Main 7841

H. H. FUDGER, President.

J. WOOD, Manager.

On the Hurricane Deck

THE Advertising Department of the Robert Simpson Company was entertained by the chief of the engineering staff to a trip on the "hurricane desk" yesterday, and the whole journey was accomplished without leaving the store. Considering the state of the weather outside, the trip was a remarkable one.

The party first descended to the basement. A glass door was opened, and all passed through. Instantly they found themselves in the arms of a gale. It was as if they had stepped out of the pilot house on to the hurricane deck, or had found a place to stand away up at the bow. A great revolving fan, something like the paddle wheel of a steamboat whirled silently inside a metal drum, open at one side, but cased to prevent accidents. A hat tossed against this wire network was held there as to a magnet. "This." said the guide, "is the

pot that brews the storm." He pulled the electric switch out from the contact, and with the 15-horse power off, the big, whirling fan slowed down and stopped. Simultaneously the storm died away, and the place became very warm, the air sultry and lifeless.

"Now, come this way," said the chief engineer. He opened a sliding metal door, and stooping low, crawled through. The noise and spray of falling water filled the little cave-like room. It splashed down one wall like a little Rideau

"Look closely at the wall," commanded the guide. The partition was of black japanned metal, and perforated with

"Now," said he, "when I turn the current on the fan will draw in the live air from the street outside, and blow it through this curtain of water, and through those little perforations. Thus it will be washed with cool Lake Ontario water, and breezed on ipward into the store like a fresh wind after a thunderstorm."

The centrifugal pump which supplies the water fresh and cool to the air washer was the next point in the journey. Then the shaft where the storm rages so that one is obliged to hold one's hair on; and finally, the air valves, trimmed like sails to direct the air out over the store floors. And such sweet, cool air—water-washed, life-giving, pure.

This machine has a capacity of 55,000 cubic feet. It was installed last fall to supply fresh, moist, warm air to the store in the winter time. Since this warm spell we have set it to supplying cool air instead, which it does just as well. Besides this big new fan and water curtain apparatus, we have five fans, with a total capacity of 20,000 feet, for keeping our basement fresh

No other store in town is such a pleasant place in hot weather as Simpson's, and the "trip on the hurricane deck" yesterday thoroughly explained it. Ours is the only store in town with apparatus of this very modern kind.

Ouicker Service at the Fountain

This hot spell, a thirsty multitude have congested our soda water service, especially at lunch hours between 11.30 a.m. and 2 p.m. To-day we begin a new service that will remedy the delay, and nobody ought to have to wait many minutes for a drink.

Soap, Pearline, Sapolio Fels Naptha Soap, bar 5c. Synlight Soap, 6 bars 25c. Comfort and Eclipse Soap, per bar

Surprise Soap, 6 bars 25c. Heather Brand Soap, 8 bars 25c. Simpson's Big Bar Laundry Soap,

Taylor's Borax Soap, 6 bars 25c. Pearline, 1 package 11c.
Old Dutch Cleanser, regular 10c,

packages 25c. Kitchen Sapolio, per cake 8c. Powdered Ammonia, large package

9c, 3 packages 25c. Naptha Powder, 1-lb. package 5c. Canada White Laundry Starch, 1-lb.

Parisian Blue, 2 packages 7c. Moody's Lye, per tin 7c. Gold Dust Washing Powder, large

package 23c. Klenzine, 3 packages 25c. Bon Ami Soap, per cake 12c. Lux Washing Powder, 2 packages 9c. Taylor's Soap Powder, 2 pack-

Telephone direct to depart-

5 LBS. PURE CELONA TEA \$1. Monday, half ton, black or

mixed, 5 lbs. for \$1.00.

Economies for the Million and the Millionaire

and Other Model Garments TOBODY, however much money may be at command, ignores a saving of seventyfive dollars on a single garment, and the cutting off of such a slice of the cost interests a

Extraordinary Sale of 43 Paris

very wide circle of people in this sale. Here are Model Gowns at less than half the French costumer's price, together with samples of fine Lingerie Summer

	view in the Salon de Luxe, third floor,	ronge	Summer	FOR	2/11	1
logue No.	Description.	Former	Sale Price			· ·
8	An Evening Gown of hand painted mous- seline de soie over lemon colored satin,	Price.	Monday.		M	
	yoke and sleeves of Limerick lace, touches of royal blue velvet	\$100.00	\$50.00	13		II
3	Afternoon Gown of rose mousseline de soic, over deeper shade of rose satin, handsomely embroidered in same shade,		91. 14. 14. 14. 14. 14. 14. 14. 14. 14. 1	17	1.1	11
4	A charming Afternoon Course of sales of	175:00	100.00	准	1911	1
	A charming Afternoon Gown of ashes of roses mousseline de soie over deeper shade of satin, embroidered in self coloring, touches of soft rose satin, under-		TARREST TO	Walte very	19/1	1
	sleeves of Limerick lace	140.00	75.00	mg-the Spin	11/10	1
10	Exquisite Gown of rose mousseline de soie, mounted over deeper shade of rose satin, touches of rose velvet, and out-					1
	lined with pink roses.	100.00	50.00		11 11/2	TI
16	A lovely Evening Gown, made up in one of the most effective new nets, flounce and girdle are made up of pale blue mull; the corsage is cut round, and edged with	View 30		rui		N
0,000	white passementerie, large satin bow to	and the		. 1	和的 111	1/2
)	match	100.00	- 65.00	1.8		1/1
.5	Beautiful Frock of cream marquisette, over cream satin, yoke and sleeves of Irish lace, with touches of baby Irish lace		Ct			1/
1993	on sleeves and neck	115.00	75.00	.有用用用	11	
5	Stylish Frock of French batiste, elaborated with Irish lace all-over edging and	£1000	34.1			1
9	insertion, hand-made	140.00	75.00		100	1
	Dainty Frock of French batiste, hand em- broidered, and trimmed with French Val.		. 20.	HUIII	の大き	1
.77	lace	50.00	35.00	FILLE	1	
	Pretty Lingerie Frock of mousseline de soie, hand embroidered and trimmed with					1
	Platt lace	65.00	40.00		111	1 16
3	Mull Dress, trimmed with German Val.	15.00	10.00		W.A	1. 3
0	Dainty Frock of white mull, trimmed with German Val. lace, sleeves and yoke	15.00	10.00		1	10
	tucked	16.50	10.00		12	

A Big Summer Sale of Rugs

DOOM rugs of every weave will be included in this sale on Monday - Axminsters, Wiltons, Velvets, Brussels, Tapestry, and Wools. Scores of designs to select

Colors include Greens, Reds, Fawns, Blues, Rose, Greys, etc.

	Regular Price.	Monday.
Wilton Rugs, 9 x 12,	. \$37.00	\$28.45
Axminsters, 9 x 10.6	. 30.00	24.45
Velvets, 9 x 10.6	. 17.50	15,45
Brussels, 9 x 9	. 15.00	11.45
Tapestry, 9 x 10.6	. 12.25	9.45
Wool, 9 x 12.0	. 8.00	6.45

Sale of Bedroom Boxes Made to Order-A Summer Sale Reduction.

On Monday you can have made to order a Box, 36 in. long, 20 in, wide and 16 in, high, from our large stock of chintzes, cretonnes, or sateens, up to 25c a yard, mounted on roller bearing castors, upholstered tops, and colored lining to match. The materials comprise floral and conventional patterns on light and dark grounds, and being numerous you are sure to find the required coloring to suit any class of decorated room. Price, if ordered Monday, \$2.49.

Japanese Napkins 25c Per 100

50,000 Japanese Paper Napkins handsome designs, fast colors, good quality. Regular 40c per 100 kind. While they last 25c per 100.

100 only Congress Playing Cards, handsome backs, in morocco case, stories. Published at \$1, handy to take with you on your vacation. Regular 75c. Special 45c.

\$1.50 and \$1.25 Copyright Novels 25c

Special lot of Cloth Bound Copyright Novels, original editions, end lots from various publishers, all good stories. Published at \$1.50 and \$1.25.

On sale Book Department. On sale Stationery Department.

Habitant Chairs in the Summer Sale

A FRENCH Canadian contribution for Monday. Get two or three for your verandah. "Habitant" Verandah Chairs, | For selling Monday \$2.10. made of ash stained green, with genuine rush seat; a comfortable

chair, of odd but neat design; made by French-Canadian workmen. Our regular price \$2.50. For Monday selling \$1.75.

Folding Chairs, in solid hard-wood, natural finish. Our regular price 95c. For Monday selling

men. Our regular price \$2.50.
For Monday selling \$1.75.

"Habitant" Rockers, of ash, green finish, matches the above chair. Our regular price \$3.00.

Nurses' Rocking Chair, solid wood seat, fancy turned spindles, with embossed top, back slat. Our regular price \$1.35. For Monday selling \$80.

The June White Sale

Selling the Spring and Summer Samples of the Famous Merode Underwear.

Come early for choice of 300 sample garments of Women's and fetas, San Toys, Panamas, chev-Girls' "Merode" Underwear, consisting of vests, drawers, tights, iot serges, worsted suitings, mounion suits and corset covers; spring and summer weights; finest hairs, permanent finish and unribbed cotton and silk and cotton mixture; very tastefully trimfading blacks; all pure wool; the med. Vests, covers and union suits come high or low neck, short, season's newest weaves, for light long or no sleeves. Drawers in umbrella or tight style; color white or cream. All sizes in the lot for women and girls. Regular prices 25c to \$3.75 each. Monday sale price 10c to \$1.50 each. Don't miss this Merode sale. No phone orders.

ALSO INVESTIGATE THIS WHITEWEAR FOR MONDAY'S SELLING.

50c Nainsook Corset Covers, lace trimmed, Monday 33c.

2,000 yards Beautiful Diagonal Suitings, French Panamas, Broadcloths, Worsted Suitings, Cheviot Sultings, San Toy Suitings, Henriettas, Cashmer de Soie, fine, medium and net voiles, Silk and Wool Lansdowne, French Armures, Cord de Chines; made from fine Botany wools; dyed by the best dyers, unspottable and thoroughly sponged. 46 to 54 inches.

The Summer Sale in the Staples Dept.

2,000 yards Beautiful Diagonal Suitings, Cheviot Sultings, Monday, per foot 61/2c.

Plate Rail, 2½-inch. Regular to 36, Monday, per foot 61/2c.

Worsted Suitings, Cheviot Sultings, San Toy Suitings, Henriettas, Cashmere de Soie, fine, medium and net voiles, Silk and Wool Lansdowne, French Armures, Cord de Chines; made from fine Botany wools; dyed by the best dyers, unspottable and thoroughly sponged. 46 to 54 inches. Regular selling prices to \$1.50. Monday special 89c yard.

The Summer Sale in the Staples Dept.

SECOND FLOOR, YONGE STREET.

\$1.50 and \$1.75 Bleached Damask | 200 pairs of Sheets Going at \$1.20 Table Napkins, 98c dozen.

22 x 22 inches, superior Irish

and Scotch makes, assorted bor- torn sizes, hemmed ready to use, dered designs, hemmed ready to made from selected English use, only 100 dozen.

White Irish Dress Linens 33c Yard. Every thread pure linen, 36 in wide, eautiful round thread, fresh from the Emerald Isle for cool summer dresses. on sale in Linen Department, upstairs. 10c Crash Towelings 7c Yard.

Every thread linen, superior Scotch makes, bordered, some 17-inch brown twill, some 18-inch brown and white, plain; 960 yards only in the lot to

Children's Summer Headwear Odildren's Felt and Linen Turban

and Middy Hats, assorted colors. Reg-ular 50c. Monday 39c. Children's Summer Wear Tams, washable crowns, named silk bands, colors pale blue and tan, in drill, and white duck or pique. Monday special

Children's Extra Fine White Canton Braid Straw Middy and Turban Hats, \$1.00.

Full bleached, plain or twilled, sheetings, 2 x 21/2 yards. Hemstitched Huckaback Towels 3

Pairs \$1.00. 19 x 36 inches, all pure linen, of course; full bleached, good weight and perfect drying, best spoke hemstitching. Regular 50c pair. 25 dozen to

Hemmed Crochet Quilts 83c Each. hemmed ready to use, 72 x 82 inches, for double beds. 150 only to sell.

Phone direct to Linen Department.

white, navy and brown bindings. Reg ular \$1.50. Monday \$1.00.

Boys' and Girls' Navy Serge Varsity Caps, sateen lined, well made. Monday

Boys' Blazers for \$1.00 Boys' Navy Blue Flannel Blazers

Eighth Day of the Sale of Muslins

THE hot wave seldom follows upon a special purchase of summer goods as opportunely as it did after we secured these muslins. It was a mean trick the weather played upon the importers this spring-cold at first until in despair surplus muslins sold at next to nothing - then hotter than any June for years. This store cannot grumble, how ever, nor can its customers. We have seldom experienced such a selling.

THE PROGRAMME FOR MONDAY.

Regular

2,000 yards Best English Print, for summer dresses, absolutely fast colors and most stylish designs, white grounds, with wide stripes mostly, but black, white, sky, pink, yellow, many stripes are summer dresses, absolutely fast colors and most stylish designs, white stripes mostly, but

black and white; pinks, blues and mauves in plenty, make beautiful sum-mer dresses for maid, wife or widow.

grounds; with wide stripes mostly, but many conventional designs. Regularly 12½c, for 8c.

A great lot of Beautiful Printed Lawns, Muslins and Organdies, the most dainty designs ever conceived, black and white, pinks, blues and mauves in plenty, make beautiful sum-

mauves in plenty, make beautiful summer dresses for maid, wife or widow. Regularly 17c to 25c, for 10c.

60 pieces only High-class French Cambric, for waists, dresses or boys' and men's shirts, very high-class ing linen shade. Special 59c.

Boys' Share Summer Sale Benefits

Two-piece Suits of Canadian and English tweed, single breasted Norfolk style, plain knee pants. Sizes 23 to 27. Regular prices \$2.75, \$3.00 and \$3.50. Mon-second states of the style of th day \$1.98.

day \$1.98.

50c BOYS' BATHING SUITS 35c.
300 Suits of Boys' One-piece and Two-piece Bathing Costumes, in plain navy and fancy stripes; this small clearing line wil go with a rush at, each, Monday 35c.

53.95.

75c BOYS' OUTING SHIRTS 48.
326 Boys' Cashmerette Outing Shi also 175 made from white cellular net); each shirt has an attached down collar; made reversible, and pocket. Sizes 112 to 14. Clearing each, Monday 48c.

White Canvas and White Mercerized Canvas Shoes

2,000 pairs to sell on Monday at special prices: Women's White Canvas Oxfords, Blucher, leather heel. Special Monday

Women's White Canvas Oxfords, Blucher, covered heel. Special Monday Women's White Canvas Ankle Strap Oxfords, covered heel. Special Mor

day \$1.19.

Women's White, Blue, Pink, Grey or Linen Mercerized Ankle S Pumps or Oxfords, covered heel. Special Monday \$1.99.

White Canvas Ankle Strap Pumps, misses', special Monday 890;

CHILDREN'S \$1.00 BOOTS 79c.

120 pairs Children's Boots, fine, strong Dongola kid leather, Blucher, patent toecaps, medium and heavy soles, broad toes, easy fitting, all sizes \$ to 10½. Regular value \$1.00. Monday 79c.

Summer Sale of Plain and Fancy Silks at 38c Yard

6,000 yards of fashionable Dress Silks, consisting of plain chiffon taffetas, check and stripe taffetas, French satin paillettes, fine English messaline, check and novelty Shantung silks, English peau de soie, shot and two-tone

chiffon taffetas, etc., etc. Nearly every color, ivory and black will be found in the assortment; qualities as sold regularly in this store at 50c, 75c and 85c per yard. Monday summer sale, per yard 38c.

Summer Sale of Black

Goods (Dress Goods Dept., 2nd Floor.) 3,500 yards high class Black Fabrics, comprising plain, stripe and fancy voiles, silk stripe taf-fetas, San Toys, Panamas, chev-

special 59c yard. SUITINGS WORTH UP TO \$1.50 FOR

2,000 yards Beautiful Diagonal Suit-

Summer Sale of Spoons and Forks Rogers' Tea Spoons, Monday, set of six 890.

Rogers' Dessert Spoons and De Forks, set of six \$1.50.

Rogers' Table Spoons and Me Forks, set of six \$1.75. These are Wm. A. Rogers' silve plate, fancy pattern handles, nes scroll design, each piece stamped wit maker's name and "Horseshoe" trad

\$1.25 Alarm Clocks 65c 396 Alarm Clocks, nickel and copper finish cases, single and double bell, extra loud alarms, lever to stop bell, guaranteed timekeepers. Regular sell-ing up to \$1.25. Monday 65c.

More Wall Papers at

Summer Sale Prices Imported Wall Papers, for parlo sitting rooms, dining rooms, libra and dens, two-tone and two or a color effects. Regular to 75c, Mon per roll 37c; regular to 50c, Mon per roll 23c; regular to 25c, Mon per roll 11c.

Burlaps, dyed green, brown and fed. Regular to 30c. Monday, per yard 22a Plate Rail, 2½-inch. Regular to 30. Monday, per foot 6½c.

Alf S
by cha
was se
Hessell
McMart
at outs
Fred D
to retir
Degan,
brother
tion of
sehs' s
failed t
again a
ity to s
sounde
wall 0.

Shirts and Pyjamas



In the "Wanless" Building We call it the Wanless Building because that is the name it has been known by for nearly a generation. It has, however, been a Simpson building for some time now, though it still preserves its identity as far as Yonge street appearances go. But the time is at hand when it will disappear forever from the face of the city. We are at the present time conducting a sale to clear the way for the builders. On Monday we'll be

SELLING 5,000 NEGLIGE SHIRTS AT EACH 98c.
(See Yonge Street Windows To-day.)
Many styles, coat or ordinary; pleated, plain and fancy fronts; plain colors, including white; stripes, spots, figured and many other designs, in many different color combinations; Madras, Oxford, cambric, percale, zephyr, etc., cloths. Sizes and half sizes in the lot, 14 to 18. All at one price Monday 98c.

\$2.50 AND \$3.00 PYJAMA SUITS WILL BE SOLD

MONDAY AT \$1.98.

Just 175 Suits, Swasettes, Madras, Ceylons and fine percales; made with and without frog trimmings, and with the French or military collars; plain white, blue, tan, mauve and a variety of fancy stripes and figures. Monday \$1.98.