



IF YOU LIVED IN TORONTO

you would follow the crowd to Simpson's and do most of your shopping here. Then why not do it anyhow? Our Catalogue brings the store to you and gives you every advantage of Toronto goods at Toronto prices. With it you can sit down in your own home and do your shopping by mail with just as great delight and satisfaction as if you visited the store personally. Each order is given to an experienced shopper, who selects and buys the article for you. She represents you, and is paid to please you. In most cases, your goods are shipped same day your order is received.

TORONTO IS HEADQUARTERS FOR STYLE

and this store keeps sharp step with the latest fashion ideas of London and Paris. Your local merchant must content himself largely with staple goods that won't spoil by growing old, while we are constantly introducing new styles and novelties. In buying from us your orders are filled from exactly the same stocks as are shown over our counters to the most discriminating shopping public in Canada, and only such goods as we can thoroughly recommend for quality and satisfaction.

Send at once for our new Catalogue and compare our prices with what you are accustomed to pay. We prepay freight or express charges on all orders of \$25.00 or over.

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