

We Cannot Hold Ourselves Responsible

for goods that may be lost or damaged in transit.

If, After Waiting a Reasonable Length

of time, no return is made to your correspondence (whether an order for goods, samples or letter of enquiry), please advise us, giving all necessary particulars.

How to Send Money by Mail.

The safest way is by post office money order in favor of R. Simpson, Toronto. If post office order cannot be obtained you can send by express money cheques that can be obtained from any office of the Canadian or Dominion Express Company. Failing these methods, letters can be registered at the post office.

Sign Your Full Name Plainly

to any communication, that our answer may be properly addressed. A woman should always sign herself Miss or Mrs. Where the latter, the husband's name is preferable. In no case should she sign her husband's name at one time and her own at another; it is sure to cause error and confusion.

How Goods are Sent.

Goods are sent either by mail, express or freight. When specific instructions are not given as to method, we study your interest and send goods in the cheapest way. Parcels up to five pounds in weight, but not in excess of this, can be sent by mail at a cost of one cent an ounce. It is well to register parcels of value. The charge is only five cents extra.

Perfect Security.

This store's record, coupled with its unquestioned ability to redeem every promise made, is the one guarantee that stands behind each of its thousands of transactions daily with the shoppers of Canada. For twenty-five years the success that has attended this work has been uninterrupted and unbroken. The individual standing of the proprietor in the community has long since been established, and of itself furnishes the best guarantee that can be asked by any shopper. When money is sent in excess of orders, balances due customers are promptly returned by us.

Address all Communications to

R. SIMPSON

COR. YONGE AND QUEEN STREETS,

TORONTO, ONT.

MAIL ORDER DEPARTMENT.

We're Tea Merchants. That's a new departure, of which we've something to say on another page. You want to know of Simpson's Teas.