

Canada's Parcel Post System

The Dominion of Canada inaugurated its New Parcel Post System this year chiefly for the benefit of those citizens whose homes lie outside the centres of population.

Before Parcel Post Was Inaugurated

it was inconvenient for people not living near an Express Office to receive parcels that weighed over four pounds. But now there is no more trouble or delay. Because the Dominion of Canada delivers anything you may choose from our catalogue at your nearest Post Office, and we pay all charges.



Give the New Parcel Post A Trial

by sending for something you need from our new catalogue. We will pay all the transportation charges and we will ship your order within one day of the time it is received. You will find that the goods are delivered to you at a price that should bring us the bulk of your future orders.

By using the New Parcel Post System in connection with our free delivery and one-day service **you virtually make your Post Office a branch of the Simpson Store that will serve you with the maximum of efficiency.**

No matter where you live, this brings the advantages of shopping at the Simpson Store within the reach of all. Our immense stocks are bought direct from the manufacturers for cash, and the greatest economies are now available to you if you make this store your chief source of supply.



Another Mail Order Sensation

FOUR years ago, when we began to pay the transportation charges on all our Mail Order Business, most people said "It can't be done."

We were convinced then that most of the Mail Order Business of Canada would eventually be done that way and our faith has been rewarded by a tremendous increase in Mail Order volume since that time.

In emulation of this success the whole Mail Order Business of Canada is gradually measuring up to our prepayment methods.

Now we are ready to make another announcement that will be the best news yet to everyone who shops by mail.

Within 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 means that beginning with the present issue of our catalogue

We will ship your order within one day of its arrival

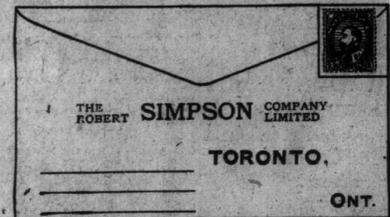
This new speed service is now inaugurated because we are determined to deserve still greater business from our customers. It will give them a far more efficient service than has been possible in the past.



THE ROBERT SIMPSON COMPANY LIMITED
TORONTO

Our All-Embracing Guarantee

The Simpson Guarantee covers every contingency. You get satisfaction or your money back. Everything we sell is exactly as represented. What's more—we willingly and quickly return you your money or exchange the goods, **AND PAY CHARGES BOTH WAYS.** The only conditions are that goods are returned in same condition as received by you, within seven days of their receipt—no matter where you live, no matter what article you select. The only exceptions are articles which for sanitary reasons cannot be exchanged.



Shopping by Mail Simple and Profitable

If you have had no experience in buying by mail, **now is a most favorable time to begin.** A post card will bring you our **New Summer Sale Catalogue** that is just off the press.

If on the other hand you have sent us an order within the past six months, you will receive a copy of this catalogue without sending for it. And we urge you to

Peruse It Carefully

for never in the store's history have better values been offered. Buying in tremendous quantities as we do, we have found manufacturers more than eager to give us great values this year, in order to keep their factories running through a slack season. **This new catalogue will show how we have passed the benefit of this big buying on to you.**

