## We are right at the front with values.

 We are competing successfully with all sellers of Men's Clothing. There are lines laid down for conducting our clothing business that make the selling of inferior goods an impossibility. We make "quality" the test point in buying, and customers may be certain that "quality" is the feature in what they get here.
## BIG DISCOUNTS THIS MONTH



Furriers and Clothiers 84-86 Yonge Street.

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THE TORONTO WORLD
JANUARY 5190

## =SIMPSON $=$

"Maltese" Brand<br>Rubbers Underpriced Sale Continues Monday With 800

Men's, Women's and Boys'. | Wen a body buys a pair of rubbers, he is not |
| :--- |
| Hen |
| often apt to think of large considerations like |
| the world's supply of rubber. If one did ene | would be wondering how, in the face of an inadequate and lessening supply of raw material, it comes that this store is selling rubbers at less than their real

worth. That's a rather startling question, but such is worth. That's a rather starthing question, Af you wan rubbers, better come soon.

Boys' Rubbers
300 pairs Boys' Rubbers, plain round toe, heary sole and
heel, "Maltese Cross" make, Lion brand, a heavyweight school heel,
rubber, sizes It to 5 , list price 7oc, on sale Mone
day...................................

Men's Overshoes

Monday … $\cdots \cdots \cdots \cdots \cdots \cdots \cdots \cdots \cdots \cdots$
Women's Rubbers
200 pairs Women's Plain Croquet Rubbers, "Maltese Cross"
brand, heavy rubber soles, strong black lining, popular
sizes and widths, list price 70 co, on sale Monday.....
Women's Rubbers
200 pairs Women's Rubbers, "Maltese Cross" brand, com-
mon sense and regular heels, best grade of rubber, roll 59
mon sense and regular heels, best grade of rubber, roll
edge sole, popular sizes, list price 85 c , on sale Monday

D UNLIP
Tire ${ }^{\text {a }}$ nd Rubber Goods Company's Tem-

perance-st. branch. Phone M . stu
GLASS EYES

F. E. LUKE

II King st. West, Toronto.





