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# HOW TO REDUCE THE COST OF LIVING 

## Every Rent Payer in Toronto May Materially Reduce the Cost of Living by Becoming the Owner of His Own Home

It costs no more to own your own house than it does to pay the rent ordinarily charged. It is a simple problem in finance that may be profitably faced by any family paying rent and living comfortably in Toronto.
We will show you how it is done. This is a problem we have successfully solved for many families. We will sell building lots in Alexandra Cardens and arrange to put up a house of neat, artistic design to suit your taste, and you may pay for your home as you now pay rent.
Alexandra Gardens is located in the best section of the most promising distriot of North Toronto-a suburb that is already well built up with high class residences. Thirty minutes' car ride from corner of KIng and Yonge St.-north up Yonge-stop 19 on the Metropolitan Cars.

## You are in a position to own your own home and it will cost you nothing to discuss the subject with us.

Come in any time, or phone Main 7475, and say: "I want to talk to your company about owning my own home."

The Trusis and Guarantee Company, werro managers for the owners of alexandra cardens 45 KING STREET WEST, TORONTO Main 7475

## INVESTORS

Lots at Old Prices
Lawrence Park $=-2=$

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## HAVE YOU PROFITED?

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## A. J. BARR \& CO.

43 SCOTT STREET, TORONTO
SOME ARE TAKING PROFITS
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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 neares store, and brings the advan tages of shopping here within the reach of all, on exactly the same terms. Our im*mense stocks are bought direct from the manufacturers for cash. This means that athe greatest economies are now available to you if you make this store your chief source of supply.


Simpson's for Ser vice
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 fesponse to your request for return or exchange means a degree of comfort and satisfaction almosi equal to personal shopping. Get a catalogue and send us a trial order to-day.


## The Latest Advances of Modern Store Keeping

4 Bonoflolal Evolution and Revolution in the Rotell Mell Ordor Trado of Oanade

WITH the issue of our Fall and Winter Catalogue for this year we announced that we would pay charges to destina tion 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 Canádian store, and eventually its benefits will be felt by every Canadian who buys goods by mail,

## Because This Step Forward Must.be Fellerwed

by every other store doing a) Mat 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 Nerws 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 willhts s/x months you will reoefve our Ohvistmas oatalogue without asking for H. Otherwise, your address on a post-oare will bring $\boldsymbol{n}$.


Our Ideals Develop OUR ideals grow as fast as they are satisfied; ten years go 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 charge both ways; and this put thing 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 foun-dation-stone, "one price to all," upon which the buisiness 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 Orde 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; tha henceforth be will send his own money to the big market, instead of getting the middle. man 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.