



- Four years ago we began to pay transportation charges on all our mail order business. Since then this business has increased five-fold.
- In emulation of this success, the whole mail order business of Canada is GRADUALLY measuring up to our prepayment methods.

But Our Clean-Cut Policy of paying all charges on everything in catalogue Is Still Unapproached

- In this the last six months we have installed a complete new plant for handling our mail order business. It occupies four times the floor space of our former one and is one of the most complete and most modern equipments on this continent. This has enabled us to give all our mail order customers a one-day service, that is,

We Now Ship Your Order Within One Day of Its Arrival

- This new speed service is now inaugurated because we are determined to deserve still greater business from our customers. It will give them a far more efficient service than has been possible in the past.
- Our new Fall and Winter catalogue, the most beautiful catalogue we have ever published, full of fine colored prints that show the actual appearance of the goods, is now ready. When you get your copy peruse it carefully.

Remembering These 4 Points

- 1 Every article in a Simpson catalogue is prepaid to your post office or nearest express office.
- 2 Every order for goods from a Simpson catalogue is despatched within one day of the time we receive it.
- 3 Every customer gets the benefit of Toronto styles and prices just as if the Simpson store was in your home town.
- 4 Every order goes to our customers by fast train. We no longer make any freight shipments.

