



Canada's modern  
Departmental Store.

# Simpson's

'crowds' not wanted.

**W**E dare to consider the gathering of crowds in stores bad generalship. There is contagion in a crowd, no doubt, but we do not covet excited shoppers,

who under the influence of the moment buy what they can get and not what they want. We prefer to secure to you the utmost comfort in shopping, affording opportunity for proper deliberation to you and for intelligent service to those who wait upon you. That means, as you know, that we must watch all our departments and provide ample facilities for the demands of every season. Come in as great numbers as you will and come all at once if you desire, but hold us responsible if we do not prevent uncomfortable crowding. This is the most modern and complete store anywhere in Canada. Thoroughly adapted to its use, and big enough to ruin a firm that didn't know how to fill it with customers. For convenience and perfect service not surpassed by any store anywhere. Half-a-hundred different stocks spread over six floors, with everything here that sells well together for every use and taste.

It is the desire of the Company to cultivate the most cordial and friendly relations with customers. All are invited to make known their wants and to assist in perfecting the organization for the benefit of all.

**THE ROBERT SIMPSON CO., Limited,**

**TORONTO.**