

keeper will find dozens of worthwhile savings wanted things that

For panamas of such genuine worth that's a remarkable price. They comprise the nattiest styles of today---fedora, panama and telescope shapes.

Mothers know the convenience and economy which results from dressing the little boy in a durable suit that looks attractive, is easy to clean and gives remarkable service. Our assortments offer splendid choosing from new and better styles at moderate pricings. For example:

save time and energy in the home.

The merchandise is all Simpson quality and that means something.

Today in Simpson's

MARKET Phone Adelaide 6100 Canada Food Control License No. 9-029.

Meats.

Stewing Beef, lean, boneless, lb., 2&c. Brisket Boiling Beef, per lb., 30c. Best Round Steak, per lb., 3&c. Veal Chops, loin or rib, per lb., 38c. Family Sausage, our own make, per 1b., 28c.

Fish. Finnan Haddies, per lb., 16c. Smoked Fillets, per lb., 20⁻ Kippered Herring, per pair, 12¹/₂c. Shredded Salt Cod, per pkg., 12¹/₂c.

Groceries.

2,000 lbs. Oleomargarine, per lb., 32c. Finest Canned Peas, 2 tins. 29c. Monarch Flour, 24-lb. bag, \$1.69. Orange Marmalade, 4-lb. pail, 83c. Yellow Cooking Sugar, 5 lbs., 50c. Choice Rice, 3 lbs., 35c. Quaker Oats, large package, 30c. Herrings in Tomato, per tin. 19c. Pure Cocca in bulk, per lb., 24c. Finest Gold Dust Cornmeal, 7 lbs., 59c.

Ibs., 59c. Vegetable Soup, Dominion Brand,

Vegetable Soup, Dominion Brand, 3 tins, 27c. Fels Naptha Soap, 3 bars 24c. Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars, 30c. Lenox Soap, 5 bars, 34c. Simpson's Big Bar, per bar, 14c. Ammonia Powder, 3 pkgs., 25c. Old Dutch Cleanser, 3 tins, 28c. Sapolio or Bon Ami, per cake, 12c. Lax. 3 pkgs., 33c. Lux, 3 pkgs., 33c. Canada Laundry Starch, per pkg.,

Babbit's Cleanser, 5 tins, 25c. Blue, 2 pkgs., 10c. Soap Chips in bulk, 2 lbs., 25c. Toro Tablets, 6 pkgs., 25c. Cleanall Soap, 6 pkgs., 25c. Comfort Lye, per pkg., 10c. Gold Dust Washing Powder, large package, 28c. 2000 lbs. Pure Celona Tea of uni-form quality and fine flavor, black or mixed. Today, lb., 51c.

Poultry Food.

Scratch Feed, 6 lbs., 27c. Baby Chick Feed, 5 lbs., 27c. Cracked Corn, 5 lbs., 28c. Mica Grit, 6 lbs., 10c. Fruit Section.

California Lemons, per dozen, 35c. California Valencia Oranges, doz., New Cabbage, cach, 12c.

The real season has just commenced, so you see the importance of the value.

Some trimmed with fancy colored bands, others have plain black corded silk bands. Today \$3.35 takes these panamas worth up to \$8.50.

Today---Scrim Curtains at \$1.19 Pair

Special purchase. Good value today at \$2.00 a pair. White, ivory and ecru, neatly trimmed with narrow lace, insertion and edging. Sill length, $2\frac{1}{2}$ yards. Special today, pair, \$1.19.

500 Window Shades, Each 59c.

Strong opaque cloth, mounted on reliable spring rollers, complete, ready to hang. Standard size, 37 inches wide and 70 inches long. White or cream. Today, each, 59c.

50-inch Shadow Cloths, \$2.25.

Imported shadow cloths, 50 inches wide. Newest effects, in light, medium and dark color combinations. Correct for side draperies, slip covers and light upholstering. Today, yard, \$2.25.

Reversible Bedroom Rugs.

Inexpensive Wool and Fibre Rugs, woven in small designs, for bedroom or living-room. Shades of green, blue and old rose.

Size 6.0 x 9.0. Each ... \$ 8.25 Size 9.0 x 9.0. Each ... \$11.75 Size 9.0 x 12.0. Each . . . \$15.00

Round and Oval Rag Rugs.

Japanese Braided and Plaited Rugs-reversiblewill lie flat on hardwood floors. Round, 3.0 x 3.0. Regularly \$4.95. Today, \$3.95. Oval, 1.6 x 3.0. Regularly \$2.75. Today, \$1.95. Oval, 2.0 x 4.0. Regularly \$5.25. Today, \$3.95. Oval, 2.6 x 5.0. Regularly \$6.75. Today, \$4.95.

Heavy Printed Oilcloths (Seconds) 59c Square Yard

About 30 rolls well-seasoned Oilcloth, in tile and block designs. Different widths. A few rolls slightly imperfect in the printing, but all good for hard wear. Special today, square yard, 59c.

Washable Bath Mats—Heavy cotton quality— pretty tile designs, in green and white. Size 3.0 x 5.3. Regularly \$4.75. Special today, \$3.49.

Oliver Twist model, white coat with blue pants. Good looking, well made suits of splendid materials. Sizes 3 to 8 years, \$1.50.

Plain grey chambray in Tommy Tuckes model-grey and white striped. Collar, cuffs and belt. Sizes 3 to 8 years. \$1.50.



15c, 1 c, 20c and 25c

Mouldings

Today, Foot 9c

1,500 best gilt 3/4 and 1-

inch Antique Gilt Mould-

ing, choice patterns. Some

have gold burnished press-

ed wood tips, suitable for

water colors, supplement pictures or hand-colored prints. Regularly 15c, 18c, 20c and 25c. Today,

per foot, 9c.



Framed

Pictures

Regularly \$1.25. On

79c

white' mounts, showing

beautiful land s c a p e s.

Framed in 1-inch antique

gilt—size 12 x 16 inches. Today, 79c.

Choice color pictures on

Sale Today

Grey and black check gingham in Tom-my Tucker model with white collar, cuffs and belt. Sizes 3 to 8 years. \$1.50.

White galatea middy—yoke front and back—emblem on sleeve, black sailor bow at neck. Sizes 3 to 8 years. \$2.00.

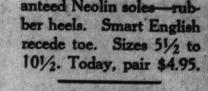
Blue and white striped Oxford Middy suit—navy blue sailor collar trimmed with 3 rows white braid blue sailor bow at neck. Sizes 3 to 8 years. \$2.00.

Blue chambray middy suit—collar and cuffs trimmed with 2 rows of white braid, faced with white lace at neck. Sizes 3 to 8 years. \$2.50.

White with blue striped galatea in double breasted effect—junior model. Blue collar and belt, with emblem on chest. Sizes 3 to 8 years. \$2.50.

White pique in fancy yoke model-deep lie-down collar, edges trimmed with blue piping—fancy silk scroll on lapels. All around belt. Sizes 3 to 8 years. \$2.50.

> Boys' Overalls \$1.25 These blue chambray overalls save time, save clothes and save washing. Slip it on the boy (just takes $\frac{1}{2}$ minute), and he is dress-ed for romping and playing. At \$1.25. Blue and white stripe or small grey and white pin check ma-terial at \$1.50.



Havana brown and gun-

metal Oxfords, with guar-

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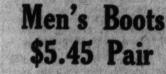
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Brown calf, gunmetal, velour calf, vici kid and patent leathers. Wide and narrow toe shapes ---blucher and straight lace styles. Medium and heavy weight leather and Neolin soles. Goodyear welt sewn-military and flat heels. Sizes 51/2 to 11. Pair \$5.45.

All White Canvas Lace Boots With Leather Insoles Men's sizes, 6 to 11, pair, \$1.59.

Boys' sizes, 1 to 5, pair, \$1.49. Women's sizes, 21/2 to 7, pair, \$1.49.

Girls' sizes, 11 to 2, pair, \$1.19.

Children's sizes, 6 to 10, pair, \$1.09.

About Travelling Goods

Reliable Trunks, with heavy leather straps, covered with waterproof canvas, heavy wood slats and brass dome corners, strong lock and boits, neatly lined, with divided tray. Today, sizes 32-inch, \$5.75; 34-inch, \$6.00; 36-inch, \$6.25; 40-inch, \$6.95.

Suit Cases, \$5.95.

Covered with keratol-leather corners-heavy leather strapsswing handle-brass lock and fasteners-linen lined, with pocket. Today, size 26 inches only, \$5.95.

Club Bags, \$5.95. Wairus grain — high double handle, sewed on—leather corners —good lock and catches—dark brown lining, with pockets. To-day, size 16 inches, \$4.95; size 18 in., \$5.50; size 20 in., \$5.95.



