

# Macdonald-Chapman

LIMITED

## 1918

We are out to make the year 1918 another record-breaker for our business, and will help you do the same for yours, if you give us the opportunity, by mailing us **all** your orders.

Macdonald-Chapman, Ltd. (and connections) show an increase in sales for the year just passed, of **approximately Two Million Five Hundred Thousand Dollars (\$2,500,000.00)**.

This is satisfactory, but we are after a bigger increase for 1918. Every million we add to our turnover reduces our cost of doing business, and increases the saving we can show our customers.

### Read Our Price Lists (Nett Prices)

Beginning with the issue of our Price List, January 5th, 1918, all prices quoted will be **nett F.O.B. Cars Winnipeg**, any discounts shown in list being deducted when goods are invoiced. Our 4% discount plan (off non-combine goods) for prompt 30-day payment, brought good results and showed you a big saving. **We are going to go even one better than this, and show you a greater saving, but are going to quote all prices nett, rather than quote face prices subject to a discount at the end of 30 days, as we think you will find it much more convenient, when comparing our prices with others, to have nett prices for the purpose of comparison.**

### No Charge for Cartage

Beginning this year, we have discontinued charging cartage on country shipments from our warehouse to the freight sheds.

All prices quoted in our Price Lists and Circulars in future will be **nett F.O.B. Cars, Winnipeg.**

We are the first Wholesale Grocery House in Winnipeg to deliver all goods free F.O.B. Cars. It means on our part the annual absorption of a large sum for cartage charges, but we know the trade will appreciate our efforts to protect their interest, and this step means another big saving for our customers.

### No Charge for Packing, Boxes or Bags

We make no charge for boxes or bags. Another innovation that means an additional saving to you.

#### For 1918

Practice

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expensive travellers eliminated.

cartage charges absorbed.

orders shipped promptly.

no charge for boxes or bags.

only quality goods shipped.

mail us *all* your orders.

you will save money, and oblige.

Yours very truly,

**Macdonald-Chapman, Ltd.**

**Wholesale Grocers**

**WINNIPEG.**