

SIMPSON'S PREPAID EXPRESS

WE NOW PREPAY CHARGES TO DESTINATION



WITH the issue of our new Fall and Winter Catalogue, the Robert Simpson Company Limited, starts a new chapter in the mail order business of Canada.

To further develop our great Mail Order System and spread its benefits to all parts of the Dominion, we will, until further notice, pay all charges on the great bulk of our shipments, and thereby put our mail order customers on an absolute equality with city customers.

Even if you live a thousand or more miles away, the goods will cost you just what they would in Toronto—no need now to figure out postage, express or freight rates because

The prices you see printed in this new catalogue are, with a few exceptions, exactly what the goods will cost laid down at your nearest railroad station.

This makes Every Railroad Station, Every Post Office, Every Express Office in Canada practically a branch of this famous store.

The Robert SIMPSON Company Limited
TORONTO

N.B.—To get this new catalogue send Post Card addressed to Dept. No. 31.



A STARTLING STATEMENT!

SOMETHING FOR MOTHERS TO THINK ABOUT

We have been endeavoring to draw your attention to the fact that all jams are not pure, and that the use of Salicylic Acid, a preservative, and Analine Dye (used to make decomposed fruit look like fresh picked) were very detrimental to health. Read this startling statement by one of England's foremost physicians, which is copied from a despatch in the Free Press, in the issue of May 26.

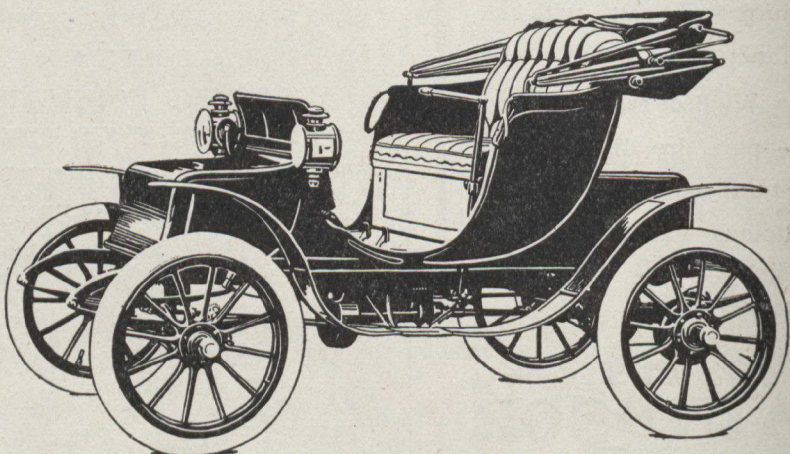
SPREAD OF APPENDICITIS

Is due to use of decomposed foods treated with preservatives.

London, May 26.—A remarkable statement regarding the spread of appendicitis was made yesterday before the Farnham Rural District Council by Dr. F. Tanner, who said: "The increase general all over England, I believe, is greatly due to preservatives in foods. Not that the preservatives themselves do harm, but the presence of decomposed foods which they disguise does. I have attended thirty cases this year held to be due to this cause."

E. D. SMITH JAMS are assured to you by the Government Bulletin on Jams, No. 194, to be free from preservative and dye, which is the reason we use a sealed package. E. D. SMITH'S are not made to please the eye with Analine dye, they're made to eat without harmful results.

SMITHS' the JAM FIT TO FEED THE CHILDREN

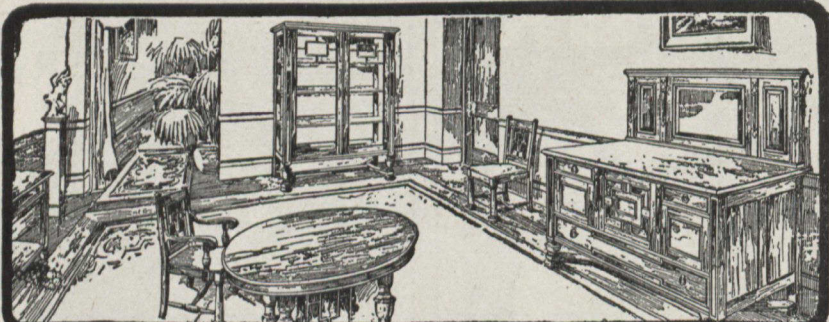


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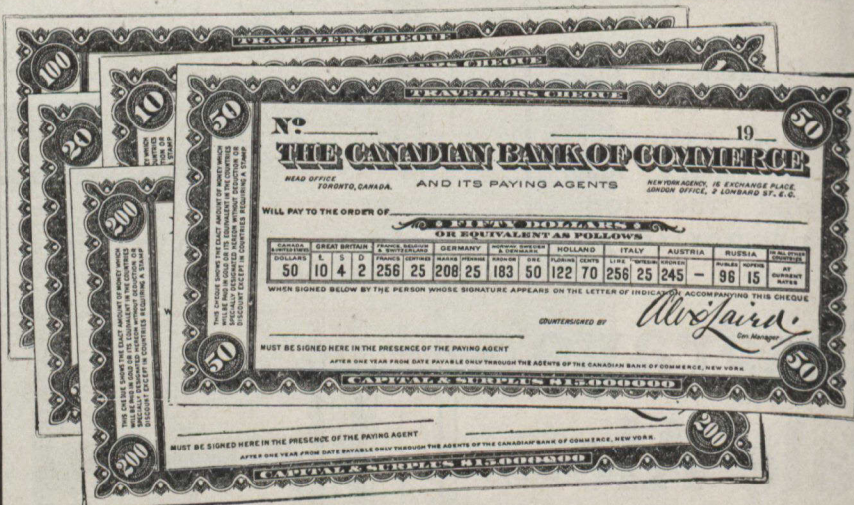
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NOTE—"LACQUERET" is sold in full Imperial measure packages only



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