



CANADA'S MODERN DEPARTMENTAL STORE.

Broad Every Way.

All operations of this store are on the broadest methods. It is not only that the building is the finest and largest in Canada, but there is a largeness about our methods like the largeness of the sea. The store is the people's store, and they recognize it as such.

QUICK SELLING IN DRESS GOODS.

As the season approaches with a store of this character, the strongest reasons prevail for making a quick clearing of the season's goods. Our rule is to carry over no old stocks, and thus our stocks are fresh all the time. To accomplish this end every thing in Dress goods has been reduced in price. Take a few out of many:

Black—41 in. figured Lustre, regular 40c. for..... 35c.
42 in. figured Br.iste, summer weight, regular 50c., for 35c.
42 in. black and white silk stripe, regular 75c., for.... 50c.
Colored—41 in. all-wool Cheviot silk stripe, regular 50c., for..... 25c.
44 in. summer weight, knicker effect, regular 75c., for 35c.
41 in. Crepon effect, two toned in blue and fawn and all the newest shades, regular 65c., to clear at..... 35c.

UNUSUAL SELLING IN WASH GOODS.

The taste that marks everything in the way of Wash Goods this season is very remarkable. You can hardly think that so pretty patterns would be placed on cotton goods and then so little prices charged for them. Take the following prices as indicating what we mean:

220 pieces Crepe Grenadine, 31 in. wide, the newest fabric out, all colors, guaranteed washable, regular price 20c., for..... 10c.
72 pieces grass linen, so much in demand, regular price 17½c., for..... 10c.
400 pieces fine Scotch Gingham, regular 12½c., for..... 8½c.
350 pieces Empire Challies, in dainty Dresden effects, regular 7½c., for. . 3c.

CAMPERS' WANTS.

Everything furnished. Campers' beds and bedding. Coal oil stoves, and all camping utensils. Hammocks and all else.

VALUES IN HOUSEKEEPERS' LINENS

The store is not better than the worst bargain it gives, but such linen values are not often to be had even at Simpson's.

56 in. unbleached Table Linen, regular price 30c., for..... 22½c.
70 in. bleached Table Linen, regular price 90c., for..... 67½c.
5-S and 5-S pure linen Table Napkins, regular \$1.50 doz., for \$1.15
24x18 pure linen Bath Towels, striped, regular 50c., for 35c.

GROCERIES FOR HOME AND CAMP.

The best appointed grocery store in Canada is in the basement of this great store. Only pure foods. Cottagers and campers should leave their orders.

A choice Ceylon Tea 25c., worth 40c.

QUICK SELLING IN SILKS.

We have done an unusually large trade in Silks, and can be generous in getting down the volume of stocks of this season by greatly reduced prices. Here are some of these:

100 pieces fine pin stripe Blouse Silks, 22 in., all silk, over 40 choice colorings, including black and white, importation value 50c., special offering, 35c.
50 pieces black double warp Surah, extra weight, all silk, importation value 65c., for..... 50c.
40 pieces black all silk Peau de Soie, usually sold at 75c., special offering, 62½c.
25 pieces Lyons black silk Broche, heavy all silk, large and small designs, importation value \$2, special offering \$1.25

OUT-DOOR SPORTS.

A bicycle? Then buy the Eureka, the best, \$50.00, lady's or gentleman's. Hammock, croquet, balls, and all kinds of sports.

Shopping by Mail The broadness of this store is manifest in its large Mail Order business. Goods go everywhere. Our customers are found in all parts of the Dominion. Drop post card giving name and address and receive free copy "CANADIAN SHOPPERS' HAND BOOK" (192 pages).

R. SIMPSON,

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

TORONTO