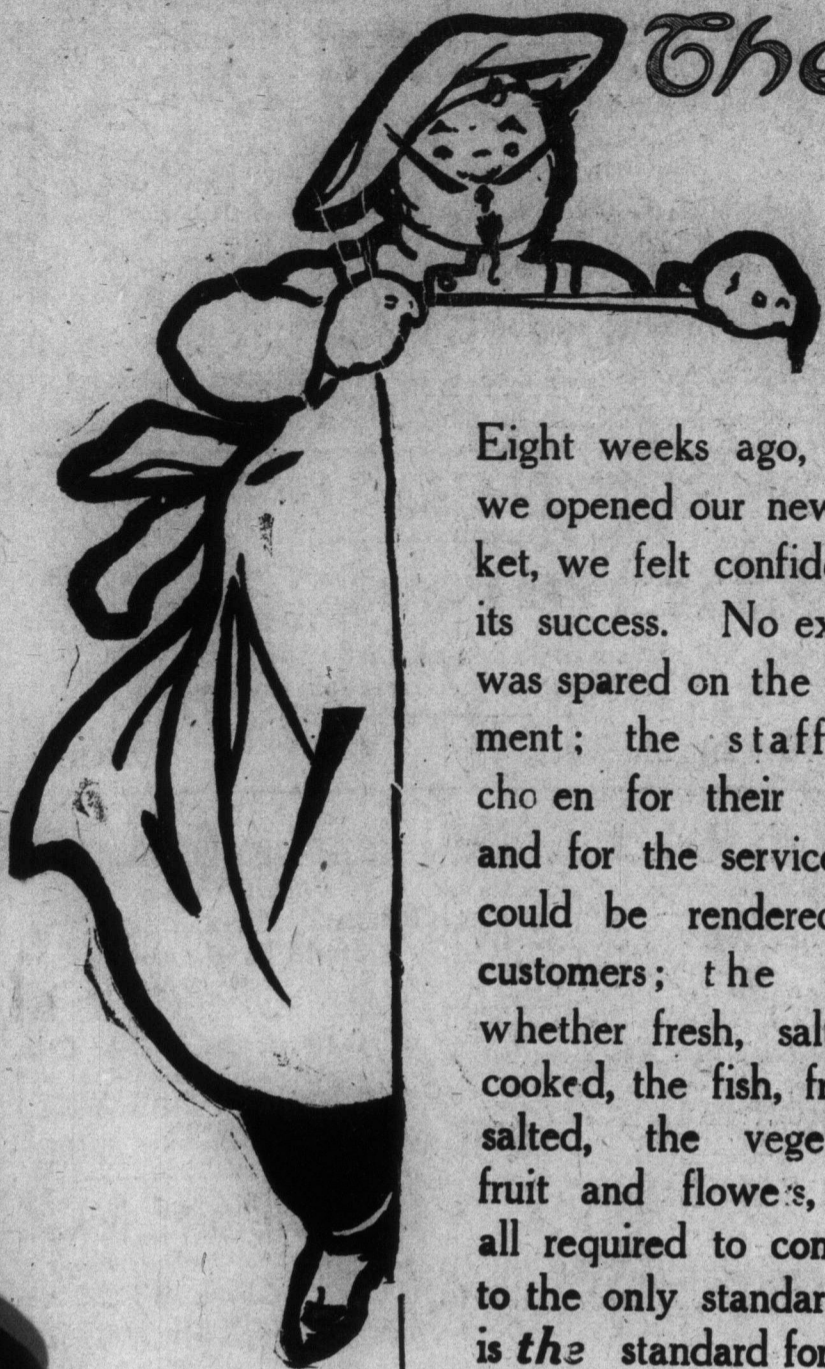


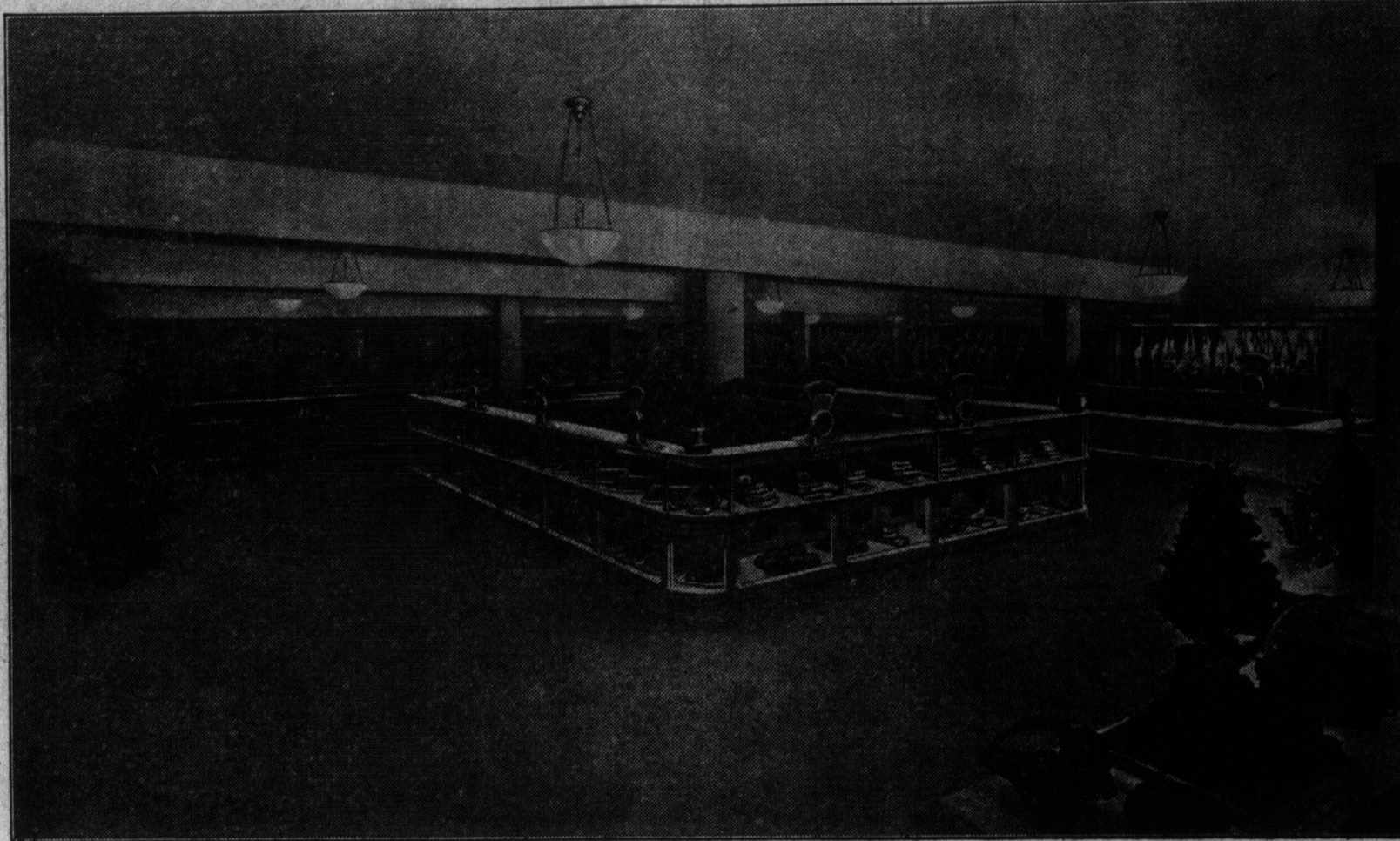
The NEW MARKET AT SIMPSON'S



Eight weeks ago, when we opened our new market, we felt confident of its success. No expense was spared on the equipment; the staff was chosen for their ability and for the service that could be rendered our customers; the meats, whether fresh, salted or cooked, the fish, fresh or salted, the vegetables, fruit and flowers, were all required to come up to the only standard that is *the* standard for food-stuffs—namely, *the best*.

The response has been indeed gratifying. Discriminating housewives were quick to appreciate the perfect sanitation and the service that our Market affords. The Market is gratifying to customers, not only on account of the service and produce secured here, but because of its appeal to the eye.

The gleaming white of marble and tile, the spotless glass and shining nickel of which it is built, please in themselves, and because



of the absolute cleanliness they argue. The Fish Counter, with the glistening beauties of sea and lake displayed on beds of ice, their russet-gold brothers who have passed through the smoke-house and are stacked on spotless platters of white enamel; the Poultry Counter, with its array of plump ducks and chickens, neatly dressed, and strings of game from the north country, in all the glory of their lovely feathers; the fresh meats, rosy beef and delicate lamb, on the counters and in the glass-fronted refrigerators—all combine to make a wholesome and satisfying picture.

Turning to the centre counter, another pleasure meets the eye. This counter is both refrigerated and illuminated, and displays to the best advantage a most appetizing array of cooked and smoked meats and salads. Platter after platter of pink and white ham, of tongue, of jellied hocks, of sausage rolls crisp and brown, of Galician sausage, sliced bacon (a surprising number of different kinds), all garnished with red or green peppers and parsley, and all looking most tempting.

Then the huge white bowls of really delicious salad, rimmed about with lettuce. This salad is most carefully sent out in little waxed paper cartons, and it's possible to buy an extra supply of the creamy mayonnaise, and that, with a head of fresh lettuce ordered at the same time, results in a salad at home as dainty and fresh as though prepared in your own kitchen. Chickens cooked to a turn, and stuffed with delicious dressing, are also here to tempt you.

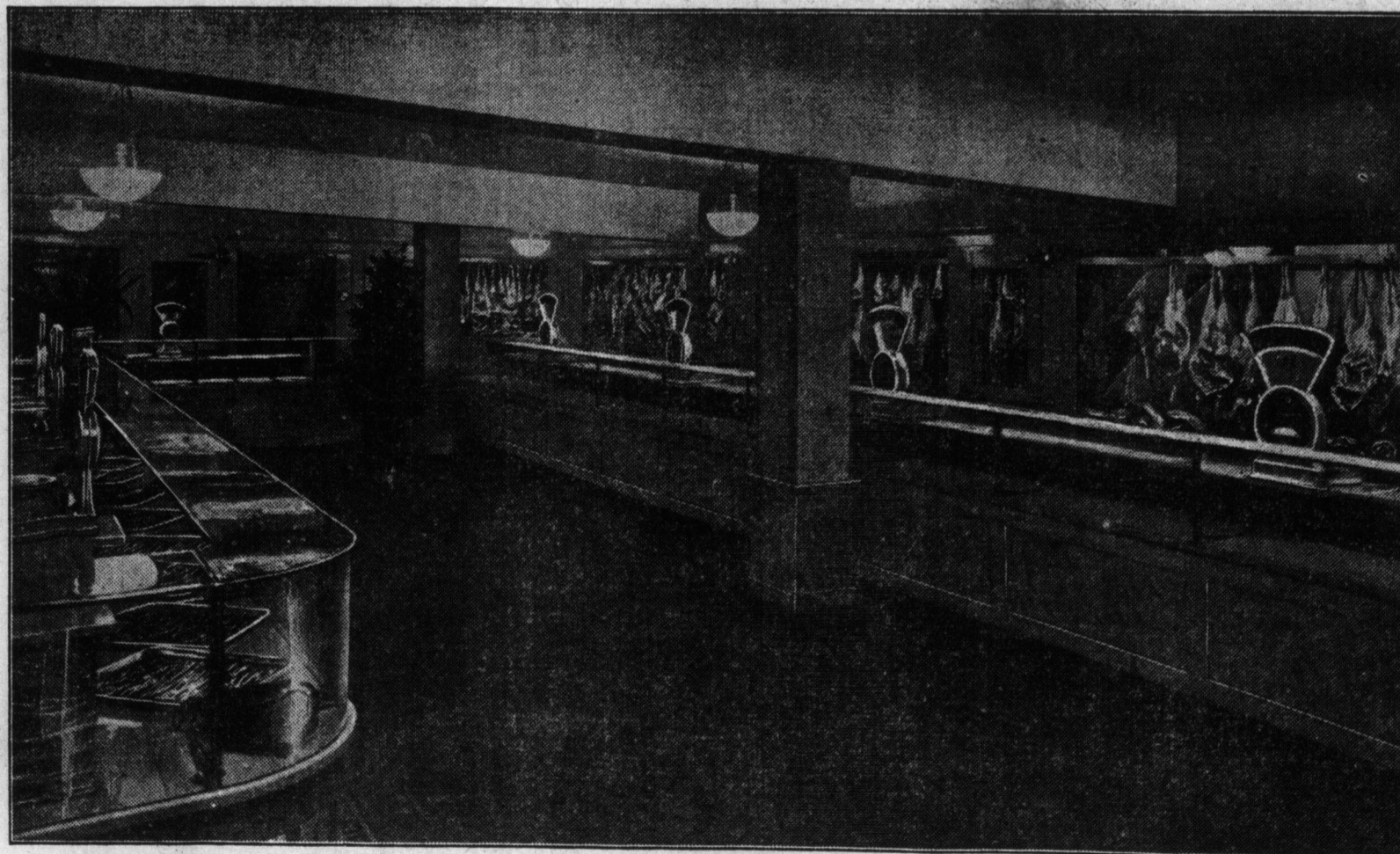
Another temptation lies in the flowers and potted plants—healthy ferns and sturdy palms—and the boxes of bulbs—hyacinth, jonquil, tulip—that look as though they had got here by mistake and really belonged with the vegetables, but each one holding its promise of brilliant bloom for the winter window or the spring garden.

Then all the kindly fruits of the earth, in their due seasons—the shining apples, the oranges and grape fruit, cabbages—both white and red—and others that look like big green roses. Boxes of pinky-brown potatoes, of gleaming onions, stacks of fresh lettuce and parsley, and sage and savory, carrots and beets—Oh! it's a REAL Market!

Everyone says it's a pleasure to shop in the Market, and it IS a pleasant place. The elaborate system of ventilation that we installed, that insures a complete change of the air in the department, has been a telling factor. There is no unpleasant, stuffy smell, no accumulation of stale odors. Nothing worse than the "fragrance" of fresh onions, which seems to be most prominent among other scents of sage and savory, of roses, of clean, fresh meat, and bacon.

The number of direct telephone lines to this department—Adelaide 6100—insures prompt attention to those who prefer to telephone their order to us, trusting us to fill them as carefully as if they had chosen each item themselves. The enormous number of telephone orders we receive is the best answer to any question as to the quality of this branch of the service we give. Much appreciated, too, is the fact that on Thursday and Friday nights, from 5.30 to 10 o'clock, customers may telephone us to fill their week-end orders.

If you are not already a customer of ours, we invite you to inspect our Market, and we will show you everything, "behind the scenes" as well as in front.



The Robert **SIMPSON** Company Limited

STO
PRO
FR
Ar
Ag
RU
ALLIE
U.S
BR
John Dil
of
THAN
Mr. McK
of Tran
LONDON
the rate
States pass
of common
In the co
bill today,
of the rate
supporting
the success
of popular
ward the at
"It was a
more than t
per cent
in obtaining
loan for a
Americans in
therefore a
loan to whic
as if the pe
had taken a
lie."
"Sir Henry
Dillon
son of the
"We are
towards the
said, "and
Sonest and
sideration a
To
"The loan
for the pur
lent and m
the United
North Amer
since the b
our exports
increase in
months of
supplies, no
returns, a
\$222,600,000
exports dur
\$12,000,000.
Balance \$7
"Some reli
America of
country. E
to obtain r
of itself th
"We shou
continued t
neglected t
maintaining
change. I
sire to exp
mission.
their task v
"The Am
customed t
believe th
attitude in
United Stat
look the fa
cross-curre
ary."
"Altho th
for the pur
already inc
was raised
sympathies
allies. I ho
parties will
the debate,
avoid the
could be tr
to its adva
of the allies
"The loan
(Continued)
Out
The Sati
Dinsen's st
long-upsta
out-of-town
crowds of
purchaser
This cen
furn is ma
the latest
men's Fur
Men's Hat
by itself
in stylish
ment is th
most with
ported clot
Sveracosta,
ed styles fo
socks, Umb
Caps, Rugs
these occas
before you
see whether
variety and
unordinaril
Dinsen
Konge street