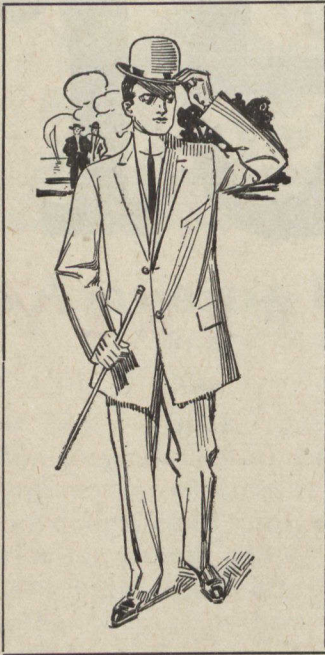


The Right Kind of Hat



¶ The hat that "men who know" will be wearing for the next month is a medium height CHRISTY hat with a curl brim; when we say "Christy", we mean a hat actually made by this famous English firm.

¶ We have just received a large shipment of the newest designs, and these are now on sale **\$2⁰⁰** at each - - -

WHEN ORDERING, BE SURE TO ASK FOR THE NEW "1910 K CHRISTY" AT TWO DOLLARS.

This is a very unusual price but you'll get precisely the same hat as you'd pay a dollar or so more for elsewhere.

The Robert **SIMPSON** Company Limited
TORONTO

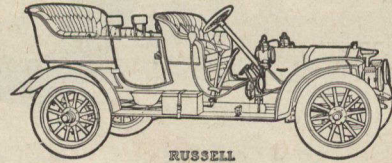
A May Sale of Lingerie Dresses Wonderful Value

We have just received a special shipment of lovely Lingerie Dresses for Summer wear, received from one of the foremost designers of the States---made of fine quality mull and batiste, handsomely embroidered and trimmed with fine Val. lace and insertions. All very dainty dresses that are sure to be popular; also some charming overskirt models---shades of sky, pink, heliotrope and white.

Prices from \$10.50, \$15, 18.50, up to \$75.00

W. A. Murray & Co. Limited.

17 to 31 King St. East, 10 to 20 Colborne St.,
Victoria St. King to Colborne St.
TORONTO



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A RUSSELL owner is never the butt of an experiment. The car he buys represents the very last word in tested-and-proven automobile development in that particular class.

We are too jealous of our reputation, the most valuable asset we can hold, to put the car on the market which is not perfectly sure to give satisfaction.

Russell "30," \$2,350, fully equipped, is a shining example of this policy. The abilities of this car are as accurately gauged as the abilities of any fine piece of mechanism can be. Back of the general all-round dependability is merit in detail which is the secret of the whole thing. Every part must stand a specific test before it is considered sufficiently good. To the average mind the technicalities of tests, resistance to strain, etc., is a complicated subject difficult to follow, but the result of it all is apparent to any one.

Russell "30" is a wonderful car in endurance and in power, an achievement in its riding qualities and a triumph in value.

Full Standard construction, including shaft drive, selective transmission, metal to metal clutch, full floating type of rear axle, etc.

Four styles of bodies — five passenger touring, toy tonneau, surrey with removable rear seat, and special roadster.

See this car at our nearest branch.

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