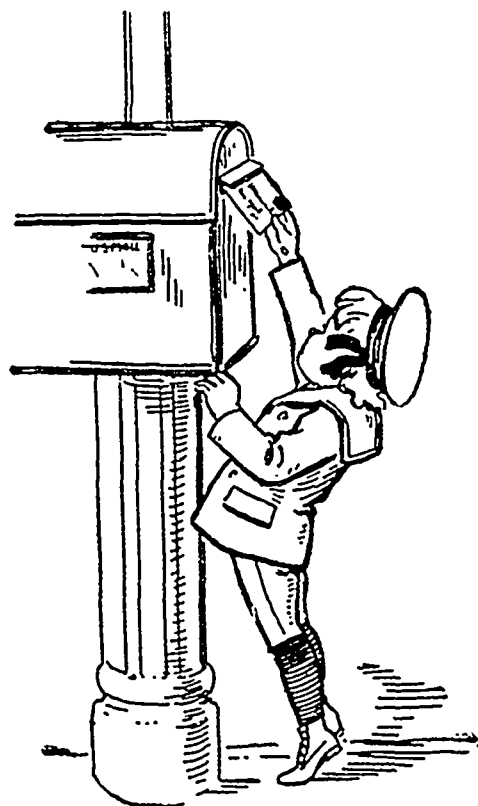


FARMING.

SIMPSON'S

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

Shopping by Correspondence



EVERYONE recognizes this law of buying, that **Large Purchases make Small Prices.** The larger the business the lower the price, and as we told you last week, we are among the largest retailers in Canada, or even on this continent. It follows that our prices ought to be the very lowest in the country, and we believe they are—anyway we try to make them so.

But that is only a part of the argument. Large buying means other things than low prices. It means, for one other thing, plenty of choice—for another, ample supply. That aggravating remark, "Just Out," is seldom heard in this store. It means another thing, the power of obtaining actual (not advertised) exclusiveness.

So there you are! **Low Prices, Large Assortment, Rigid Exclusiveness.** Add to these the advantage of our importing facilities, which puts London, Berlin, Paris, Vienna, and New York only across the street from us, so to speak, their latest novelties coming to us by express steamers, giving our customers their fashions and fancies just about as soon as the stores in those cities have them.

We are extending all these advantages to customers throughout the country, through our Mail Order system, which we think is the fastest and the most generally satisfactory in Canada. All our Spring lines are up—Silks and Woollens and Cottons and Costumes and Ribbons and all the rest. We shall be very glad to hear from you concerning anything you need. May we not send you some samples of our new goods?

Our Spring and Summer Catalogue just issued contains also accurate information and lowest prices of Books, Drugs, Furniture, Wall Papers, Carpets, Paints, Pictures, Jewellery, Watches, Bicycles, Baby Carriages. To obtain a catalogue gratis, please address exactly as below.

The Robert Simpson Co., Limited,

Section 18,

TORONTO, Ont.