

YOU'LL ENJOY VISITING

TORONTO

... and

YOU'LL ENJOY
SHOPPING AT

Simpson's

1872

Simpson's

BRIEF OUTLINE OF HISTORY

In 1872, a young Scottish-Canadian opened up a modest shop called simply R. Simpson, Drygoods. Today, that business is known far and wide as a great national enterprise with modern department stores, huge mail order houses, and over 200 order offices and agencies serving Canadians from the Atlantic to the Pacific; and buying offices in all the important merchandise markets of the world. Though Simpson's has grown great in size and progress, it still keeps the friendly spirit of its founder . . . looks upon every visitor as a friend as well as a customer . . . makes sure that . . .

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SIMPSON'S SERVICES FOR YOUR CONVENIENCE

Street Floor	Information (taxis)	Queen Centre
	Prescriptions (medical)	Richmond and Yonge
Second Floor	Transfer Pay-in (telegrams)	Richmond Centre
	Gift Wrapping Service	Richmond Centre
	Foot Clinic	Yonge and Queen
	Dry Cleaning Service	Richmond Centre
	Optical	Richmond and Yonge
Third Floor	Writing and Rest Room, Check Room	Bay Street
	Post Office	Bay Street
	Fashion Adviser	Yonge and Richmond
	Bride's Counsel	Yonge Street
Fourth Floor	Travel Service—"Ask Mr. Foster"	Richmond Centre
	Dept. of Accounts (travellers' cheques)	Yonge Street
	Homemakers' Adviser	Bay Street
Fifth Floor	Personal Shopping Service	Yonge and Richmond
	Adjusting Office	Richmond Centre
	Interior Decorating	Richmond and Bay
Sixth Floor	Elizabeth Arden Salon	Bay Street
	Radio Service	Richmond and Bay
	Gift Consultant	Queen and Yonge
	Gift Wrapping	Queen and Yonge
Seventh Floor	Public Cafeteria	Bay Street
Eighth and Ninth	Arctadian Court	
	(luncheons and afternoon tea)	Bay Street
Budget Floor	Shoe Repair	Queen West
(downstairs)	Check Room	Queen and Yonge
	Last and Found	Queen and Yonge
	Rainbow Corner (luncheon and tea)	Richmond Street
	Coffee Shop	Bay Street
Indoor Parking	Car Parking and Motor Grill	Richmond Street
Garage		(Opposite Store)

U.S.A. CUSTOMS EXEMPTIONS

Returning residents of the United States are privileged to take back or send to their home address merchandise acquired abroad as an incident to the trip, to the value of \$200 or \$500 without payment of duty.

\$200 EXEMPTIONS—United States residents remaining 48 hours or more in Canada may take or have sent back free of duty \$200 in merchandise once every 30 days.

ADDITIONAL \$300 EXEMPTION—Those remaining for 12 days or longer may take or have sent back, duty free, an additional \$300 in merchandise once every six months.

GROUP FAMILY EXEMPTION—Members of a family, residing in one household, before returning to the United States, are entitled to group their respective exemptions of \$200 each or \$500 each, and apply the total exemptions to which the other members are entitled. One member of the group will make the one declaration for all.

PLACES YOU SHOULD SEE IN TORONTO

THE CITY HALL

Toronto's City Hall, situated on Queen Street, at the head of lower Bay Street, was opened in 1899 and is constructed entirely of Canadian brownstone and granite. Its clock tower, 300 feet high, contains a massive clock of British manufacture, having a face twenty feet in diameter. The building has a total floor space of nearly $5\frac{1}{2}$ acres. The corridors of the municipal chamber floor are hung with paintings, many showing the earlier days of the city.

ROYAL ONTARIO MUSEUM

The Museum, founded in 1914, is the largest in the British Empire outside of London, England. In its galleries are hundreds of instructive and beautiful displays including the Chinese collections unsurpassed on this continent. Open weekdays, except Monday, from 10 a.m. to 5 p.m.; Sundays from 2 p.m. to 5 p.m. Admission free except on Wednesdays and Fridays, when a 15 cent fee is charged for adults. An attractive luncheon is open from Tuesday to Saturday, 12 to 2 p.m.; and from 3 to 5 p.m.; Sunday from 3 to 5 p.m.

CASA LOMA

Toronto's "Fairy Castle", built by Sir Henry Pellat, C.V.O., is now the property of the City of Toronto, and has been leased to the Kiwanis Club of West Toronto. The castle takes up a city block and, with stables and greenhouses, covers 7 acres. Turrets, underground tunnel, solid oak corridor, massive bronze doors are but a few of the fascinating things that make Casa Loma a "must" on every visitor's sight-seeing schedule.

PARLIAMENT BUILDINGS

In the Parliament Buildings in Queen's Park at the head of University Avenue, legislation for the Province is enacted and administered. Erected in 1885 to 1891, the main House of Parliament is of interesting Romanesque architecture and contains 448 rooms. It has three dwelling apartments within its walls; one for the state use of the Lieutenant-Governor; one for the Speaker of the House during sessions; and one for the Sergeant-at-Arms of the Parliament.

OLD FORT YORK

Toronto's most interesting relic of its colonial past is Old Fort York lying just west of Bathurst Street and north of Fleet Street. This Fort was erected in 1794 by General John Graves Simcoe, the Lieutenant-Governor of the Province of Ontario. The block-houses are the originals now over 150 years old and still show scars of the battle that raged around them on April 17th, 1813. The brick barracks within the ramparts were built about 1804 and comprised both garrison and officers' quarters.

CANADIAN NATIONAL EXHIBITION

The "Ex"—Show Window of the Nation, is the successor of a fair founded in 1792 by the United Empire Loyalists. Its magnificent \$21,000,000 park, which has a mile and a half frontage on the shore of Lake Ontario well within the city limits, is a never-failing source of wonder and admiration to visitors. Eleven miles of paved thoroughfares, groves of ornamental shade trees, landscaped lawns and gardens, stately buildings comprise a vista of loveliness.



Simpson's Stores and Mail Order Buildings from Coast to Coast

Simpson's was founded in Toronto in 1872, and now embraces five Departmental Stores in five important Canadian cities—Toronto, Montreal, London, Halifax and Regina; Mail Order Houses, Order Offices and Agencies in over 200 communities throughout the country; which combine to serve Canadians from British Columbia to Newfoundland. "Simpson's" is a familiar household word in millions of homes, signifying good merchandise, good value and good service. YOU'LL ENJOY SHOPPING AT SIMPSON'S.

Simpson's WELCOMES YOU
TO TORONTO!

POINTS OF INTEREST TO VISITORS IN TORONTO

1. The Old Mill
2. Official Toronto Information Centre
3. Sunnyside Beach and Amusements
4. High Park and Zoo
5. Dufferin Race Track
6. Canadian National Exhibition
7. Old Fort York
8. Casa Loma Castle
9. Maple Leaf Stadium,
Home of the Maple Leaf Baseball Team
10. Toronto's Island Airport
11. Public Reference Library
12. The University of Toronto
13. Centre Island
14. Island Ferry Docks
15. Canada Steamship Lines Docks
16. Royal York Hotel
17. Union Station
18. Art Gallery
19. Ontario Parliament Buildings
20. Royal Ontario Museum
21. Canadian Bank of Commerce
22. King Edward Hotel
23. City Hall
24. City Hall
25. Maple Leaf Gardens
26. Allan Botanical Gardens
27. St. Michael's Cathedral
28. St. James Cathedral
29. Yorkminster Church
30. Holy Blossom Synagogue
31. St. Andrew's Golf Club, 9 and 18 hole courses.
32. Sunnyside Beach and Amusements
33. Sunnyside Race Track
34. Riverdale Zoo
35. Woodbine Race Track
36. Eastern Beaches

