

# There is an Air of Elegance

About this store that you find nowhere else. Not alone is it a great store measured by acres of shopping space, but there's a charm about its appointments, a superbness in its completeness, that makes frequent visits desirable and wished for by every lady shopper. Above all, it's a wonderful home-economizer, for *prices are always the lowest.*

## SILKS.

Pre-eminently the Great Canadian Silk House.

Black Broches, exclusive designs, 75c., \$1.00 1.50. \$2.00, 3.75.

Black Brocaded Taffeta, very stylish, \$1.00.

Black Taffeta, for skirts, real rustling kind, \$1.50, \$1.25, 1.00, 75c., 50c.

32-in. Black Peau de Soie, for capes, heavy, all silk, \$2.00.

Special offering—100 pieces Fancy Silks, Persian effects and Pin Stripe at 35c.



CANADA'S MODERN DEPARTMENTAL STORE

## DRESS GOODS.

Grandest Display of Spring Dress Goods we've ever shown.

See our Black Alpacas and the different makes of goods which contain Mohair, Walpea Yarn. They are brighter than can be bought elsewhere, ranging in price from 30c. to \$2.50 per yard.

In Colored Dress Goods, Novelties in Alpacas, Silk Warp Mohairs, Sicilians, French Jacquards, and numerous other makes and weaves.

Is there a lady without interest in our Millinery and Mantle display? The elite of Toronto women pronounce the showing of new Hats and Bonnets, and Mantles and jackets the finest ever shown in the city. New season Capes start in price at 75c. and run up to \$18.00. Black and Colored Coats, \$3.50. A lovely Tweed Costume with pearl buttons for \$6.50.

In plans to beautify the home remember our Carpet and Wall Paper Depts.

**Be wise and secure Pure Foods and Choice Teas at our Grocery Department in the basement.**

Ladies', Misses' and Children's Footwear that'll not disappoint. Prices leaving your way.

**Our Mail Order Department** enables residents anywhere to secure the advantages of this great store. Order anything by mail.

# R. SIMPSON,

S.W. Cor. Yonge and Queen Sts.  
170, 172, 174, 176, 178 Yonge St.  
1 and 3 Queen St.

# TORONTO