

Our New Market Opens To-Day



A New Market that will be second to none on this continent will be opened Today by The Robert Simpson Co., Limited. It is situated in the Southeast Section of the Simpson Basement, and we have made it the most sanitary and cleanest place of its kind imaginable.

No expense has been spared to make it superior to anything the people of Toronto have ever known. It is capable of serving **TEN THOUSAND CUSTOMERS A DAY.**

Customers are invited to inspect this ultra-modern market Monday. Those who do so will hardly be content with anything less than the perfect sanitation and satisfaction that this market will afford.

1,450 Square Feet of Refrigerated Show Case Counters

THE POULTRY AND FRESH MEAT COUNTERS occupy the entire Yonge and Richmond street sides of the market. Specially prepared cuts, priced by the piece and by the pound, will be found here all ready for wrapping. A belt conveyer running beneath insures the quickest and most sanitary kind of service.

THE FISH COUNTER is a model of cleanliness, all the fish being shown in white enamel trays, filled with ice, and constantly drained.

THE COOKED MEATS, SALADS, AND OTHER DELICACIES are in a very unique show-case, which is illuminated and at the same time refrigerated. As far as we know, this is the only show-case of its kind used for this purpose.

Fruit and Vegetables

With the enlarged facilities of the new market, fruits and vegetables in season will be supplied in more extensive variety. The freshest vegetables, with one short stop here, where our facilities keep them crisp and fresh, are assured to our customers at all times.

The Market Staff

The staff is composed of men who have been chosen because of their knowledge and skill, extending to every detail of purchasing, handling and selling these high-grade supplies. All sanitary and helpful devices to promote efficiency and despatch have been supplied for their assistance.

Ventilation

An elaborate and effective system, by which cold water-washed air is delivered to this department in sufficient volume to completely change the air every three minutes, has been installed. Cool and fresh, the market is a pleasant, sanitary addition to the store space.

The Great Refrigerators a Wonderful Equipment

THE REFRIGERATORS, which surround the market on two sides, are divided into five huge compartments, so that fish, poultry, cooked meats, etc., may be kept entirely separate. The big "L" shaped refrigerator on the corner is one of the largest display refrigerators used for meats on this continent.

THE FLOWER REFRIGERATOR and display, together with the auxiliary stock-rooms, give great facilities for the care and sale of cut flowers and plants.

THE PARCELLING REFRIGERATOR is a unique feature of this market. Whether you come to the market yourself or order by phone, your parcel is kept in this refrigerator until a few minutes before it is put into the delivery wagon.

The largest wholesale dealers gave special instructions to their cattle buyers to make the most careful selection of stock on the hoof to qualify for Simpson's initial order. The competition for this order, one of the largest ever placed for retail selling, gave us the pick of all these finest cattle, the animals selected being prepared and dressed under strict Government supervision and each piece bearing the Government stamp.

Hence the meats we offer Today are, to the last ounce, prime. The prices have been made to meet the keenest competition.

Choice Smoked Hams

10 to 14 Pounds
Mild Curing, Half or Whole

Per Pound
21c

Fresh Beef Tenderloins

Per Pound

23c

Choice Sirloin Steak

Per Pound

23c

Shoulder Roast of Beef

Per Pound

14c

Front Quarter Spring Lamb

Per Pound

17c

Pea-mealed Cottage Hams

(Boneless)

3½ to 5 Pounds

Per Pound

20c

The **SIMPSON** Company Limited

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King street,
Office, \$12.50
M. H.

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