

# 21st Anniversary

THIS IS THE VERY DAY when twenty-one years ago the present owners acquired the business and asked for the patronage and support of the people of the Dominion of Canada. Today it is our pleasing duty to return these our fellow-citizens most sincere and hearty thanks. The response has been magnificent. The business has kept pace with the increase in wealth and population which has been characteristic of Toronto and of Canada. Starting with one hundred and thirty thousand dollars paid-up capital and surplus, the company now has **over seven and a half millions**. Its stocks of merchandise, its buildings and equipment, its staff of loyal workers, and, best of all, its customers, have increased in like proportion.

The store, which occupied only the northeast corner of the block in 1898, has been added to from time to time, till now it covers the entire block. Its solid construction, modern equipment and perfect ventilation make it a most attractive shopping centre.

The exclusion of all unworthy goods, the constant endeavor to improve the service, our willingness to remedy any error or defect, and to make any exchange or refund, further account for the Store's unrivalled popularity.

In Toronto, on Mutual Street, and in the City of Regina, Sask., there have been erected substantial and commodi-

ous buildings which contain several million dollars' worth of goods for the prompt filling of letter orders.

These are recognized as among the finest buildings for the purpose in America, both in construction and equipment. In these, the Eastern and Western homes of our Mail Order business, the Company publishes twice a year and sends broadcast over the Dominion an authoritative Style Book and Price List of dependable merchandise known as the Simpson Catalogue. This contains several hundred pages, including illustrations in color of Women's and Children's Garments, Men's and Boys' Clothing, as well as Fabrics and Furnishings of all kinds. A request in writing by or for any person outside of the City will secure a copy free and without delay.

1898

The maximum of convenience and satisfaction to its millions of customers; the health, comfort and adequate remuneration of its thousands of workers, and absolute security, with reasonable return for their investment to the hundreds of shareholders, will continue to be the policy and programme of The Robert Simpson Company.

1919

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