

SIMPSON'S

PREPAID

EXPRESS

WE NOW PREPAY CHARGES TO DESTINATION



**W**ITH the issue of our new Fall and Winter Catalogue, The Robert Simpson Company Limited, starts a new chapter in the mail order business of Canada.

To further develop our Great Mail Order System and spread its benefits to all parts of the Dominion, we will, until further notice, pay all charges on the great bulk of our shipments, and thereby put our mail order customers on an absolute equality with city customers.

Even if you live a thousand or more miles away, the goods will cost you just what they would in Toronto—no need now to figure out postage, express or freight rates because

*The prices you see printed in this new catalogue are, with a few exceptions, exactly what the goods will cost laid down at your nearest railroad station.*

**This makes Every Railroad Station, Every Post Office, Every Express Office in Canada Practically a branch of this famous Store.**

N. B.—To get this new catalogue send Post Card addressed to Department No. 14

The Robert **SIMPSON** Company Limited  
TORONTO



**MR. ADVERTISER: DO NOT FAIL**

to have your advertisement appear in the THIRD ANNUAL EXHIBITION NUMBER of Farm and Dairy, to be issued September 1st.

This number will have a larger circulation by several thousand than the regular issues. It will be circulated at the leading Fall Exhibitions in Eastern Canada. It will contain special features eagerly waited for by our readers. They will look for your advertisement.

RESERVE SPACE NOW.

Send Your Copy Not Later Than AUGUST 25th.

ADVERTISING DEPARTMENT

**FARM AND DAIRY, - Peterborough, Ontario**