

NOTWITHSTANDING THE PREVAILING DULNESS

In all branches of trade, our warehouse is Crowded to the Doors every day, while other houses are examining the **HARD TIMES** through a Microscope, and curtailing their business and reducing their staff, we go into the markets with the **CASH** and buy enormous quantities of goods from manufacturers who want to turn their Products into Cash at

TERRIFIC SACRIFICES!

Being Large Wholesale as well as Retail Dealers, we Handle immense quantities of goods, and often astonish manufacturers by the magnitude of our orders, while our transactions are so Large as to Entirely control the products of many of the smaller Mills.

For this season's trade we commenced operations with renewed energy. Our contracts have been much Larger than Usual. Our stock will be more varied and extensive than Ever. Our prices will be much lower than usual.

The continued Depression in Trade has Compelled Manufacturers to accept Lower Prices than they ever dreamed of--and our Entire Stock has been secured at 20 Below Zero.

WE HAVE ALREADY RECEIVED

ONE THOUSAND CASES

1,000 Cases New Spring Goods, and are daily in Receipt of other Shipments. To our many Customers throughout the Dominion we would say, make your Purchases as Early as possible, as Goods are Rapidly Advancing, and the Large Quantities of Goods Sold Every Day must Soon Clear Out some of Our Cheapest Lines, which could not be replaced within 20 per cent. of present quotations.

We Sell for Cash Only. We Sell Retail at Wholesale Prices.

Country Merchants and small City Dealers can Buy from us in Out Pieces at Lowest Wholesale Prices.

Note the Address--Our Large Warehouse is not on a front street, but among the other wholesale houses, corner of Colborne street and Leader Lane, and has an entrance on Leader Lane, nearly opposite Toronto Street.

We Would Be Glad to See All Our Customers and Their Friends.

R. SIMPSON & CO.

The Great Dry Goods House, 36 & 38 Colborne Street.