

SIMPSON'S

DIRECTORS :

H. H. FUDGER. J. W. FLAVELLE. A. E. AMES.

DEPARTMENT OF MAIL ORDERS.

A Canadian Enterprise !

WE turn away from no buying advantages found anywhere the world over. Stanley, in search of the source of the Nile, was not more resolute than our explorers, who rest now here short of the fountain head. This present month we have four buyers in the foreign markets, and when the Fall trade opens every Departmental Buyer will have come directly in contact with the Producer, no matter how remote the spring whence his goods flow outward to the public.

And yet this business is a Canadian enterprise. Its capital is Canadian capital. Its directors are native-born Canadians. Canadians spin and knit, weave and sew for it. The Food Supplies it offers are largely the growth and product of Canadian soil. Through its channels Canadian manufacturers of Clothing, Boots and Shoes, Hats and Caps, Gloves, Glassware, Earthenware, Carpets, Furniture, Household Utensils, and Tools, find direct access to Canadian homes. This business is a commonwealth of Canadians, for Canadians, by Canadians. Therefore its store news is interesting to Canadians, and Canadian goodwill responds with steadily increasing emphasis from the Atlantic to the Pacific.

There is absolutely no risk in sending orders. The money will be promptly refunded if, when you see the goods, you wish to return them.

If you have not a SIMPSON CATALOGUE—it will cost you only the price of the postal card on which you write for it.

So far from being any trouble to send samples, we will be disappointed if you do not ask for them. Address:

The **ROBERT SIMPSON CO.**

Limited.

Section 35,

TORONTO, ONT.