

R. SIMPSON & Co.,

WHOLESALE DRY GOODS,

36 & 38 COLBORNE St., TORONTO,

Eighteen months ago we commenced the Dry-Goods business at 36 Colborne-st. and our success has been so great that in less than a year our sales had reached the enormous amount of

HALF A MILLION DOLLARS

Business rushed upon us like an avalanche. We doubled our stock. We doubled our staff of Salesmen. We crammed our warehouse to its utmost capacity. We worked day and night, but could not keep pace with our constantly increasing business. We found it necessary to double the size of our warehouse, and to-day we announce that we occupy, with a terrible staff of salesmen, our Magnificent Warehouse, 36 and 38 Colborne-st, which is perhaps THE LARGEST WAREHOUSE IN THE DOMINION, giving us a Floor-room of nearly fifty thousand square feet. The secret of our success is—We sell all goods at

NET WHOLESALE PRICES FOR CASH

and cut any length required.

We will Sell a Car-Load, We will Sell a Case, we will Sell a Piece.

We sell a yard to any buyer at one price, our lowest wholesale price. This week we have added to our stock

ONE HUNDRED & TWENTY CASES NEW GOODS

Making our receipts of new goods for this spring over two thousand cases and bales. We hold to-day a stock of

\$300,000, Three Hundred Thousand Dollars, \$300,000.

Bought at the Fountain Head of Production. We have received invoices this season from England, Ireland, Scotland, France, Belgium, Holland, Germany, Austria, Switzerland, and the United States. The following Departments are very heavily Stocked:—

SILKS, SATINS, ETC. ! FANCY DRESS GOODS. ETC. !

Mourning Goods, Prints, Cretonnes, Cottons, Linens, Flannels, Tweeds, Curtains and Quilts, Muslins, Gloves, Hosiery, Ribbons, Laces, Parasols, Umbrellas, Buttons, Small Wares, Gent's Furnishings. You can buy from us twenty per cent. cheaper than from retail houses, and have ten times the stock to select from. We will be glad to see all our old customers and many new ones. No waiting now. We have lots of room and a full staff of first-class salesmen. We keep no boys to wait on our customers.

R. SIMPSON & CO.,

36 AND 38 COLBORNE STREET.

NOTE THE PLACE—DIRECTLY IN THE MIDDLE OF LEADER LANE.