

# THE PLEASURE OF OUTING

Wants are apt to bob up plentifully when you are on an outing expedition. Trifles that would add materially to your comfort and pleasure are often overlooked at the start, but this Store's usefulness works to your advantage—helpful forces exist in every one of the forty different departments, to make shopping pleasurable; ample selection of everything in Groceries and Provisions, Clothing, Furniture and Tents, as well as Dry Goods and Carpets, all marked at prices that mean a saving at every turn.

"Heather Brand"  
Teas.

"Heather Brand"  
Coffees.

"Heather Brand"  
Jams and Jellies.

"Heather Brand"  
Canned Vegetables.

"Heather Brand"  
Canned Fruits.



"Heather Brand" Foods a Favorite with Campers.

"Heather Brand"  
Liebig's Extract of Beef

"Heather Brand"  
Dairy Butter.

"Heather Brand"  
Hams and Bacon

"Heather Brand"  
Spiced Beef.

"Heather Brand"  
Chicken Broth.

## "HEATHER BRAND" PURE FOODS

(SOLD EXCLUSIVELY BY THE ROBERT SIMPSON CO., Limited.)

We issue a special catalogue of Groceries which tells about these goods, if you would like a copy send us your name and address.

THESE FOODS ARE THE ACME OF PURITY AND EXCELLENCE, CAREFULLY SELECTED, SCIENTIFICALLY PREPARED, PURE, CLEAN, HEALTHFUL AND NUTRITIOUS.

CAMP BEDS.	CLOTHING.	HAMMOCKS.
Camp Beds, hardwood frame, folding legs and head-rest, woven wire tops. Size, 2 ft. 6 x 6 ft., \$1.10, \$1.35 and \$1.65 each.	Men's unlined summer coats, fine blue English Worsted, single or double-breasted, silk stitched edges, patch pockets, very stylish and well made. Sizes 36 to 44 . . . <b>\$3.50</b>	Improved open weave Hammocks, 36 x 76 in., full color, spreader and pillow, \$1.00, with valance, \$1.65.
Mattresses to fit, \$1.10 and \$1.35 each.	Men's ten-ounce white duck tennis or yachting pants, stitched crease seams, deep turn up at bottom, keepers for belt, sizes 30 to 40 waist measure . . . . . <b>\$1.00</b>	Improved corded weave Hammocks, 36 x 76 inches, curved wood spreader, stretcher and pillow, \$1.50, with valance, \$2.25.
Folding Camp Cots, heavy twill duck tops, hardwood frames, 65c. and 75c. each.		

If you are in Toronto you will come here. If you cannot come you can write. Our Mail Order Department is equipped to render you quick and satisfactory service. We cheerfully answer all inquiries and send samples and prices to any address upon request.

DIRECTORS:

H. H. FUDGER  
J. W. FLAVELLE  
A. E. AMES

The **SIMPSON** Company  
Robert **SIMPSON** Limited,  
TORONTO.

ENTRANCES:

YONGE STREET  
QUEEN STREET  
RICHMOND STREET