



CANADA'S FOREMOST RETAIL STORE.

Fresh AND Foremost.

THERE is an air of crispy freshness about the goods we offer. No old stuffs here to worry you or us. Fresh goods all the year round. The purling mountain brook is fresh and sparkling, because its source furnishes constant newness. No such another outlet for goods as Simpson's in this whole land—and so this stream of trade runs on—with more freshness of stocks as the fall season opens than ever shown before. Dependable goods were never so cheap.

NEW DRESS GOODS.

They are arriving, for our buyers were early on the market. Loads of beautiful goods. But we must not anticipate. A mention of three lines:

- 42-in. Striped Knicker, beautiful goods, very special, at 50c.
- 42-in. Checked Knicker, a dainty line, very special, at 50c.
- 44-in. Scotch Check effect, very special, at.....50c.

SPECIALS IN LADIES' UNDERWEAR.

Light and medium weight underwear that will be of service to you at the present time.

- Ladies' Ribbed Egyptian Cotton Undervests, 4 for. . . 15c.
- Children's Corset Waists, all sizes, special..... 25c.
- White Ribbed Maco Cotton Vests, shaped waists, regular 35c. for..... 25c.

STORE NEWS OF THE PICTURE GALLERY.

In pictures, as in dry goods, the buying is keen and the margin small. But you always find prices here a shade better than the lowest that are offered. There is interest always in visiting the picture gallery:

- Fac-simile colored pictures, framed in handsome tinted, green, white and gilt, and brown, white and gilt mouldings, sizes 13x6, attractive subjects, each..... 19c.
- A special lot framed in similar style, larger subjects, sizes 14x16, each..... 23c.

SALE OF SILK GLOVES.

Not end lines, but new goods just opened. Bought at prices that enable us to turn them in to you thus:

- Black Silk Gloves, all sizes, would be special value at 45c., selling at..... 35c.
- An extra heavy Black Silk Glove, special at 45c
- Children's Lisle Thread Gloves, colored.... 15c.
- Children's Taffeta Gloves, at..... 25c.
- Ladies' colored Taffeta Gloves..... 30c.

EARLY SELLING OF BLANKETS.

You will certainly want them a little later, and the nights are already getting chilly. A special purchase and consequently special prices now.

- 5-lb. Blanket, 56x74, reg. \$2.25, for..... \$1 65
- 6-lb. Blanket, 60x60, reg. \$2.75, for..... 2 10
- 7-lb. Blanket, 64x84, reg. \$3.25, for..... 2 50
- 8-lb. Blanket, 68x86, reg. \$3.75, for. 2 90



Drug and Patent Medicine Department.

There seems, in a measure, little need of much talk to bring this steadily growing department to shoppers' notice. Success has come to it. The character, the thoughtfulness, the exactness, the quality of our work, have appealed to you, and to-day this department has a high place in the minds of the physician and the public as a careful, conscientiously conducted drug store. Need we say more? Your prescriptions are always safe in our hands—and how little are our charges contrasted with the old way of doing things in the ordinary drug store.

FURNITURE WAS NEVER SO CHEAP.

We want readers of the CANADIAN HOME JOURNAL to know of the unusual values that we are offering in furniture just now. It is impossible in the present space to attempt anything like a list of the bargains. We want you to see them. But here are a few prices suggestive of others:

- Special Solid Oak Bedroom Suites, handsomely carved, 36x18 bevelled glass mirror, large cheval bureau, combination washstand, reg. \$24.75, for.....\$16 65
- A handsome Bedroom Suite, antique, dark and light finish, large bevel plate glass, worth \$11.50, for..... 8 25
- Bedroom Suites, in birch, 16th century and natural finish, bevelled fancy shaped mirror, combination washstand, polish finish, reg. \$36.00, for..... 27 00
- Sideboards, quarter-cut oak, 18x40, British bevelled fancy shaped glass 21x46, best polish finish, worth \$43.00, for..... 32 00
- Special Solid Oak Sideboards, nicely carved, large British bevelled plate glass mirror, three drawers and cupboard, brass locks and best trimmings, well finished, reg. \$19.50, for..... 14 75
- Solid quarter-cut Oak Sideboards, handsomely carved, 14x18 British bevelled shaped glass, polish finish, reg. \$31, for 24 00

BY MAIL.

Order anything the store sells. Our transactions are with shoppers from the Atlantic to the Pacific. Send name and address and secure new edition Canadian Shopper's Handbook.

THE ROBERT SIMPSON CO.

(LIMITED)

S. W. COR. YONGE AND QUEEN STS.
170, 172, 174, 176, 178 YONGE ST. 1 and 3 QUEEN ST. W.

TORONTO, ONT.