

The Robert SIMPSON Company Limited

Main 7841 50 Lines to Central

The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Store Opens 8 a.m.

Store Closes 5.30 p.m.

PROBABILITIES—Moderate winds, mostly east and north-east; sea and warm.

Saturday, June 25, 1910

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 deck" yesterday, and the whole journey was accomplished without leaving the store.

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 caged 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.

"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 Falls.

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

"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 upward 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 and cool.

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.

Quicker 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, Pearlina, Sapolio

Fels Napha Soap, bar 5c. Sunlight Soap, 6 bars 25c. Comfort and Eclipse Soap, per bar 4c. Surprise Soap, 6 bars 25c. Heather Brand Soap, 8 bars 25c. Simpson's Big Bar Laundry Soap, per bar 10c. Taylor's Borax Soap, 6 bars 25c. Pearlina, 1 package 11c. Old Dutch Cleanser, regular 10c, 3 packages 25c. Kitchen Sapolio, per cake 8c. Powdered Ammonia, large package 9c, 3 packages 25c. Napha Powder, 1-lb. package 5c. Canada White Laundry Starch, 1-lb. package 7c. Parisian Blue, 2 packages 7c. Moody's Lye, per tin 7c. Gold Dust Washing Powder, large package 23c. Kleenize, 3 packages 25c. Bon Ami Soap, per cake 12c. Lux Washing Powder, 2 packages 9c. Taylor's Soap Powder, 2 packages 8c. Telephone direct to department.

5 LBS. PURE CELONA TEA \$1.

Monday, half ton, black or mixed, 5 lbs. for \$1.00.

Economies for the Million and the Millionaire

Extraordinary Sale of 43 Paris and Other Model Garments

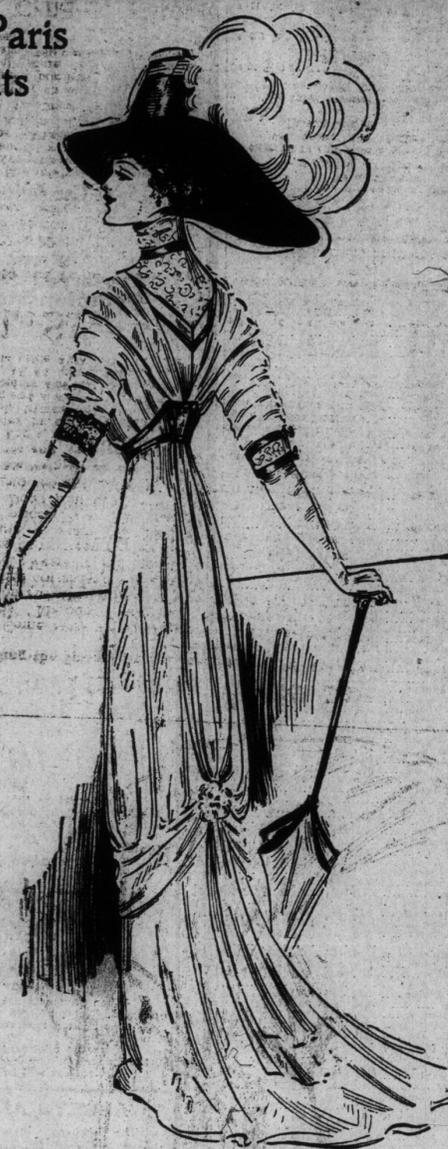
NOBODY, however much money may be at command, ignores a saving of seventy-five dollars on a single garment, and the cutting off of such a slice of the cost interests a very wide circle of people in this sale.

Here are Model Gowns at less than half the French consumer's price, together with samples of fine Lingerie Summer Frocks slightly soiled with too frequent handling. No defects—just a lapse from whiteness which the laundress will speedily restore.

Note these selections from the sale catalogue for Monday. Every item describes a work of art.

On view in the Salon de Luxe, third floor, Yonge street:

Table with 4 columns: Catalogue No., Description, Former Price, Summer Sale Price Monday.



A Big Summer Sale of Rugs

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

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

Table with 3 columns: Item, Regular Price, Monday Price.

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 satens, up to 25c a yard, mounted on roller bearing castors, upholstered tops, and colored lining to match.

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.

Habitant Chairs in the Summer Sale

A FRENCH Canadian contribution for Monday. Get two or three for your verandah. "Habitant" Verandah Chairs, made of ash stained green, with genuine rush seat, a comfortable chair, of odd but neat design, made by French-Canadian workmen.

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 Girls' "Merode" Underwear, consisting of vests, drawers, tights, union suits and corset covers; spring and summer weights; finest ribbed cotton and silk and cotton mixture; very tastefully trimmed. Vests, covers and union suits come high or low neck, short, 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.

The Summer Sale in the Staples Dept.

SECOND FLOOR, YONGE STREET. \$1.50 and \$1.75 Bleached Damask Table Napkins, 98c dozen. 22 x 22 inches, superior Irish and Scotch makes, assorted bordered designs, hemmed ready to use, only 100 dozen.

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

Children's Summer Headwear. Children's Felt and Linen Turban and Middy Hats, assorted colors. Regular 50c. Monday 39c.

Boys' Blazers for \$1.00. Boys' Navy Blue Flannel Blazers, with fancy colored silk cord edges. Sizes 26 to 33. Very special Monday \$1.00.

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, however, nor can its customers. We have seldom experienced such a selling.

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. Monday \$1.98.

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 \$1.19.

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.

Summer Sale of Spoons and Forks

Rogers' Tea Spoons, Monday, set of six 89c. Rogers' Dessert Spoons and Dessert Forks, set of six \$1.50.

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 taffetas, San Toys, Panamas, cheviont serges, worsted suitings, mohairs, permanent finish and unfading blacks; all pure wool; the season's newest weaves, for light summer dresses and suits. 44 and 48 in. wide. Regular selling prices 75c to \$1.25. Monday very special 59 yard.

More Wall Papers at Summer Sale Prices

Imported Wall Papers, for parlors, sitting rooms, dining rooms, libraries and dens, two-tone and two or more color effects. Regular to 75c, Monday, per roll 37c; regular to 50c, Monday, per roll 23c; regular to 25c, Monday, per roll 11c.

Plants for Flower Gardens

Summer Sale Prices. Hanging Baskets, \$1.00 size, for 55c. Geraniums, 2 for 25c, per dozen \$1.40.

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.

SELLING 5,000 NEGLIGE SHIRTS AT EACH 89c. (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, sephyr, etc., cloths. Sizes and half sizes in the lot, 14 to 18. All at one price Monday 89c.

\$2.50 and \$3.00 PYJAMA SUITS WILL BE SOLD MONDAY AT \$1.98. Just 175 Suits, Swassettes, Madras, Ceylons and fine percales; made with and without frog trimmings, with the French or military collar; plain white, blue, tan, mauve and a variety of fancy stripes and figures. Monday \$1.98.