



SIMPSON'S

H. H. FUDGER.

Directors:
J. W. FLAVELLE.

A. E. AMES.

No Hiding Places

THIS store has poor facilities for selling old goods. It is, perhaps, the best lighted large store in Canada "from turret to foundation stone," and if we had not much better reasons, this one alone would be your guarantee that only substantial goods would be offered for your inspection. We shall not parade common honesty as our motive. If you credit us with that, we shall not feel greatly flattered, but shall not resent and we shall do little verbally to protest that we possess it. We rather choose to point you to the goods themselves and let them speak," as Caesar's vestments were made to speak when shown the Roman audience by Antony. No, honesty we shall leave to be paraded by those who wish to cover mediocrity by its charitable, but threadbare, folds, and we shall ask you only to credit us, as plain business men, with enough acumen to realize that to be permanently successful we must always furnish you with the best articles of every nature which our close knowledge of modern shop-keeping will enable us to gather. For this purpose we draw upon the markets of the world, no one of which is closed to our alert buyers, for each section of the store. Some special indications of current values are furnished below for your consideration.

Blouse Silks.

French Broches, 21 inches wide, guaranteed all pure silk, two-toned effects, graceful scroll figures, sprays and vines on medium and light grounds, a magnificent variety, colors cardinal, pale blue, maize, mauve, pink, bronz, white, cream, Resada, gold and turquoise, per yard . . . **.35**

Dress Goods.

46-inch all wool silk finish German Henrietta, new shades for summer wear, silver grey, blue grey, golden fawn, Harvard blue, bluetie, Resada green, "Paris" green, new heliotrope, mauve, cream Nos. 1 and 2, and pure white. These goods cannot be duplicated under 70c, per yard . . . **.50**

"Factory" Cotton.

Superior quality of unbleached cotton, single width 34 inches, suitable for sheeting or pillow cases, good, heavy, round, clean, even thread, usually sold for 7c a yd, special . . . **.04**

Canadian Shirting.

29-inch extra heavy cotton shirtings, in assorted blue and white and fancy check patterns, also blue and white stripe patterns. These shirtings are warranted indigo blue by the manufacturers, and are standard goods for 12½c a yd. Our price is . . . **.10**

Stylish Kid Gloves.

A line of ladies' fine kid gloves at a great bargain, 4 pearl buttons, fancy embroidery, with welts and buttons to match, colors tans and modes, also black with white combinations, all sizes from 5½ to 7, price . . . **.50**

Balbriggan Shirts.

100 dozen men's double warp balbriggan shirts and drawers, with ribbed cuffs and silk elastic neck bands, well made and finished, always imported to sell at 50c; our price . . . **.30**

Men's Bicycle Suits.

Men's Bicycle Suits, in all-wool material, grey mixed, brown check and broken plaid patterns, made plain sack, patch pockets, pants with reinforced seats, strap and buckle at the bottom, usually retailed at \$5.00; our price . . . **\$2.75**

Books.

In His Steps; or, What Would Jesus Do. By Charles M. Sheldon. Paper edition, price . . . **.15**

Henty Books for Boys. Cloth bound, printed on good paper from good type. Publisher's price . . . **.25**

The Cornet of Horse. The Young Buglers. The Boy Knight. In Times of Peril. Young Colonists.

Serviceable Purses.

Ladies' black seal grain combination purse and card case, leather lined, **.47**

Same purse, with sterling silver corners, price . . . **.69**

Wall Papers.

500 rolls beautiful American gilt, scroll and flower design, suitable for parlors, dining-rooms or bedrooms, with coiling paper to match, per roll . . . **.10**

18 inch match blend border, per yd **.06**

Lace Curtains.

Nottingham lace curtains, white and cream, 47 in. wide and 3½ yds. long **.85**

Silk curtain loops, all colors, and large tassel, per pair . . . **.15**

A Wash Goods Item.

We offer a fine sheer quality of Organdy lawn, linen colored grounds with floral designs in choice colorings and combinations, a popular and reasonable make of goods, extra width, full 32 inches, guaranteed washing colors and about 40 designs for selection. The former lowest price has been 12½c. Now on sale for quick buyers . . . **.06½**

Ladies' Shoes.

Ladies' Oxford toe shoes, dongola kid, patent leather tip and facing; also chocolate colored calf and tan dongola, coin and pointed toe, turned soles. . . . **\$1.00**

We have good stocks of the foregoing items, and although they are great values and selling rapidly you will not likely be disappointed if you order at once. We believe any judge of the goods will tell you the prices are less than they cost your local storekeeper. You can readily guess why this is possible. Please test it by addressing exactly as below.

The Robert Simpson Co., Limited,

SECTION 24,

TORONTO, ONT.