



CANADA'S LEADING RETAIL HEADQUARTERS.

# An Inspiration

THE Fascination of Low Prices is the inspiration of retail business

Knowing this, how silly it would be to let you find any of our prices above the market. If you catch any of our folks in the blunder of a price that is too high, just tell us. If you ask for something that ought to be here and is not, tell us that too. Thus make us your debtors. This store runs on the best sort of co-operation—responsive sentiment.

## FINE MUSLINS and WASH GOODS.

NEVER were there so many dainty things in Muslins and Wash Goods as this year, and never were prices so astonishingly low.

485 pieces Crumb's English Prints, beautiful goods, entirely new, wide widths, absolutely fast colors, regularly sold for 12½c. For quick sale . . . 8½c.  
 120 Pieces Moire Crystal in the tastiest effects, regularly worth 12½c., for immediate sale . . . 7½c.  
 220 Pieces Dress Duck, all the newest effects, never sold less than 10c., now, 5c.  
 98 Pieces Gingham—a perfect wonder—large and small effects for almost any taste, regularly sold for 12½c.; for present sale . . . 6½c.

### GROCERIES FOR CAMPERS.

SEND for our catalogue of pure foods for use of campers and cottagers. We pay special attention to the wants of those who are summering at the Island, Muskoka, Niagara or elsewhere.

- Salmon—Royal, per tin . . . . . 10c.
- Clark's cooked Corned Beef, 1 lb. tin . . . . . 12½c.
- Clark's cooked Compressed Ham, 1 lb. tin . . . . . 25c.
- Clark's cooked Lunch Tongue, 1 lb. tin . . . . . 25c.
- Aylmer cooked Lunch Tongue, 1 lb. tin . . . . . 30c.

### ART FANCY WORK.

EVERY lady is interested in the best kind of fancy work, and they find it here. Let us tell of some tinted art goods.

- Table Covers 36 x 36, cream ground, colored flowers, each for . . . . . 25c.
- Cushion Covers, 22 x 22, fancy cream ground coloured flowers, each for . . . . . 25c.
- Laundry Bags, white with coloured design, each . . . . . 35c.
- Linen D'Oylies, embroidered with white cotton, and cut out sizes 7 x 7 special each . . . . . 12½c.

### SPECIALS in COTTONS and LINENS.

LET us draw special attention to Fruit of the Loom, one of the finest lines of Cottons manufactured. We could not sell it at 10 cents if the goods had been bought in the regular way.

- 70 in. Bleached Table Linens, reg. 80c. for . . . . . 60c.
- 18 in. Turkish Towelling, reg. 12½c. for . . . . . 10c.
- 36 in. American Cotton, Fruit of the Loom, reg. 15c., for . . . . . 10c.
- 36 in. Factory Cotton, heavy, reg. 7c. for . . . . . 5c.

### BLACK and WHITE MUSLINS.

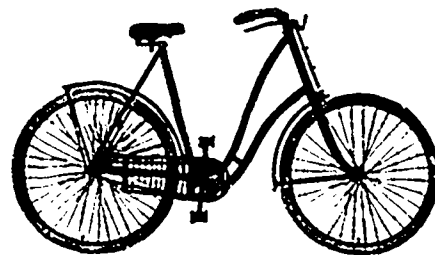
THESE goods are the very tastiest, and whilst light and suited for the summer season, hardly anything is more dressy.

- Special showing in all black muslins, with open work stripes, new patterns for . . . . . 15c.
- All Black Lawns, Dimities, Jaconet Duchess, from . . . . . 12½ to 20c.
- Black Lawn with coloured flower, reg. 20c. for . . . . . 12½c.
- Black with white, or white with black Dimities, fast colors, new patterns, for . . . . . 12½c.

### CAMPERS' BLANKETS.

HURRYING off for the summer vacation do not forget the importance of sufficient bedding.

- American Cotton Blankets, 10/4 in grey, fawn and white, for . . . . . 68c.
- Grey Wool Blankets, 8 lbs. 68 x 86 reg. \$2.90, for . . . . . \$2.40.
- Special white Cotton Blankets, for . . . . . 1.50.
- Special white Cotton filled summer comforters, in assorted muslin covers, special summer weight, reg. \$1.50, for . . . . . 1.18



WOLFF-AMERICAN BICYCLE.

Best in the World. \$100.

### MAIL ORDERS.

If a visitor to Toronto, for a short or long period, do not miss this store. It is a treat to walk through its wide aisles, for there is no store architecturally that will compare with this. It is the coolest store on the hottest summer day, and it is a delight to visit it. If out of town and unable to come to the store, make every use of our Mail Order Department and send for copy of Canadian Shopper's Handbook. 192 pages, FREE on receipt of name and address.

# THE ROBERT SIMPSON CO., Ltd.

S. W. cor. YONGE AND QUEEN STS. 170, 172, 174, 176, 178 Yonge S.; 1 and 3 Queen St. W.