch Colored Moire Ta feta
Cardinal, tann,
Ribbons, in
Nyrtle, niekel cardinal, tan, Myrtle, nickel
and coral, Regularly 60 c .
Today, per yard, 49 c .
 on White srounds Reg hund
75 e . $\mathrm{Today}$, per yard, 49 e .



Whitewear 49c
65 c Corset Covers, 49c. Made of fine nainsook, in a good choice of styles, with
yokes of dainty lace and em broideries. Regular 65 c and 75 c values. Today, 49 c .

75 c Aprons, 49c. Made of good quality
white lawn and striped print. ome are gored, others are gathered on band. Also a
number of dainty tea aprons in the lot. Regularly. 75 s . Today, 49c.

Brassieres at 49c
Hooked in front or ban-
deau style, made of extra of lace or plain bound tops, with strap shoulders. Clearing today at 49 c .

75c Drawers, 49c. Made of English cotton, ace, embroidery or hemstitched tucking; both styles, but not every size in the lot;
also knit cotton drater also knit cotton drawers, in
lace.trimmed umbrella style. Reg. 75c. Today, 49c. Women's Wash Skirts, 49c. 250 Women's White In-
dian Head Skirts, buttoned to dian Head Skirts, buttoned to
hem or finished with four buttons at front closing. Single pocket. Regularly.


The Half-Price Sale of Arrow Collars Will Soon Be a Memory

2 for 25c
Hundreds of wise men are mighty glad this opThy came their way. pay 25 c elsewhere.
All sizes in the following styles
Gothic Madras, Chadley, Lynx, Huron and Baltic. Also Brandon Soft Collars. a half-price event. Will you be among the oppor tunists who will realize on this offering today? Regularly 25 c . Buy as many as you can carry
ay- 2 for 25 c .

## More News for Men

Advantageous pricings on things men are looking for these
Summer days. See what there is for you: 75 Men's Grey Chambray Office Coats, well tailored, finished
with three patch pockets, Sizes 36 to 44. Midsummer Sale price, with three patch pockets, Sizes 36 to 44 . Midsummer Sale price,
today, $\$ 1.75$. 100 Pairs of Men's and Youths' Khaki Trousers' serviceable
and well made, with five pockets, belt loops and cuff bottoms. Sizes 26 to 44, Midsummer Sale price, today, $\$ 2.00$. Men's Imported Silk Raincoats, lightest weight made, durable, Just the coat for traveling; takes up practically no room in bawn. Just the coat for traveling; takes up practically no room
Sizes 34 to 46 .. Midsummer Sale price, today, $\$ 15.00$. Men's Imported Silk Sport Coats, material and finish same as
raincoat. Very suitable for sport or outing wear. Sizes 34 to 46 , raincoat. Very suitable for sport or out
Midsummer Sale price, today, $\$ 10.50$.


Boys! Did You Ever See Such Bloomers for \$1.19? Finish Tweed check and black, grey and green stripe design. These bloomers are full lined, roomy in size, fin ished with belt loops, three pockets, strap an buckle at knee. The wearing qualities of this material are exceptional, and will outwear any tweed
bloomer at double the price. Sizes 29 to 34. Midsummer Sale price, today, $\$ 1.19$.
Khaki Suits for Little Boys, at $\$ 1.97$ A trim-looking, well-made suit, smartly taillored, and
suitable for almost any kind of wear. Every boy should have one to round out the season's. apparel, and to get
real comfort with strenuous play. reaa comfort with strenuous play. Made in a good weight
khaki drill, tailiored in Biily Boy model; patch pockets, sale price, today, \$1.97.

Tom SIMMPSONC:

