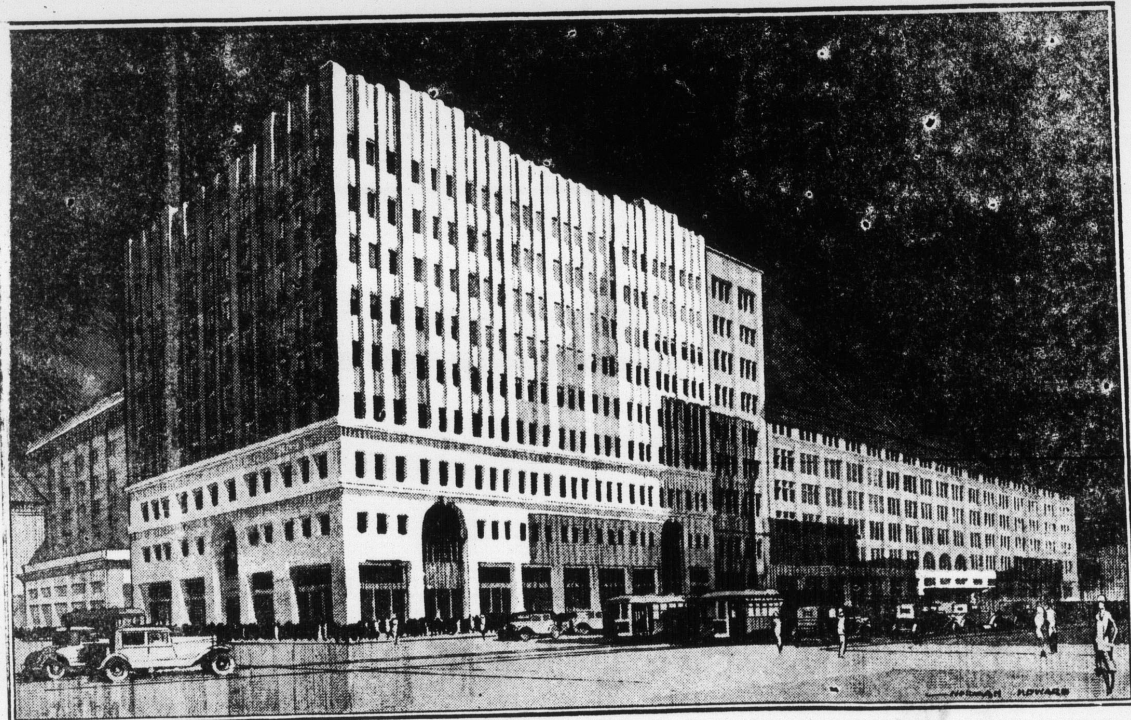




*The Favorite Toronto Shopping Centre
at Christmas and Throughout the Year!*

Hundreds of thousands of Canadians have made Simpson's their Shopping Headquarters for their Christmas gifts. No matter where you live you can simplify your Christmas shopping by selecting from Simpson's extensive stocks, and you can stretch your Christmas budget farther by making the most of Simpson's well-known money-saving values.

If you can visit Simpson's you will enjoy every moment in this beautiful modern store. If you cannot come to the store, simply send your gift list to SIMPSON'S PERSONAL SHOPPING SERVICE. Expert buyers will do your shopping, just as carefully and as prudently as you would yourself.

Wherever you live you'll enjoy shopping at Simpson's.

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