

For Over Seventeen Years

From Vancouver B. C. comes a woman's letter in regard to certain mail order purchases and we take this extract for publication.

"It gives me pleasure to say that for over seventeen years, ever since I moved from Simcoe, I have been buying more or less every year by mail from your store and I do not recall a single instance in which I was not perfectly satisfied with the goods you have sent me."

We print this letter now so that it will be of record to us — something up before our own eyes reminding us and compelling us to live and work up to it and merit what our good kind friend has said.

If we can (and we must) so well serve people who are so far away, then how well ought we to serve the customers who are our neighbours and whose faces we see week in and week out, month in and month out in our store?



Vacating The Old Store Prices.

400 yards of Natural Shantung Silks on Sale at 37c, 48c and 58c a yard—worth 50c, 60c and 75c.

35c a yard for Fine Pure Wool French Challies that are worth 50c.

Pretty Silk Dress Mulls, twenty seven inches wide, worth 50c and 60c a yard. On Sale at a yard for 33c

Satin Prunella Dress Goods in new mixed shades, forty-two inches wide, a dollar cloth selling at \$1.00 Store a yard for 62c

White and Cream Allover Laces great variety, selling at a yard 27c

Figured Crepe-de-Chene in tan, heliotrope, pink, cream, navy, rose, grey and black, forty-two inches wide, worth \$1.00 a yard. Sale Price 62c

50c a yard for pretty 75c Dress Silks in neat stripes and checks. Some smart grey effects among them.

Women's White Cotton Night Gowns, Slip over and open front styles, trimmed with embroidery and tucks. Sale price 39c

The sale of over Seven Hundred Men's and Boys' Shirts continues 39c each to \$1.45. Worth 50c to \$2.00.

Japanese Crepe for Dressing Sacques and Kimonos, Worth 25c. On sale a yard 19c

Black and White and White and Black real Swiss Dress Muslins worth 50c a yard. Selling at \$1.00 Store the yard for 32c

Now in a very small space—We have pushed all trimmed hats into a very small space to make room for the Big Blouse and Underwear Sale that commences Saturday—Half Price on any trimmed hat in stock and there are about 2 dozen pretty ones.

The Vacating the Old Store Sale of all carpets, rugs, matting, curtains, portieres, window shades, etc., continues until Saturday, August 3rd—The greatest carpet and housefurnishing bargains ever offered by



Thursday Half Holidays call for Bathing Trunks, Bathing Suits, for men, boys and women. You will find the best value at \$1.00 Store.

Down go the prices on all our Boys' Pretty Wash Suits

59c for 75c Boys' Wash Suits. 79c for \$1.00 Boys' Wash Suits. 99c for \$1.25 Boys' Wash Suits. \$1.19 for \$1.50 Boys' Wash Suits. \$1.49 for \$2.00 Boys' Wash Suits.

Vacating The Old Store Prices

Every department is dotted with signs that tell of special prices. Some of them have their story told here, many more are for you to find yourself.

Bargains With a Big "B" at Falls Store

- Bar Pins, worth up to 25c. Your choice for..... 7c
New Oxidized Bar Pins with stone settings, worth 50c. On sale at..... 29c
Nail Files, regular 20c, 25c and 35c, all one price. Now..... 15c
Pretty Pendants with assorted stone settings, worth \$1.50. Selling now for..... 75c
Very fine Belt Pins and Barrettes in Gold filled, Sterling Silver and Oxidized, worth \$1.50, \$2.00 and \$3.00. All on sale at half price, each..... 75c \$1.00 \$1.50
New Braided Hand Bags, worth \$1.00 and \$1.50. On sale..... 50c 75c
Stamped Pique Hand Bags, worth 75c. On sale at..... 48c
Children's Dimity and Indian Head Stamped Dresses to fit 1 to 3 years. Worth 75c for... 48c
Worth \$1.25 for..... 90c
Worth \$2.25 for..... \$1.50
New Burlap Cushions, many pretty designs, worth 75c. Sale Price..... 58c
Fancy Parasols, worth up to \$1.50 for..... 75c
Worth up to \$2.50 for..... \$1.25
Worth up to \$3.00 for..... \$1.50
Infants' Celluloid Rattles with bow of ribbon, worth 25c for..... 19c
Pretty White "Flaxon" and Marquisette Blouses stamped for working, worth 65c and 75c. On sale, each..... 39c 48c
White Stamped Pique Hats with Floss included, worth 65c. Sale price..... 39c
"Flaxon" Stamped Corset Covers, worth 25c each. On sale..... 19c
Stamped Linen Collars. 50c ones for..... 25c
And 25c ones for..... 15c
Fancy Laundry Bags, clearing in two lots. The 75c ones for..... 58c
The 35c ones for..... 29c
\$1.25 Middy Blouses with Navy and Cadet Collars very good style. Sale price..... 98c
White Underskirts trimmed with embroidery and tucks with dust ruffle. Regular \$1.50 for..... \$1.29
White Underskirts, nicely finished with deep flounce and several rows of Embroidery and Insertion. Special \$2.00 Skirts..... \$1.73
Big clearance of Rompers for Boys and Girls, nicely made and finished. The 50c Rompers are selling each at..... 35c
Hundreds of yards of Valenciennes Lace and Insertion on sale. Valenciennes Lace worth up to 15c. Sale price..... 8c
And worth up to 10c. Sale price the yard... 5c
White Crochet and other styles in Summer Hand Bags all to be cleared at half price. The 50c ones for..... 25c
The 90c ones for..... 45c
The \$1.50 ones for..... 75c
The \$2.00 ones for..... \$1.00
Stamped Roll and Cheese Covers were 25c. On sale each at..... 15c
Stamped Pillow Cases, worth 50c for..... 35c
Odd Stamped Linen Hemstitched Guest and large Towels, worth 45c and 50c. Your choice... 25c
Real Hair Curls, assorted light and Mid Brown, eighteen in a cluster, were \$1.75. On sale, each at..... 90c
Boys' and Girls' Umbrellas at \$1.00 Store, instead of 50c..... 39c
Gummed Preserve Labels for the plain and easy marking of Preserves, Jellies and Pickles, etc. 360 assorted Labels in book for..... 25c
Glass retiring or sick room lamps with shade and flat twenty hour candle. Selling at \$1.00 Store complete for..... 35c
Pillow Forms 22 x 22 and 24 x 24 inches. Regular 50c and 60c. Your choice..... 33c
A Sale of Rich Dresden and Fancy Striped Ribbons, worth up to 50c a yard. Your choice a yard 19c
Corset Covers, embroidery and lace trimmed. Special 35c value. Sale price each..... 25c
200 pairs of White Cambric Drawers, open and closed styles, trimmed with embroidery flounce and cluster of tucks, many styles to choose from. Good 50c garment on sale, the pair at 39c
Dark Cambric Blouses with high neck and long sleeves and low neck and short sleeves, worth 75c. On sale, each at..... 48c
Our Annual Blouse sale commences Saturday. Hundreds of pretty styles to choose from. Lot 1, worth up to \$1.75. Your choice..... 98c
Lot 2, worth up to \$2.00. Your choice... \$1.29
Lot 3, worth up to \$2.75. Your choice... \$1.48
A Big Hosiery Sale commences this week at \$1.00 Store. Fancy Embroidered Hose that sold at 40c a pair. On sale 2 pairs for..... 40c
Women's Opera Shades, Helio, Pink and Sky, Lace Boot Hosiery, worth 50c a pair. On Sale 2 pairs for..... 50c
Fine Black Lisle Lace Hose that sold for 75c a pair. On sale 2 pairs for..... 75c
Black Lisle Open Work and Embroidered Hose, the \$1.00 kind. On sale 2 pairs for..... \$1.00
Our finest pure Silk Lace Boot Hose that sold for \$1.75 and are worth that price. On sale 2 pairs for..... \$1.75
Children's Plain Lisle finished Hose, sizes 5 to 8. Regular 25c a pair. On sale 2 pairs for..... 25c
Children's Fine Open Work Lisle Finished Hose in Black and Tan, sizes up to 8, worth 25c to 40c a pair. On sale at just half price.
Toe Guards in Natural Lisle Color, regular 12 1/2c a pair. On sale 2 pair for..... 12 1-2c
White Silk Toe Guards, regular 30c a pair. 2 pair for..... 30c
"Hairlyke" Silk Hair Nets, extra large size, worth 10c each. All desirable shades. On sale 2 for 10c
Youths' Dark Grey Striped Denim Overalls with Bib at \$1.00 Store, a pair..... 39c
One Table of Men's Suits worth up to \$7.50 selling at \$1.00 Store. Your choice..... \$4.90
A lot of Navy Serge Suits in the lot.
200 pairs of Men's Regular dollar Overalls, on sale at \$1.00 Store. A pair..... 75c
The One Price Clothier will place on sale this week a lot of High Grade Men's Suits, worth up to \$30.00. Your choice for..... \$19.00
Men's English Tan Parametta and Tweed Raincoats in the sale. At \$11.50 we shall sell the standard \$15.00 pure wool Parametta Raincoat.
We shall place on sale fifty Men's New Tweed Raincoats "English Manufacture," new Raglan Shoulder, a \$12.00 coat. Sizes up to 46 Chest measure. Sale Price..... \$9.50
30 dozen Men's fine fancy Half Hose "Samples" Scarcely two pairs alike, regular up to 35c a pair. On sale 2 pairs for..... 25c

Not With Boasting or Self-Laudation

but with town and Norfolk County pride, this seems to be a proper time to issue some plain accurate (and a little later) easily verified statements.



- 1—"There will be more square feet of selling space on the main floor of our new building than in the entire building we now occupy."
2—"The construction of the building will be practically fire proof."
3—"It is built on a foundation that will carry four more stories if necessary."
4—"It will be a plain building, no gingerbread, thoroughly well built and conveniently arranged."
5—"Being new it will contain new sanitary appliances and will be perfectly ventilated, clean and healthy because almost dustless."
6—"The boilers, electric dynamos, engines and machinery, will be in a separate concrete section and the store will be beyond the reach of fire therefrom."
7—"It will be a store of hospitality, giving pleasure to visitors and relieving them of annoyance when going out of the store without buying."
8—"People will actually find in the store everything we advertise in the newspapers and the merchandise will meet the statements made."
9—"Whatever the weather the new store will always be comfortable. People will not 'fag out' shopping at the new store."
10—"We will sell you a packet of pins as cheerfully as we will a \$500.00 set of furs and whatever it is it will be the best the money will buy."
11—"You will find in the new store a lot of merchandise that is not to be found in Simcoe at the present time."
12—"Our idea of storekeeping will remain the same as it has for nearly a quarter of a century—not a horse-trading proposition or a pedlar's dicker. It will be a serious business, honorable and cleanly conducted, the finding of the best markets for and distributing the best merchandise."
13—"These considerations—and the largest, freshest most frequently replenished stock of merchandise within many a mile of Simcoe—besides."

Vacating The Old Store Prices.

Over 2000 yards of pretty check plaid and stripe Dress Gingham will be placed on sale this week at 7 1/2c for the regular 10c and 12 1/2c quality, and 10c for the regular 15c and 18c quality.

English Bath Mats, blue and white, and scarlet and white, were 50c each. On Sale at each..... 25c

500 yards of White Cotton, 35 inches wide, limit 20 yards to a customer. The yard..... 5 1-2c

Fine Damask Table Cloths 2 x 2 1/2 yards, pure linen, value \$2.75. Sale Price..... \$1.98

Knitted Kitchen Dish Cloths 6 of them for 15c

Pillow Cases of good quality, hemmed ready for use, 36 x 42 and 36 x 44 inches, 2 of them for 35c

Hemmed Huck Towels, 19 x 38 inches, plain white and colored borders, 4 for 50c

Fine Imported Marquisette and fancy Voile Dress Patterns, worth \$4.00 for 10 yards. Sale Price..... \$2.90

Children's Ribbed Bleached Cotton Vests, all sizes, each 5c

The Summer Clearance of all Wash Goods commences Saturday at \$1.00 Store.

9c for Colored Cotton Delaines, Voiles and Muslins worth 15c.

12 1/2c for Vestings, Organdies, Percales and Crepe Cloth worth 20c and 25c.

19c a yard for high class imported fabrics worth up to 40c.



Youths' Heavy Blue Jean Bib Overalls, sizes 28 to 32 at Falls Store 25c a pair instead of 50c.

1 lb Package of Talcum Powder nicely put up and delicately perfumed at Falls Store 10c instead of 25c a package.

