## Frames and Framing



OW easily a good Picture may be spoiled by the frame. How effective a simple little bit of a picture may be made by a well-chosen mat and frame.

We pride ourselves on having the largest selection of genuinely Artistic Mouldings in Canada. We gather them from the best factories on the continent. Tastefulness is the keynote of the entire stock.

Our Picture and Picture Framing Departments are on the fifth floor. Artistically inclined people find it a continuous source of pleasure as a place to visit. Always something new to be seen there. Bring in any Pictures you desire Frames for next time you come and see how well we can do it, and how surprisingly cheap.

The SIMPSON Company Limited