

Another One-Price Sale 29c

This store's one-price sales are revelations in value-giving. 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

Neckwear, silks, four-in-hands in diagonal stripes, figured, floral, Bengaline and crepe; wash ties in light grounds in a large assortment of stripes and fancy whites. Regular 35c, 50c, 65c. Thursday, 29c.

School Cases

Fibre School Cases, strong swing handle, brass fasteners and neatly lined. Size 14 inches. Regular 40c. Thursday, 29c.

Towels, Pair 29c

Hemmed Huckaback Towels, serviceable quality. Thursday, 29c per pair. Crash Roller Towels, 17 inches wide, 2 1/2 yards in length towel. Thursday, each, 29c. Bleached Sheeting, width 36 inches, plain weave. Thursday, per yard, 29c.

Pair Curtains and Rod 29c

Pair Roman 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. One pair curtains and one extension rod. Thursday, 29c.

China at 29c

Aynsley's Famous English China Cups and Saucers. Thursday, 29c per set. Hand-painted "Royal Nippon" China Sugar and Cream Sets. Thursday, per set, 29c.

Pictures

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

Women's 50c to 75c Neckwear 29c

60 Dozen Women's Neckwear—A manufacturer's house line. The assortment includes in gold, 24 carat, 14 carat, steel collars, square neck, lace, vests, etc., in organdy, lace and Georgette. Regular 50c to 75c. Thursday, each, 29c.

Leather Goods

Drinking Cups, in leather cases; 1/2-pint Drinking Flasks with screw caps and cup bottoms; Genuine Bill Folds and Card Cases; also Leather Photo Frames. Thursday, 29c.

THE ROBERT SIMPSON COMPANY LIMITED

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 convertible collar. All seams are sewn, stitched and taped, making them absolutely proof against rain. Sizes 36 to 42. 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 being made from a most serviceable moleskin cloth in a good shade of brown; has five pockets and belt loops. Sizes 32 to 44. Thursday, 5.50

Match your coat and vest with a pair of fine twill English worsted trousers; a guaranteed navy blue pant, finished with five 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 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 34, for boys 8 to 16 years of age. On sale at 6.95

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 serges. Sizes 20 1/2 to 26; 2 1/2 to 8 years. Thursday, 1.95

Our Special Combination Breakfasts

Served in the Palm Room from 8.30 to 10.30 p.m. Toast or Rolls; Marmalade, Prunes or Stewed Fruit; Tea or Coffee. \$1.15

Baby Carriages and Wheel Goods

6 Only Reed Baby Carriages, natural finish; some have reclining backs, coach gears, brakes and rubber tires. Regular price, \$21.50. On sale Thursday, 16.95

Folding Go-Carts, steel frames, enamelled, with nickel trimmings; full collapsible style; extra quality leatherette hoods and side curtains. Regular \$9.50. On sale Thursday, 7.10

3 Only Boys' Coasters, 4 1/2 feet long; strongly constructed; extra quality rubber tires and double brakes. Regular \$4.50. On sale Thursday, 2.95

Buy Your Blankets Now

SPECIAL \$4.95. A beautiful, soft, warm, woolly blanket, thoroughly secured. Size 66 x 82. We recommend it highly for warmth, wear and value. Thursday, per pair, 4.95

SPECIAL \$6.45. White union wool blankets, soft warm napping, pink or blue borders. Size 68 x 88 inches. Weight 8 lbs. A value of extraordinary merit. Thursday, pair, 6.45

Extra Fine White Wool Blankets. Size 60 x 80 inches, weight 8 lbs. You couldn't get it wholesale at this price. On special sale Thursday, per pair, 4.45

Tweed Striped Flannellets, lovely soft quality. On sale Thursday, at, per yard, 15

Woolnap Blankets, medium weight, pink or blue borders. Size 72 x 84 inches. A sturdy blanket, warm and comfortable. Special Simpson pair, Thursday, per 2.85

Today at the "Ex" is Military Day



The tramp, tramp of our soldier boys this year makes Military Day one of the most worthy to be observed of all the Fair days. Here are some items for the soldier from the Men's Store:

Officers' Pure Wool Khaki Shirt, with separate collar. Sizes 14 to 17. Thursday, 3.00

Officers' Mercerized Cotton Khaki Shirts, with collar attached. Sizes 14 to 17. Thursday, 1.50

Khaki Flannel Shirts, in heavy weight, with collar attached. Sizes 14 to 17. Thursday, 1.50

Fatigue Shirt, with collar attached. Sizes 14 to 17. Thursday, 1.25

Fox's Spiral Puttees. Thursday, 2.00

Money Belts, 75c and 1.00

Black Duchesse Paillettes and Peau de Soie. Special for Thursday's selling, per yard, 1.18

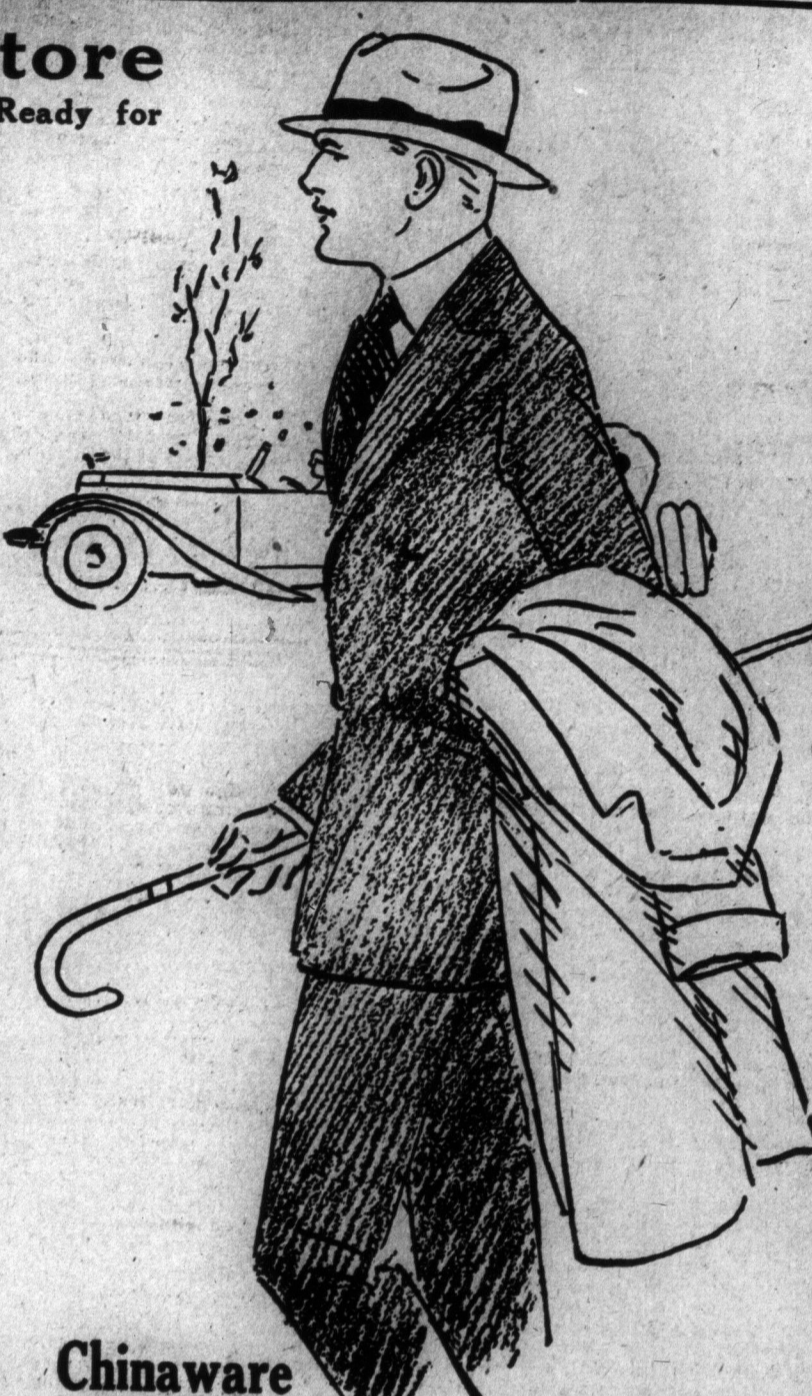
Black Duchesse Dress Satins, in our guaranteed quality. Extra value, 1.38

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

Black Chiffon Taffeta, for suits, dresses and coats, etc. Extra value at, 1.24

Black Duchesse Mousseline, in our guaranteed quality, perfectly fast dye, soft lustrous finish. Special at, 1.69

Black Fall Suiting Satins, extra heavy qualities, for suits, coats, skirts and for evening cloaks, etc. Worth \$2.50 per yard. Special, 1.95



Chinaware Specials

\$3.50 "ROYAL NIPPON" CHINA CHOCOLATE SETS, \$2.95.

Various new and pretty pink floral border decorations; finest quality thin "Royal Nippon" china. Thursday, set, 2.95

Sugar and Cream Sets, of genuine rich cut glass; star design; clear, even blanks. Regular \$3.00. Thursday, 1.95

Cut Glass Fruit Bowls, of good quality and color. Popular buzz cut design. Tall, 8-inch size. Regular 2.49. Thursday, each, \$2.50

"TUSCAN" ENGLISH CHINA.

20c Tea Cups and Saucers, for, 15

25c Tea Cups and Saucers, Kermis, for, 19

12c Bread and Butter Plates, for, 10

15c Tea Plates, for, 12

25c Cake Plates, Milk Jugs and Bowls, for, 23

50c 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 consist of 12 each cups and saucers, 12 tea plates, slop bowl, cream jug and two cake plates, 40 pieces in 3.95

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

Black Chiffon Taffeta, for suits, dresses and coats, etc. Extra value at, 1.24

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Black Fall Suiting Satins, extra heavy qualities, for suits, coats, skirts and for evening cloaks, etc. Worth \$2.50 per yard. Special, 1.95

Black Chiffon Velvets, worth \$4.50 yard. Thursday special, 3.50

Extra Good Values in Furniture

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. Regularly priced from \$3.50 to \$4.50. Thursday, 2.20

Buffet, in genuine quarter-cut oak, fumed finish, 52-inch case, cutlery, doily and linen 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. Thursday, 12.95

Extension Table, solid quarter-cut oak top, 45 inches, twin pedestals, 6 ft. when extended; golden or fumed finish. Regularly \$21.00. Thursday, 15.00

Dining-room Chairs, in birch mahogany finish, Colonial design, slip seat, upholstered in genuine leather. Regularly \$19.75. Thursday, 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 arm chair. Regularly \$30.50. Thursday, 16.75

Special Prices on Dining Tables

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

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

Extension Table, solid quarter-cut oak top, fumed or golden finish. Regularly \$21.00. August Sale, 15.00

Extension Table, solid quarter-cut oak, divided pedestal, 48-inch top, fumed or golden finish, 48-inch extended. Regularly \$30.00. August Sale, 22.50

Extension Table, Jacobean design and finish, very heavy pedestal, twisted pillars on corners, well made and constructed, 8 ft. when extended. Regularly \$38.00. August Sale, 28.00

Join the Homelovers Club Today

and take advantage of the last day of this big sale. As a member of the Club, whether a resident of Toronto or of some other place, you may purchase home furnishings at sale prices and have the amount of the purchase distributed for payment into convenient amounts over a number of months. See the Club Secretary, whose office is on the fourth floor.

Good Specials to Win Up the August Carpet Sale

\$52.50 WILTON RUGS AT \$41.75.

10 only, Imported Wilton Rugs, in extra heavy quality Oriental design, suitable for dining-rooms, living-rooms or dens. Colors are very nice, blended. Size 11 1/2 x 12. Regularly \$52.50. Thursday, 41.75

\$39.50 BRUSSELS RUGS, \$29.75.

7 only, English Brussels Rugs, conventional and Oriental design, mostly in dark colors, clean, hard-wearing carpet for bedrooms. Size 11 1/2 x 12. Regularly \$39.50. Thursday, 29.75

NEW FLOORCLOTH, 35 SQUARE YARD.

A good selection of patterns in block, tile, floral, marine and wood effects; all new and perfect goods; two yards wide only. Thursday, per square yard, 29.75

MOTTLED REVERSIBLE RUGS, 78c EACH.

500 Reversible Rugs, with mottled centres and with band border at end only. Suitable for bedrooms. Brown, red, green and blue mixtures. Size 7 1/2 x 24 x 48 inches. Thursday, 78c

Telephone Adelaide 6100

Today's Market

MEATS.

Porterhouse Roast, finest beef, per lb., 12c

Wing Roast, prime beef, per lb., 10c

Minced Shoulder Steak, per lb., 8c

Best All Pork Sausage, our own make, per lb., 6c

Pure Lard, 3-lb. pails, gross weight, per lb., 10c

English Malt Vinegar, imperial quality, per gallon, 1.00

GROCERIES.

6,000 lbs. Finest Creamery Butter, per cwt., 1.00

Edwardsburg or Beehive Table Sugar, 5-lb. pail, 1.00

Finest Featherstrop Coconut Oil, per lb., 10c

Upton's Marmalade, 4-lb. pail, 1.00