



CANADA'S MODERN DEPARTMENTAL STORE.

CANADA'S SILK HEADQUARTERS.

Silk selling grows as the days go by. It is no mere jingle of words to say that this store not alone leads Toronto, but leads the Dominion in silk selling.

- Blouse Wash Silks, 5,000 yards, all Silk, striped and checked Japanese Habutai, select colorings, special..... 25c.
- 200 pieces, 22-inch Striped French Silks, genuine Lyons dyed goods, almost every known colorings, rare beauties worth easy 50c., our special 35c.
- 100 pieces 22-inch Colored Brocades, all silk, straight from Lyons, for blouses or dresses, worth \$1.00, special at 65c.
- 50 pieces finest and most beautiful Black Brocades, exclusive designs, as worn in London, Paris and New York, at \$2.50, \$1.50, \$1.25, 75c. and 50c.

WALL PAPERS.

Drop post card for Wall Paper samples. So large a stock and such low prices makes it advisable to buy here.

CARPETS and CURTAINS

Our 1886 Shopper's Hand-Book gives full lists and prices. Sent free on application.

PURE FOODS.

Obtain a knowledge of the Grocery Department. Choice Ceylon Teas, 25c. lb., usually sold for 40c.

SEND FOR CATALOGUE

Giving designs and prices of New Mantles.

Mail Orders

Self-preservation, the first law of nature, suggests an acquaintance with the mail order system of this store. It's so complete a system—safe, sure, satisfactory in every way. Send post card with name and receive free our 200-page Hand-Book of Spring and Summer merchandise of all departments.

R. SIMPSON,

S.W. Cor. Yonge and Queen Sts.
170, 172, 174, 176, 178 Yonge St.
1 and 3 Queen St. W.

TORONTO

EXTRAORDINARY ADAPTATION...

The masterful character of this business appears in complete readiness at every point for the extraordinarily large demand that comes on all leading departments at the opening of the spring and summer season. The demand is heavy, but we are equal to every call. In departments like Millinery, Mantles, Dress Goods, Silks, Gloves, Ribbons, Laces, where the season suggests much, you cannot find us wanting in anything.

GREAT GLOVE SALE.

No need to tell the story of these Gloves—how they came from across the sea, where the finest in glove wear is made, and how we managed to save a third of the usual cost. The prices tell a wonderful story.

- Ladies' genuine French Kid Gloves, four large pearl buttons, colored welts and stitching, reg. price, \$1.00, for 67c.
- Ladies' Suede French Kid Gloves, four buttons, reg. price, 85c., for..... 50c.
- Ladies' Suede Musquetaire Kid Gloves, six button lengths, in blacks and colors, reg. price, \$1.00, for..... 68c.
- Ladies' Kangaroo Driving Gloves, four large buttons, with gussets, spear points, in oaks, tans and brown shades, reg. price, \$1.25, for 68c.
- French Kid Gloves, black, four button and seven hock lacing, reg. price, \$1.00 and \$1.25, for 75c.

LEADERS IN DRESS GOODS.

Dress Goods possess the heart of the store and have captured the hearts of Toronto shoppers. We shall mention a few lines of Serges, which are easily worth 15 to 25 more than the same qualities can be bought for elsewhere.

- All-Wool Estamine English Serges, at 30c., 35c., 37½c., 45c., 48c., 50c. and 65c. per yard, double width.
- All-Wool Cheviots at 40c., 45c., 47½c., 50c., 60c. and 65c. per yard, double width.
- All-Wool Coating Twills, 40c., 45c., 50c., 60c., 65c., 75c. and 85c. per yard, double width.

SPRING SHOWING OF
WOMEN'S BLOUSES.

New and charming creations, exclusive here, direct from the leading designers in Blouse and Waist manufacture.

- Ladies' Print Blouses, in pink, blue, and black and white stripe, with laundered cuffs and collar, large sleeve, worth \$1.00, for 75c.
- Ladies' Print Blouses, in checks and stripes, laundered cuffs and collar, worth \$1.35, for \$1.00