THURSDAY MORNING

Another **One-Price** Sale **29c**

This store's oneprice sales are revelations in valuegiving. They are famous for their big values. The sale today will interest many visitors in town and they will profit from it as well as those of our Toronto customers who watch eagerly for the announcement of a **One-Price** Sale at the Simpson Store. These first two columns contain about one-half of the items marked at 29c today.

For Men, 29c

School Cases

Towels, Pair 29c Hemmed Huckaback Towels, ser-yard Striped Turkish Bath Towels, splendid drying quality. .29 Hemmed Pillow Cases, heavy qua-lity. Size 46 x 33 inches. 29

Toilet Goods at 29c boxes. Regular 50c, special Dorin's Face Powder, in concrete form. Regular 50c, spe-.29

Hosiery Specials 29c

Household Hardware Special at 29c

Brush Floor Brooms, made from cocoanut fibre, complete with .29

Yacht Mops, large cotton string .29

Aluminum Lipped Saucepans. 29 Regular 35c. Thursday Carborundum Knife Sharpeners, will put a keen cutting edge on your knives in quick order. Thurs- 29

Oval Tin Dish Pans or Foot .29

Enamel Lipped Saucepans, white lining. Regular 39c. Thurs- 29

Gray Enamel Covered Strainer Saucepans. Regular 39c. Thurs- .29 Cay Enamel Covered Strainer Saucepans. Regular 39c. Thurs- .29 Enamel Covered Saucepans, 2-qt. .29 Gray Enamel Dieb Pans 10 and

Gray Enamel Dish Pans, 10 and .29

Royal Floor Wax. Regular 39c .29 Silverbrite Silver Polish, 16-oz. .29

Today in the Men's Store Carry a Tweed Raincoat Over Your Arm and You're Ready for "Fair and Cool " or "Heavy Showers.

It serves the double purpose of raincoat and light weight Fall coat. The outside is an English tweed in light gray and light gray and brown mixed tweed, with a fancy check back, thoroughly rubberized. Cut in that smart, natty slip-on design, with two-way con-vertible collar. All seams are sewn, stitched and taped, making them absolutely proof against rain. Sizes 36 to 42. **10 00** Thursday 10.00

Also a better quality Tweed Raincoat at --- - - - - - - - \$15.00

Moleskin Pants for Men

The moleskin pants will give the maximum amount of wear, it be-The moleskin pants will give the maximum amount of wear, it does ing made from a most serviceable moleskin cloth in a good shade of brown; has five pockets and belt loops. Sizes 32 to 44. **2.50** Thursday

Match your coat and vest with a pair of fine twill English worsted trousers; a guaranteed navy blue pant, finished with five 5.00 pockets, and belt loops. Sizes 32 to 44. Price 5.00

Boys' Hand Tailored Suits \$6.95 Worth \$8.75 to \$11.00

The reason why these splendid suits are priced only \$6.95, instead of \$8.75 to \$11.00, is that they are made of a special purchase of sample ends of better class fabrics. These ends were obtained for a sample ends of better class fabrics. These ends were obtained for a great deal less than regular prices and made up into as fine suits as it is possible to get at \$8.75 to \$11.00. They are in a snappy, single-breasted, yoke Norfolk style, with pleats to the belt. The materials are rich tweeds in grays and browns. Sizes 26 to **6.95** 34, for boys 8 to 16 years of age. On sale at

BOYS' BLUE SERGE JUNIOR NORFOLK SUITS, \$1.95. A smart single-breasted Eton collar suit, with yoke, pleats, belt at waist, and straight knickers; tailored from good-wearing 1.95 serges. Sizes 20¹/₂ to 26; 2¹/₂ to 8 years. Thursday 1.95

Our Special Combination Breakfasts

Served in the Palm Room from 8.30 to 10.30 p.m. Teast or Rolls; Marmalade, Prune or Stewed Fruit; Tea or .15 ** **** ******

SPECIAL \$6.45.

Visitors from across the border will find many military souvenirs on sale in this store —Swagger Sticks, Whistle Cords, Regi-mental Badges and many other little things that will serve to remind them of their visit to Canada during war-time.

Today at the "Ex"



Good Specials to Wi Up the August Carpet Sale \$52.50 WILTON RUGS AT \$41.75.

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10 only, Imported Will Rugs, in extra heavy qua Oriental design, suitable dining-rooms, living-rooms dens. Colors are very nic blended. Size 11.3 x 12 Regular \$52.50. Thursday 41.

\$39.50 BRUSSELS RUGS. \$29.75.

7 only, English Brussels Ru conventional and Oriental sign, mostly in dark colors. clean, hard-wearing carpet bedrooms. Size 11.3 12.0. Regular \$39.50, 29.7

NEW FLOORCLOTH.

SQUARE YARD.

Factory or Unbleached Cotton; 34 wide. Thursday, 5 Cotton Batting, in 8-oz. bundles. Thursday, three bundles .29 Bleached Cheese Cloth, for dusters, etc. Thursday, 6 yards .29 Damask Table Napkins, assorted designs. Size 20 x 20. Thurs- .29

Pair Curtains and Rod 29c

Pair Scrim Curtains, hemstitched hem and double hemmed top for rod, which we supply, curtain 34 inches long and 18 inches wide, for bathroom or kitchen or bedroom sash curtains. One pair curtains and one extension rod for .29 Cretonnes at 29c-For bedroom curtains, printed in rich color combinations, on light and dark grounds; 36 inches wide. 29 Window Shades at 29c Each-Opaque cloth in cream, green or white. Size 36 x 70 inches, mounted on strong spring roller. Spefor Thursday only at, .29 each

China at 29c

Aynesley's Famous English China Cups and Saucers. Thurs- .29 Hand-painted "Royal Nippon" China Sugar and Cream Sets. .29 Table Tumblers, of good quality glass, pretty key border de-coration. Thursday at, half .29 65c and 75c English Gibson Teapots, 5, 6 and 7-cup sizes. .29 English Majolica Jardinieres, 6, 7 and 8-inch sizes; green, pink and red colors. Thursday, at, .29

Drugs at 29c Lithia Tablets, 5-grain. Regular 35c.

SIMIPSON DRUG

Pictures

1,500 Unframed Photogravures, in black and white and sepia tones. The subjects are the choicest landscapes, figures, marines and scenes. Sizes from 12 x 14, 12 x 16, 14 x 18, 16 x 20, up to 20 x 24: Regular 50c and 75c. .29

Women's 50c to 75c Neckwear 29c

60 Dozen Women's Neckwear-A manufacturer's house line. The assortment includes new and up-todate flat collars, square back col-lars, vestees, etc., in organdy, lace and Georgette. Regular 50c 29

Leather Goods

Drinking Cups, in leather cases; -pint Drinking Flasks with screw tops and cup bottoms; Genuine Bill Folds and Card Cases; also LeaGray Enamel Preserving Kettles, 10 and 12-quart sizes. Regular 35c. .29 Thursday ular price \$21.50, On sale Thursday 16.95 Folding Go-Carts, steel frames, enamelled. nickel trimmings; full colhickei trimmings; full col-lapsible style; extra quality leatheretie hoods and side curtains. Regular \$9.50. On sale Thursday 7.10 at 3 Only Boys' Coasters, 41/2 feet long; strongly construct-ed; steering wheels and dou-ble brakes, Regular \$4.50. sale Thursday 2.95 On at 29 29 29 29 War Tax Included. 29 VIPSON DIP **BuyYour Blankets** Now Specials for Today SPECIAL \$4.95.

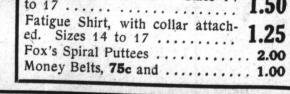
.29

Stationery

A beautiful, soft, warm, woolly blanket, thoroughly scoured. Size 66 x 82. We recommend it highly for warmth, wear and value. 4.95 Children's Stationery, 24 sheets, 24 envelopes; each sheet has an out-line drawing and each box has three Thursday, per pair boxes of paints and brush. The children are supposed to hand color White union wool blankets, soft warm napping, pinx or blue bor-ders. Size 68 x 86 inches. Weight 8 lbs. A value of extraordi-nary merit. Thursday, pair 6.45 Letters to Unknown Friends, .29 Extra Fine White Wool Blankets. Size 60 x 80 inches, weight 6 lbs. Gold Bevelled Linen Correspondence Cards. Each card has also initial embossed in gold; 24 cards, 24 en-velopes. Initials A, F, I, J, K, N, O, P, R, T, U, V, W, Y. 50c .29 You couldn't get it wholesale at this price. On special sale 4.45 Twilled Striped Flannelette, lovely soft quality, 32 inches wide. Spe-cial quality. On sale Thurs- 15 Burt's Home Library, splendid list of standard titles, cloth bound, glit top. Regular 45c each. 29 Woolnap Blankets, medium weight, woolnap Blankets, medium weight, pink or blue borders. Size 72 x 84 inches. A sturdy blanket, warm and comfortable. Special Simpson value. Thursday, per 2.85 Simpson's Clear Type Dictionary, White Saxony Flannelette, pure finish, 32 inches wide. Regular 18c trenches, Regular \$1.00 edi- 29 and 20c qualities. Thursday, .15 tion, Thursday

is Military Day Fried Ham and Eggs, or Ba-con and Eggs; Toast or Rolls; Fresh Fruit; Tea .30 Fried Ham and Eggs, or Ba-con and Eggs, Hashed Brown Potatoes; Toast; Fresh Fruit; Tea or Coffee35 **Baby Carriages** and Wheel Goods The tramp, tramp of our soldier boys this

year makes Military Day one of the most 6 Only Reed Baby Carriages, worthy to be observed of all the Fair days, natural finish; some have Here are some items for the soldier from reclining backs, coach gears, brakes and rubber tires. Regthe Men's Store: Officers' Pure Wool Khaki Shirt, with separate collar. Sizes 14 to 3.00 Officers' Mercerized Cotton Khaki Shirts, with with separate collar. Sizes 14 to 1.50 Khaki Flamel Shirts, in heavy weight, with collar attached. Sizes 14 1.50



New Fall Millinery at Small Prices

Here is a very special value in new style sailors in hatters' plush, with plush underbrims. Colors are black, navy, brown, purple. Very becoming hats, and priced only at 1.75 The New Tam, in black silk velvet, for young women, is very smart. Price .. 1.75 Large Hat of silk velvet, in a flap effect. Very

good style. Price 1.65 1.19

Matrons' Velvet Turbans, extra good shape; black, navy or brown. 1.10 Price . . .

12c Bread and Butter Plates, 15c Tea Plates, for12 \$5.00 ENGLISH CHINA TEA SETS, \$3.95. Good quality English china, perfectly clear white body; new dainty pink rosebud spray decoration; gold traced handles and edges. Sets con-sist of 12 each cups and saucers, 12 tea plates, slop bowl, cream jug and two cake plates, 40 pleces in **3.95** Values From the Last

Chinaware

Specials

\$3.50 "ROYAL NIPPON"

CHINA CHOCOLATE

SETS, \$2.95.

floral border decorations;

finest quality thin "Royal Nippon" china. 2.95

Sugar and, Cream Sets, of

genuine rich cut glass; star

design; clear, even blanks. Regular \$3.00. Thurs-day 1.95

Cut Glass Fruit Bowls, of

good quality and color. Po-

pular buzz cut design. Tall.

and pretty pini

Day of the August Black Silk Sale

Black Duchesse Paillettes and Peau de Soie. Special for Thurs-day's selling, per yard 1.18 Black Duchesse Dress Satins, in our guaranteed qualities. 1.38

Black Duchesse Dress and Suiting Satins. Specially priced, per 1.55

Black Chiffon Taffeta, for suits, dresses and coats, etc. Ex- 1.24 tra value at Black Duchesse Mousseline, in our

guaranteed quality, perfectly fast dye, soft lustrous finish. 1.69 Special at

Black Corded Silks and Faille Cords, specially adapted for women's tailored suits, coats, opera cloaks, etc. Guaranteed qualities, 40 inches wide: Special 2.50 Thursday at

8-inch size. Regular 2.49 \$3.50. Thursday, each 2.49 ularly priced from \$3.50 to \$4.50. Thurs-day 2.20 "TUSCAN" ENGLISH CHINA. Buffet, in genuine quarter-cut oak, fumed finish, 52-inch 20c Tea Cups and Saucers, case; cutlery, doily and linen 25c Tea Cups and Saucers, drawers; spacious cupboard. Regularly \$36.50. Thursday, at **26.50** Dresser, in genuine quarter-cut oak, fumed finish, has two large and two small drawers, large bevelled plate mirror. Size 22 x 28 inches. Regularly \$21.50. Thurs-day 12.95 Extension Table, solid quarter-cut oak top, 45 inches, twin pedestals, 6 ft. when extended; golden or fumed finish. Regular-ly \$21.00. Thursday ... 15.00 Dining-room Chairs, in birch ma-hogany finish, Colonial design, slip seats, upholstered in genuine lea-ther; five side and one arm chair. Regularly \$80.50, 15.70

Dining-room Chairs, solid quarter-cut oak, fumed finish, slat backs, box frames, slip seats upholstered in genuine leather; five side and one

Extra Good

Values in

Furniture

Six Big Specials

for Today

50 Only, White Enamel Beds,

assorted, some have bright

knobs and caps, others all

white enamel. Supplied in 3 ft.

and 3 ft. 6 in. sizes only. Reg-

arm chair. Regular 16.75

Special Prices on **Dining Tables**

Extension Table, solid oak, golden finish, 42-inch top, 6 ft. when ex-tended. Regular \$12.75. 9.90 August Sale

Extension Table, solid quarter-cut cak top, 45-inch top, extends to 6 ft., fumed or golden finish. Reg-ular \$19.75. August 14.75

oak top, fumed or golden finish. Regular \$21.00. August 15.00

Extension Table, solid quarter-cut oak, fumed or golden finish, 48-inch top, dividing pedestal, 8 ft. when extended, Regular \$30.00. 22.50 August Sale

Extension Table, Jacobean design and finish, very heavy pedestal, twisted pillars on corners, well made and constructed, 8 ft. when extended. Regular \$36.00. 28.00

torney-gene that count A good selection of patte in block, tile, floral, m Previous a fiat and wood effects; all new perfect goods; two yards w only. Thursday, per appear that ing to find square yard (Contin MOTTLED REVERSIBLE RUSSIA RUGS, 78c EACH. 500 Reversible Rugs, with miled centres and with band b Mine Field der at end only. Suitable Swedis bedrooms. Brown, red, gre and blue mixtures. Size LONDON officially Reuter's d 24 x 48 inches. Thursday capital, tha to be laid as far as waters. **Today's Market** The Alan

Telephone Adelalde 6100 MEATS.

Porterhouse Roast, finest beef; p

Ib. Wing Roast, finest beef, Jb..... Blade Roast, prime beef, Ib. Minced Shoulder Steak, Ib. Best All Pork Sausage, our own me per 1b. Pure Lard, 3-1b. pails, gross we per pail Easifirst Shortening, 3-lb. pails, s weight, per pail Breakfast Bacon, mild curing, per lb.

GROCERIES. 6,000 lbs. Finest Creamery Butter. a cial, per lb. One car Standard Granulated Su in 20-lb. cotion bags, per bag... Not more than three bags to customer.

Edwardsburg or Beehive Table 8 5-lb. pail Finest Featherstrip Coccanut, Ib. Upton's Marmalade, 4-Ib. pail for Finest Canned Lobster, tin Fresh Flaked Wheat, stone Pure White Clover Honey, new p 5-Ib. pail Peanut Butter, in bulk, our own m per Ib

per 1b. Ingersoll Cream Cheese, large pkg. Pure Cocoa, in bulk, per lb..... 500 ibs. Chocolate Covered Ma mailow Biscuits, ib..... English Mait Vinegar, imperial qu

Finest Canned Pumpkin, 3 tins for Finess Canned Pumpkin, 3 tins for Choice Red Salmon, per tin Fancy Patna Rice, 3 lbs...... Instant Postum, per tin Pure Gold Sajad Dressing, 3 pkgs. Blue Bell Jelly Powders, assorted, nackarget packages Libby's Sour Mixed Pickles, 2

jar Randall's Grape Juice, bottle ... 45c ASSAM TEA, PER LB. 37

1,000 ibs. Fine, Rich, Full-bodie Assam Tea, of uniform quality and fine flavor. A 45c tea anywhere Thursday, per lb. FRUIT SECTION.

Choice California Sunkist Grange Choice Canadian Meions, very fi flavor, 3 for Good Cooking Apples, per measure Large Cucumbers, each 5c, or 6

The Robert SIMPSON Limited

In the first-class the state on the Same al al

Extension Table, solid quarter-cut