

THE NEW SIMPSON "SERVICE" BUILDING



Finest Reinforced Concrete Building in America; Absolutely Fireproof; Five Million Cubic Feet of Space; Oil-burning Boilers

To the People of Canada ---Our Sincere Thanks

During the year 1916 the people of this city and this country have given us a larger share of their orders than ever before—we take this opportunity of thanking them for their continued good-will.

Expansion Accomplished

Our swiftly-growing business has compelled us, even in war-time, to undertake and complete the greatest physical expansion this company has ever experienced—the accompanying picture of our completed "Service" building on Mutual street will show you just what a gigantic expansion it has been.

Ring Out the Old!

Both in the city and throughout the country our business is growing so swiftly that it has been no easy matter for efficiency to keep pace with it. While the Mail Order Department was outgrowing any buildings we could find for it, the store business was crowding the delivery and other service departments right out into the street. The increasing difficulty under war conditions of securing efficient help has been an additional handicap, and both our

customers and ourselves have suffered. But all these "growing pains" will be forgotten now that the service departments are in a place where they can, figuratively speaking, throw out their chest and show the kind of stuff they're made of!

The Great Manoeuvre

Within the past few weeks there has been accomplished a manoeuvre only comparable in its magnitude to some of the biggest army transport problems at the front. Without interrupting the steady daily flow of parcels from the store to all parts of the city, the service departments (including the delivery) and all the reserve stock had to be moved from the store building to Mutual street. This great shift was accomplished in the height of the season with the minimum amount of friction and delay—and now we're Ready!

Ring in the New!

So the great new building in Mutual street, that looms into view from every quarter of the city, is really a STORE AUXILIARY that will enable us to give city customers the best service they have ever known. Next time you're near it step up on the chance of seeing one of our deliveries go out. "Smooth as grease!" one man exclaimed, as he saw the hundreds of wagons and trucks move off on the stroke of the hour. Beside the improved delivery there is in this building an ideal grocery warehouse

and order-filling plant, with automatic weighing and parcelling machines. All our reserve stock is there, too, thus releasing for selling space a valuable part of the store. The new arrangement means ideal stock-keeping at lowest cost, and consequent better service to customers.

Simpson's for Service 1917

This new building and a similar one in Regina have been erected primarily to accommodate our tremendously increasing Mail Order business. Throughout the length and breadth of the Dominion thousands of homes depend upon SIMPSON'S ONE-DAY SERVICE to supply the greater part of their earthly needs. The Mail Order Department has made good by linking up the two words "Simpson" and "Service" inseparably in the minds of the people. Now, with this new equipment at our disposal, the store's new year resolution is to earn by accomplishment in the city during 1917 the right to this slogan:—"Simpson's for Service."

To Our Customers, to Our Competitors, and to the Community as a whole, we Wish a Happy and Prosperous New Year.

The **SIMPSON** Company Limited