

A NEW YEAR AND A NEW ERA

In December, 1869, on the south-west corner of Yonge and Queen Streets, my father laid the foundation of this business, therefore the year 1919 will be

THE STORE'S GOLDEN JUBILEE ANNIVERSARY

In 50 years there have been great changes in Store-keeping.

Fifty years ago the custom was no fixed prices, no return of purchases and no redress in case of error. Sometimes one was even pestered to buy. Shopping was no child's play. It was a match of wits, so it was usually done only by the Head of the Home.

In contrast to-day even a child may do the purchasing either in person, by Mail Order or Telephone, without any thought of being imposed upon.

This tremendous change though looked upon as modern is not a modern idea in this Store. It is the result of adhering to the principles laid down by my father fifty years ago. *His first advertisement announced what was then a startling innovation: "We propose to sell our goods for Cash Only; in selling goods to have only One Price."*

Then came his daring guarantee: *"Goods satisfactory or money refunded."* And with these came the welcome message that *"No one is to be importuned to buy."* All this soon developed a new spirit of helpfulness and mutual confidence; and shopping became a pleasant pastime, instead of a disagreeable necessity.

Nor was the Public alone considered. It was the custom for people to leave some shopping until Saturday night, and so it was not uncommon to keep stores open until midnight on Saturdays.

My father had experienced in his apprenticeship days the hardship of the last day in the week being the longest. It was therefore a great thing for the staff when he abolished Saturday night shopping by closing every Saturday at six o'clock even during the Christmas season.

In order to shorten the hours on Saturday, the Public had to be induced to do more shopping on Friday. This was accomplished by my father instituting "Friday Bargain Day."

But what a boon it was when during the hot summer months the store began to be closed at one o'clock on Saturdays! On that occasion I remember him saying to me *"It will not be in my day, but I hope you will live to see the Store closed all day Saturday. The week's work will be done between Monday morning and Friday evening. Saturday will be a day for play. Sunday will be a day for rest and worship, and people will return to work on Monday morning refreshed in body and in spirit."*

On this our Year of Jubilee can any more fitting tribute be paid the memory of the Founder than by making another great stride towards the realization of his dream?

With this intent, the Store will close at one o'clock on Saturdays throughout the year, except during July and August, when the Store and Factories will remain closed all day Saturday.

Such a shortening of the hours for week-end shopping would increase the already heavy pressure on Fridays. **Therefore, instead of on Friday, we shall make THURSDAY JUBILEE BARGAIN DAY.**

By such means we hope to make the daily task a little easier for our large and loyal staff, and to give still better service to you, the Canadian Buying Public, who have, by your support, helped us to make this a Store that now ranks among the greatest in the world. Our Jubilee Motto will be: *"Better Service."*

On the first morning that the Store was opened in 1869 it was probably my father himself who unlocked the door. On the first morning of our Golden Jubilee Year the door of 190 Yonge Street is going to be opened by one who keeps his memory ever green. **My mother has graciously consented to unlock the door with a Golden Key on the morning of Thursday, January Second, at 8.30 a.m.**

Our Jubilee Year is happily also the first year of Peace. May the New Year be for one and all the beginning of a New Era of the best kind of progress--an Era of Service based on mutual Good-will.

THE T. EATON CO LIMITED

Wm. C. Eaton
President

FULL VALUE

END OF

BONDS

whether regis-
trated or not

& CO.

Adelaide West,
(Theatre)
Incl. including
of.

Town Write Us.

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31.—The failure
of 1918 was unpre-
cedented. Dun & Co. re-
sponsible city. In all
cases numbered 28.
reported in Prince
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WAY TAXES.

—The Winnipeg
city \$407.
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to the board of
session today.

RS OF OWNSHIP

Following
dates:

Reeve.
First Deputy.
Second Deputy.
Third Deputy.
EN, Councillor.
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association.

IP ELECTORS

fluence is solicited

MILLER

EEVE.

DIAN DEALER

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AN TORONTO

DIAMONDS

CASH OR CREDIT

Be sure and see our
stock, as we guaran-
tee to save you money.
JACOBS BROS.,
Diamond Importers,
15 Yonge Arcade,
Toronto.

1898

1919



Simpson's Coming of Age

The Verdict of Public Opinion

THIS Store's New Year's Greeting to the public of Toronto and of the Dominion takes on a stronger, heartier ring than ever before because **THIS YEAR WE ATTAIN OUR MAJORITY!**

Early in 1898 the business was acquired by the present owners from the estate of the late R. Simpson.

The surprising growth and development of Canada and this store's share in the same are emphasized in the fact that seven days' business of our Christmas season just past exceeded in volume the total annual business of twenty-one years ago.

For this great record the store expresses hearty thanks to the people of Canada, and congratulates itself and its customers on their continued appreciation of worthy goods at fair prices

Favoring home manufacture wherever possible, this store made its buying slogan during the war years, "Canada First, but not Exclusively." Its policy has been to handle goods made anywhere in the British Empire, and by Britain's Allies. Public opinion has maintained this same

EVEN BALANCE OF JUSTICE

between Home industries and those of the Motherland with her Allies. The result has been wonderful growth in volume as well as the maximum of satisfaction to customers.

Wishing all a Happy New Year, we start this, our Coming of Age year, with plans more comprehensive and organization more energetic than ever. Performance interests you more than promises or prophecy, but watch for new developments affecting our staff, our customers, and the public generally.

Our Midwinter Sale Begins To-morrow, Thursday Morning, at 8.30

1898 The **SIMPSON** Company 1919
Robert Limited

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