

THE CITY WATER ENDORSED!

Pronounced pure and harmless by over

TWO HUNDRED THOUSAND CUSTOMERS

Who have Purchased Goods from us this Week, during our

Great Sale of Damaged Dry Goods.

We thank Our Friends in the City for their Unprecedented Response to Our Announcements, and for writing to their friends in the country who have in different towns and villages organized excursions and attended our Sale.

To the citizens of Toronto it is unnecessary to say one word. Our Sale has been for the past week the all absorbing Public question, but to those in Ontario who have no friend to advise them of this important epoch in Toronto History, we would extend a hearty welcome to come. Get up excursion parties of your friends. You will save twice your railway fare. Remember that this is a

Wholesale Stock of a Quarter Million Dollars

Thrown on the market and sold at panic prices to every one who has a dollar.

Note the address and waste no time.

66 AND 68 YONGE STREET

Third door south of King Street. Next the Dominion Bank.

SIMPSON & CO.

Don't send for samples, as we have no time to attend to it, but come yourself. Residents of Toronto should try and come in the morning, as our store is crowded in the afternoon with country buyers. Get off the street cars at the corner of King and Yonge and walk down Yonge street three doors. Follow the crowd.