



CANADA'S UNRIVALLED DEPARTMENTAL STORE

Mid-Summer Bargains in TRUNKS.

We sell Trunks all the year round, but the summer season gives an opportunity with its much travel for largely increased sales, and we make prices special for the season.

Chestnut, Roan, or Orange Leather Club Bag, nickel lock and trimmings, extra quality, 12 inch.; reg. price, \$1.25, for	\$1 00
Black or Brown All Leather Gladstone Valise, nickel lock and catches, large size, 20 inch.; reg. \$2.25, extra value	1 85
Marbelized Iron, Tray Covered Hat Box, Barrel Top Trunk, special	1 35

Mid-Summer Bargains in FURNITURE.

Our Furniture trade is large at all times, because our claims are true. They are in every case substantiated to the letter.

Hall Racks—solid oak, handsomely carved, large beveled plate glass, 4 double hat pins, box seat, well finished, worth \$10.50, for	\$8 00
B. R. Suites, fancy designs, antique finish, large beveled plate glass, bed 4 feet 2 inches wide, worth \$11.50, for	8 75
Solid Oak Extension Tables, 6 heavy, fancy shaped legs, 4 leaves, well finished, worth \$11.75, for	8 50

Ladies' UNDERVESTS for August.

Several Specials that we are determined to clear quickly. Someone will lose by the transaction, but you will certainly be gainers.

White Maco Cotton, fancy open work front Vests, worth 35c., for ..	\$0 20
Child's Ribbed Cotton Corset Waists, all sizes, reg. 40c., for	25
Ribbed Balbriggan Vests, very nice goods, reg. 25c., for	15

Merchandise

Achievements

THE Wonderful completeness of all our stocks is talked of at home and beyond. Completeness more complete than competition comprehends—no department an exception. A stocky store, the people say—in other words, abundance of everything to choose from.

Great Sale of WASH FABRICS.

We have just made one of the most gigantic purchases of Wash Goods ever handled by an individual house—a million and a half yards of new goods, bought in bond at forty-five cents on the dollar. Everything will be cleared quickly at prices that will effect a quick clearing. Sample prices out of a score:

60,000 yds. Scotch Zephyrs, 150 different patterns, in stripes, figures and brocade effects, sold regularly at 15c. and 20c., to clear	6½c.
15,000 yards Plain Chambray, the finest quality and only the best shades, worth 20c. for	3c.
17,500 yards White Crinkle Stripes, muslin weights; do not miss the line, worth 20c., for	7½c.

Clearing in HOSIERY.

Some down-right bargains for the present, as examination of stocks will easily prove. Suggestive prices:

Ladies' Black Cotton Hose, spliced heel and toe, Hermsdorf dye, worth 12½c., 3 for	25c.
Boy's Ribbed Cotton Hose, double knee, heel and toe, Hermsdorf dye, reg. 30c., for	19c.
Ladies' Tan Cotton Hose, full fashioned, spliced heel and toe, stainless dye, reg. 18c., for	10c.
Children's Plain Cotton Hose, black or tan, spliced heel and toe, 2 for	25c.

Mid-Summer Prices in BOOTS and SHOES.

Accept the two following specials as indicative of what we are doing all through the department:

Women's Fine Vici Kid Oxford Shoes, hand-turned, patent leather tip and facings, needle toe, reg. \$1.85 to \$2.00 for	1 35
Men's Fine Casco Calf Lace or Elastic Side Boots, Goodyear welt, Piccadilly toe, reg. \$3 and \$4, for	2 50

SHOPPING BY MAIL

FAITH IN THIS STORE IS LARGE. Thousands all over the broad Dominion who have never seen the store shop here through our well-managed Mail Order system, and it is needless to say they are not disappointed. The same personal care is given to orders by mail as when the shopper stands before the counters. Secure summer edition of Canadian Shopper's Handbook, 192 pages, free on receipt of name and address.

THE ROBERT SIMPSON CO.

(LIMITED)

S. W. COR. YONGE AND QUEEN STS.
170, 172, 174, 176, 178 YONGE ST. 1 and 3 QUEEN ST. W.

TORONTO, ONT.