

THIS FASCINATING DRESS \$6.49

Just one of many wonderful values that the Robert Simpson Co. is now offering in their new
MIDWINTER SALE CATALOGUE

that is just off the press. If you haven't received your copy, your name on a post card will bring it. But just as a foretaste, order this dress to-day---You'll be delighted with it.

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Whether you order fifty cents' or fifty dollars' worth of merchandise from us, we pay all delivery charges on everything in this catalogue. And if you're not satisfied with what you receive, send it back in good order within seven days, and we will pay all express charges both ways. This is the Simpson simplified system of shopping by mail.

This dress is SIMPSON MADE, which means that experts designed it, experts made it in the Simpson work rooms, and more important still it was inspected the Simpson way, not one little defect was passed. We bought too many yards of the cloth and want to clear it out quickly, hence the great saving in price to you.

Misses' Sizes

Years	14	16	18
Length	33	35	37
Bust	32	34	36

Women's Sizes

Waist	23	24	25	26	28	29
Bust	32	34	36	38	40	40
Length	38	39	40	41	42	42

Order Number G90581

This attractive dress for women or misses, is splendidly made from richly finished lustre. The shoulders are made so as to give a dainty kimono effect. The pretty yoke of fine net lace is outlined with a new rolling rever and a square-designed black satin collar comes over the shoulders from the back and continues to the waist-line at front; the lower part of sleeves trimmed to match. Skirt made with correct and graceful lines, fastens at left side of front panel, which is finished with small black satin buttons. Colors, black, navy or green. **Sale \$6.49**

Price

THE ROBERT SIMPSON COMPANY LIMITED.
TORONTO



stone, with a brass shod sled hauled over the bar. He demonstrated the truth of this theory by rubbing a stone on the brass of a near-by sled. To a majority of those who had located and began mining the surrounding hills this was convincing proof that they had been fooled. It is to be related, however, that a few refused to escape their delusion, and continued to dig for some days longer without any gold yielding result.

Another instance of just how far the average man will go on the report of gold found sprung from

the remark of a Dawson miner coming out over the ice during that winter. Said he to those of the stampedeers with whom he spoke, "Its a rich country boys, and gold is to be found in there at the moss roots." As a result of that expression many an acre of moss was uprooted the length of the Yukon river by men who were to learn that gold does not grow on or cling to moss roots.

At the end of a year, or five or ten (it takes some men longer than others), nine hundred and ninety-nine men out of every thousand

who are attracted by a gold excitement, and who lay down the tools of the calling in which they are engaged—be it farm, or business, or shop—to follow the will-o'-the-wisp, learn that mining is of all gambling the greatest. No gold camp was ever struck into which more money has not been expended than was taken out. The percentage of successful miners is about one in ten thousand. This success is counted in dollars, but at the expense of environment such as tends to develop the best in men. Isolation, such as men

who seek gold in mines must know, is the mother of degeneracy in all its worst forms. Any honest spoken man who has followed mining for a year or more will say with me to the young man or the old don't go into it. Stick where you are on the farm, in the shop, or the store, and you will be the better mentally and financially, as well as morally, for doing so.

But there is a wonderful opportunity for the men who go to the section in which this turkey strike originated if they but open their eyes to it. Surrounding