

H. H. Fudger, President.

THE NEW SIMPSON SYSTEM OF MAIL ORDER SERVICE

J. Wood, Manager.

What Your Dollar Means Now

WHEN you walk into a store with a dollar bill you can get in exchange for it some article, marked in plain figures, \$1.00. But the Mail Order customer has had no such straight deal; he has had to sit down and attempt to figure out the postage, express, or freight rates, and finally give up about a dollar and thirteen cents for this same dollar article.



We Have Changed All This

NOW the Mail Order customer sends one dollar to this store and gets a dollar's worth back. Never again will he have cause to regret the heavy transportation charges and wonder if they haven't eaten up all the saving that the catalogue price indicated. Now he knows that the price he sees printed in our catalogue is just what he pays for the goods delivered at his nearest railroad station, unless they are particularly heavy and bulky.



Your Nearest Store

NO matter where you live, this makes Simpson's, for all practical purposes, your nearest store, and brings the advantages of shopping here within the reach of all, on exactly the same terms. Our immense stocks are bought direct from the manufacturers for cash. This means that the greatest economies are now available to you if you make this store your chief source of supply.



Simpson's for Service

IF you have never sent us an order under this new system you have no idea of our improved Mail Order Service. It reduces to the minimum any trouble there may have been in shopping by mail. We sell only worthy, honest goods, made for service, and the prompt response to your request for return or exchange means a degree of comfort and satisfaction almost equal to personal shopping. Get a catalogue and send us a trial order to-day.



The Latest Advances of Modern Store Keeping

A Beneficial Evolution and Revolution in the Retail Mail Order Trade of Canada

WITH the issue of our Fall and Winter Catalogue for this year we announced that we would pay charges to destination on practically all the goods advertised therein. We realized that the time had come to serve on equal terms every citizen of this great Dominion, by offering to every Mail Order customer the advantages of Simpson Quality, Simpson Variety and Simpson Economy, right at your own door without extra cost and without trouble or risk. That this offer has been appreciated is vouched for by the tremendous growth of our Mail Order business since the announcement was made.

The Beneficial Effects of This Plan

It goes without saying that this is one of the biggest retail undertakings ever planned by a Canadian store, and eventually its benefits will be felt by every Canadian who buys goods by mail.

Because This Step Forward Must be Followed

by every other store doing a Mail Order business in Canada.

We were told that it was ruination; that we wouldn't do it for very long; that it was meeting mail order customers more than half way. Well! we want to meet them more than half way; we want to meet them on their doorsteps and say, "The price you're paying for this article is exactly what you'd pay if you came to the store and bought it yourself"—and we're going to keep right on saying this until every Mail Order customer in Canada is benefiting by it.

Good News For Christmas, Three Months Ahead

Our Christmas Catalogue is now being printed. Apart from being the most beautiful we have ever published it will be the most useful to Mail Order customers between now and Christmas. You'll be able to tell just exactly how far your Christmas money will go, because every article mentioned will be delivered to you for just exactly the printed price, no extras of any kind. Think of buying anything you need for Christmas, from Toys to Cut Glass, without having to pay any delivery charges. In thousands of homes this will be welcomed as a great boon, lessening life's drudgery and adding to its comforts.

If you have sent us an order within six months you will receive our Christmas catalogue without asking for it. Otherwise, your address on a post-card will bring it.



Our Ideals Develop

OUR ideals grow as fast as they are satisfied; ten years ago we realized the unfairness of the old law, *caveat emptor*—"let the buyer beware," especially as applied to Mail Order customers, for it put them at a tremendous disadvantage. So we offered to take back goods that were unsatisfactory and pay the charges both ways; and this put things on an equitable basis. But there were greater things to follow:



How it Happened

SOON the proportion of our Mail Order customers became so large that we were bound to consider their convenience and place them, as nearly as possible, on the same basis as our city customers. To give them the advantages of personal shopping was an impossibility. But we did the next best thing, and asked them to shop by proxy without extra charge. Their representative now buys the goods and they are delivered for exactly the same price as if the shopping had been done in person.



The Foundation

THIS unparalleled Mail Order Service has been made possible by the good-will of hundreds of thousands of customers. They liked the foundation-stone, "one price to all," upon which the business was built. They appreciated our offer to take goods back that were unsatisfactory, and pay the charges both ways, because it simply meant we could not afford to sell them something they didn't want or to disappoint them in quality.



The Emancipation

THE Canadian Mail Order customer need no longer suffer the disabilities of the past. He may now rejoice in the fact that the middleman has been laid on the shelf; that henceforth he will send his own money to the big market, instead of getting the middleman to do it, who still has to pay the freight, and who charges a profit on top of it. This will be a national movement making for better goods at lower prices throughout the Dominion.