

FARMING.

SIMPSON'S

Directors: H. H. FUDGER, J. W. FLAVELLE, A. E. AMES

Beginning a Regular Correspondence



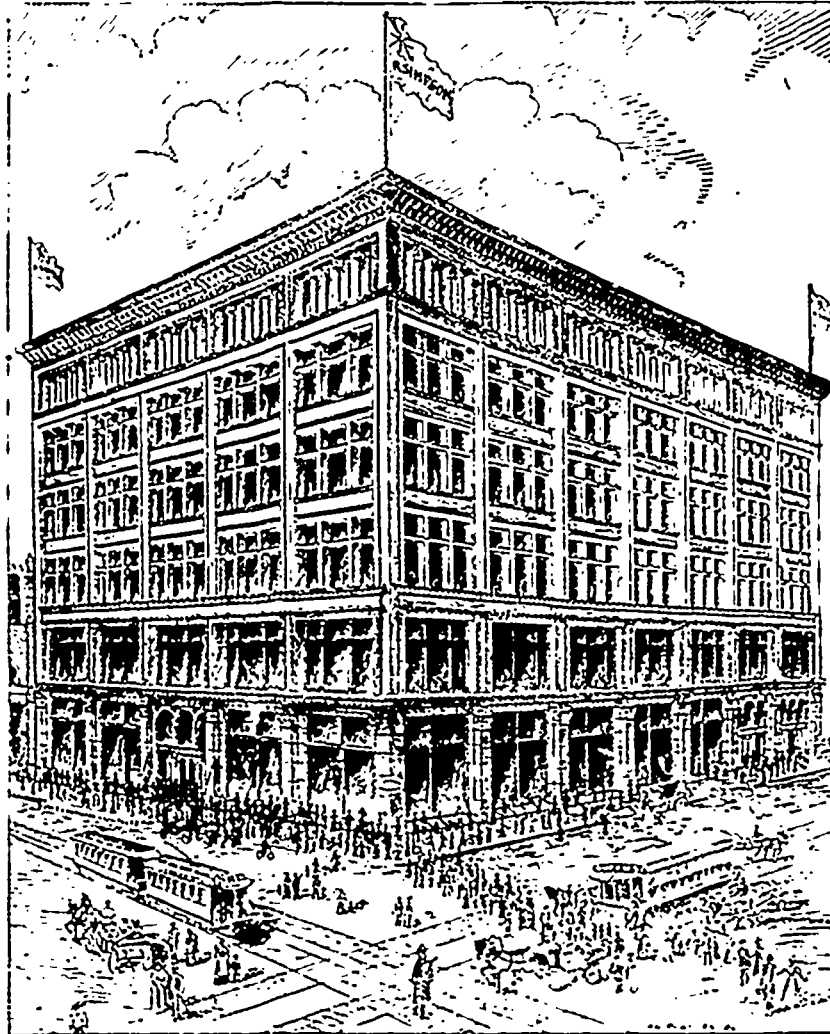
THE SIMPSON STORE, Toronto is to extend its Mail Order service throughout the Dominion.

Heretofore, we have confined our store news to the columns of the daily papers. But we think it is too good news to keep to the citizens of Toronto alone, and if you will follow our story in this space week by week we think you will find it rather interesting.

It will be a weekly news letter, which tells of store matters. We hope that it will be of a character which will draw forth an answer from you now and then, in fact, we hope that this is the beginning of a regular correspondence.

Department, a mammoth House Furnishing Section, an attractive Restaurant, in fact, almost everything comprised under the term, Canada's Modern Departmental Store.

If you have not already received our Spring and Summer Catalogue a postal card addressed as below will bring you one with pleasing haste.



THE SIMPSON STORE.

You probably know that we are among the largest buyers for retail consumption in the Dominion. We don't ask you to buy from us because we are one of the largest dealers. That of itself is of no consequence to you. But we do ask you to test for yourselves the Methods, the Policy, the Goods, and the Prices, which have given us that position.

We believe that our Mail Order service is the quickest in the country. We know that our collection of Spring and Summer Dress Goods, Silks, Wash Goods, Grenadines, and other lines of interest to purchasers by mail, are unequalled in the country. Besides Dry Goods this store has a complete Grocery

The Robert Simpson Co., Limited,

Department F,

TORONTO.