



## Where Toronto Shops For Quality at Lowest Prices ---

*At Christmas and All Year 'Round!*

WHEN YOU'RE HUNTING FOR CHRISTMAS GIFTS OR SHOPPING FOR YOURSELF AND YOUR FAMILY AT ANY SEASON, REMEMBER IT WILL PAY YOU TO TRY SIMPSON'S FIRST!

NO MATTER WHERE YOU LIVE, YOU MAY HAVE THE PLEASURE OF CHOOSING FROM SIMPSON'S TREMENDOUS UP-TO-DATE STOCKS; YOU MAY ENJOY THE ECONOMY OF LOW SIMPSON PRICES; AND YOU MAY RELY ON SIMPSON'S MANY HELPFUL SERVICES. FOR SIMPSON'S SHOPPING SERVICE IS READY TO SERVE YOU IN A TRULY PERSONAL WAY. IF YOU'LL WRITE, ENCLOSING YOUR GIFT LIST, OR OUTLINING YOUR NEEDS, AN EXPERT PERSONAL SHOPPER WILL DO YOUR CHOOSING JUST AS CAREFULLY AS SHE WOULD FOR HERSELF

*Simpson's*

TORONTO