

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 **SIMPSON** Company
Robert Limited
TORONTO

N. B.—To get this new catalogue send Post Card addressed to Department No. 37

