

What People Say About Simpson's Dress Goods



HENRY HUTT

Copyright, 1908 by Henry Hutt

WE HAVE many and many a customer of this store whose friendship dates back to the old days. When such old-time friends come here they are treated with the consideration which becomes a mutual respect of long-standing. Their opinion of our progress, our growth, our development is prized the more because of their knowledge of our early promises and ambition.

☞ We have got to hear of a single one of our old-time customers who, standing in our magnificent new department of Dress Goods and Silks and mentally casting back to the little dry goods store of 1881, has not been willing to acknowledge that we have done well. There's a lady in this city who has bought black goods—chiefly broadcloths—at this store for well-nigh 30 years. She is still our satisfied and welcome customer. "I always SAID Simpson's was the place for Dress Goods" said she, with a little nod of confirmation, the first day she saw the new department; "I ALWAYS said so."

☞ In her mind, doubtless, the fact is proved to the world now, and goes without further saying. But we want every lady within reach of the store to realize it. Toronto has a Dress Goods Department unsurpassed anywhere.

☞ New Shower Proof Foulard Silks in the newest designs and colors, exclusive patterns, sold only by this store, made by the foremost Foulard manufacture in the world, extremely fashionable this season, also come in the popular wide space polka dots on the favored color grounds of Browns, Navys, Cadet, Reseda, Taupe, Rose, Black, etc. 23 inches wide. \$1.00 yard.

New Exclusive Silks at Simpson's at \$1.00 per Yard

High Lustre Dress Satins, amethyst, mouse, myrtle, mauve, bisque, navy, cream, etc. \$1.00

Novelty Dress Silks, stripes, checks and exclusive fancy patterns. . . . \$1.00

Black Cashmere de Soie, Satin, Armure, Mousseline Satins, Ottoman Cord, yarn dyed. \$1.00

THE ROBERT **SIMPSON** COMPANY, LIMITED
TORONTO - CANADA