

**Here is our
New
Fall & Winter
Catalogue**



**We Pay
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Charges to
any Destination
in Canada**

Free Delivery of Goods Throughout the Dominion

The aim of this store has been to reach a point in its development where it can serve on equal terms all the citizens of this great Dominion, and offer to every resident of Canada the advantage of Simpson Quality, Simpson Variety and Simpson Economy, right at your own door without extra cost and without trouble or risk.

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Its immense stocks bought direct from the manufacturers for cash mean economy to you.

The worthy, honest goods, made for service, and the prompt response to your request for return or exchange, mean comfort and satisfaction to you.

The latest, most stylish and up-to-date merchandise in every department means pleasure to you.

YOUR PART

If your name is not already on our mailing list send post card at once for catalogue.

Our new free delivery system makes it profitable for you to order your entire needs from this store.

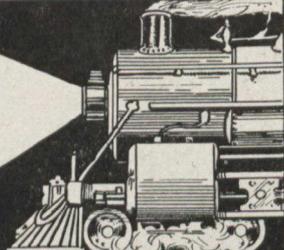
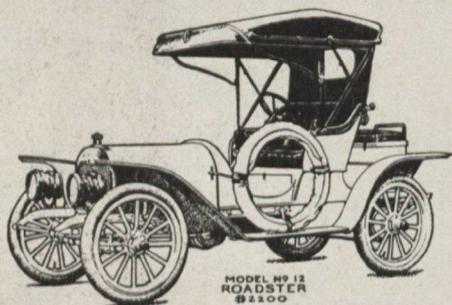
You can order any single article at any price, large or small, and we will send it cheerfully and promptly; but we suggest that you try to make each order as large as possible.

Follow carefully the instructions printed in the catalogue.

N.B.—To get our new Fall and Winter Catalogue promptly send post card addressed to Dept. No. 31.

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This is the mileage of the ELECTRIC in ordinary use. Under test conditions the ELECTRIC has run 142 miles on a single battery charge.

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