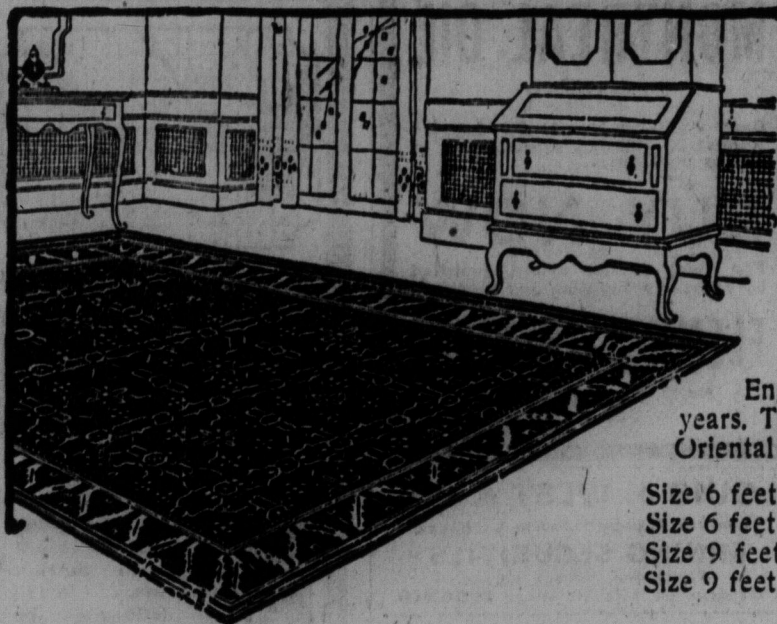


SIMPSON'S AUGUST FURNITURE & HOME FURNISHINGS SALE

Carpets---rugs---curtains---draperies---linoleum and oilcloth---pictures---wall papers, paints, etc---phonographs---sewing machines---even linens---may be purchased under the advantageous conditions of Simpson's GREATER August Sale. With price reductions as substantial as they are numerous, savings of the most unusual nature are offered on practically every kind of home furnishing merchandise. Attention is directed to the possibilities extended by Simpson's Home-lovers' Club, members of which buy at the low sale prices and pay by the month, without extra charge of any sort. The great economies of the August Sale are a special invitation to become a member.

High-Grade Wilton Rugs, Sale Priced---\$97.50

Superior Qualities Usually Selling at \$112.00 and \$115.00---In a Host of Handsome Deep-piled Patterns---Two Sizes---9' x 10'6" and 9' x 12'



The wonderful varieties of handsome designs and beautifully blended colorings, combined with the low sale price, make this an especially noteworthy offering. Their heavy weight and deep luxurious pile at once distinguish them as rugs of superior quality and give assurance of long satisfactory service. Make your selection today while the assortment is at its best. August Sale \$7.50

Deep Pile Axminster Rugs--- Savings

English-made rugs of a quality we have been unable to procure for years. This is one of the best kinds of rugs for general utility. Handsome Oriental designs that will harmonize with modern furnishings.

- Size 6 feet 9 inches x 9 feet, sale price 49.50
- Size 6 feet 9 inches x 10 feet 6 inches, sale price 57.75
- Size 9 feet x 12 feet, sale price 88.00
- Size 9 feet x 10 feet 6 inches, sale price 77.50
- Size 9 feet x 9 feet, sale price 65.00

Wool and Fibre Rugs in Dainty Bedroom Patterns

7' 6" x 9', regularly \$12.00, now 6.95
9' x 9', regularly \$14.00, now 9.95

Big savings are offered on these popular Bedroom Rugs. Firmly woven in reversible patterns and light colors. Make an early selection from this group.

9 x 12 Feet Tapestry Rugs.

Sale Priced \$23.95, \$25.95 and \$33.95. A special lot of 75 rugs from a co-operating Canadian maker---fine conventional patterns for living-rooms and bedrooms. Reduced for the August Sale to \$23.95, \$25.95 and \$33.95.

18 x 30 Inches, Cocoa Mats \$1.55. Make sure of getting yours by coming at \$1.30 today. Splendid thick brush coating of heavy cocoa fibre, well bound and strongly made. August Sale 1.95

\$7.50 Smyrna Rugs \$6.49.

Rugs of the heavier grade, reversible, with fringed ends. Handsome Oriental designs and rich colorings. Size 30 x 60 inches. Regularly \$7.50, August Sale 6.49

\$10.50 Axminster Hall Rugs \$7.95. Delivery just made on a fortunate purchase negotiated months ago---hence the low price. Fifty rugs in attractive conventional pattern, showing a rich dark blue combined with rose and brown. Size 36 x 63 inches, for halls, fireplaces, etc. August Sale, 7.95

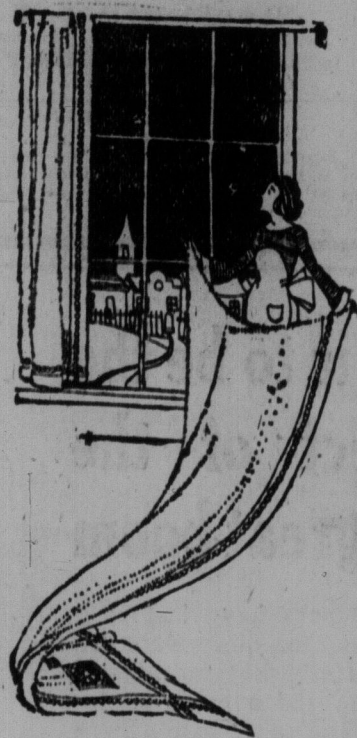
1000 Yards Axminster Stair Carpets, Today \$4.29 Yd.

Imported Axminster Carpet in rich Oriental colors and designs, for halls, stairways and passages. Shades of dark blue, terra cotta and fawn. Heavy quality with deep pile. 22 inches wide. Regularly \$4.65. August Sale, yard 4.29

Wonderful Rugs From the East, including Exquisite Hand-Woven Specimens From India and China, in the August Sale at Prices Attractively Lowered. Simpson's---Fourth Floor.

Big Purchase! Nottingham Lace Curtains \$1.98 Pr.

Our August Sale Price is Far Below This Real Value---Twelve Fine Patterns in White, Ivory or Ecu---All 2 1/2 Yards Long.



"Good will" offerings from manufacturers who voluntarily pocket a substantial loss in consideration for the enormous regular business they get from Simpson's, are numerous at a time like this. This is a particularly striking example of such friendly co-operation. Hundreds of pairs of strong wearing Nottingham Lace Curtains were obtained from the maker at way below the list price---in a dozen highly attractive patterns, including plain and figured centres. August Sale, pair 1.98

Double Velour Portieres, Only \$27.98 Pair.

Perfectly made Portieres of rich quality velour in a big range of contrasting color combinations. They will fit any archway up to 7 feet wide and 7.9 feet high. Double-headed tops with shirring tapes and hidden hooks sewn in ready to hang. Regularly \$32.98. August Sale, pair, 27.98

Window Shades at Special Sale Prices.

Made in our own factory of best oil-finished opaque cloth, these fine shades are mounted on guaranteed Hartshorn spring rollers, and come complete with brackets, nails and nickel pull. With the following range of sizes practically any window can be fitted:

One Color Shades.		Combination Color Shades.	
In white, cream or green, all 70 inches long.			
37" wide, reg. \$2.24, Sale 1.89	37" wide, reg. \$2.88, Sale 2.39	42" wide, reg. \$3.22, Sale 2.69	42" wide, reg. \$3.52, Sale 2.89
42" wide, reg. \$2.88, Sale 2.19	42" wide, reg. \$3.52, Sale 2.89	47" wide, reg. \$3.75, Sale 2.99	47" wide, reg. \$4.34, Sale 3.19
47" wide, reg. \$3.52, Sale 2.79	47" wide, reg. \$4.34, Sale 3.19	52" wide, reg. \$4.52, Sale 3.75	
52" wide, reg. \$4.34, Sale 3.19			

Special Re-Upholstering Rates During August Sale.

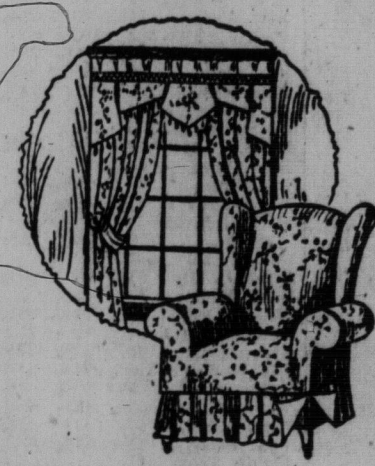
If you have a single piece or a whole suite of furniture requiring the services of an upholsterer, you can save substantially by having the work done during our August Sale. Finest satisfaction is guaranteed.

For inexpensive, yet durable coverings, we recommend plain or figured Denims at from \$1.45 yard. Phone Main 7441 Drapery Department, for a man to give estimate. Simpson's---Fourth Floor.

New Terry Cloth for Curtains and Art Chintz to Match for Furniture Coverings

August Sale. \$1.98 Yard

Terry Cloth is one of the newest and most effective of drapery fabrics, being soft in finish and of just the right weight to hang gracefully. Choose from rich verdure effects or fancy stripe designs in combinations of mauve, blue, gray, green, tan and rose. The Art Chintzes (for light upholstery purposes) are in exactly the same designs and colorings and of nice quality. Both fabrics are 26 inches wide. August Sale, yard 1.98



Floor Lamp and Silk Shade

\$22.50

Choice of two designs in shades, one is illustrated. This is an exceptional offering as anyone who has seen shopping for floor lamps will readily understand. The standard is of birch mahogany, delicately turned and a beautifully polished. Simpson-made shades in two designs, of Japanese silk in rose, gold or blue, lined with plain silk or chintz, two-light socket with chain pull. August Sale, complete \$22.50

Extraordinary! Cabinet Phonographs Only



PLAYS ALL RECORDS.

\$68

HOME-LOVERS' CLUB TERMS.

Simpson's presents a remarkable opportunity to buy a phonograph during the August Sale---Act quickly as the supply is limited.

The illustration shows the graceful design, but only when you have seen the instrument itself, and heard its clear, true tone will you appreciate what an unusual offer this is. Many of its features compare favorably with phonographs costing double its price.

THE TONE---Clear, full, and resonant, but not harsh. A lovely natural quality.

THE MOTOR---Silent-running, double spring motor---will play three selections with one winding.

THE CABINET---Soundly constructed, substantial, and every part matched and well built. Finished dark mahogany.

SHELF CABINET with space for 100 records.

The Home-lovers' Club enables you to buy on monthly payments at no extra cost.

Exchangeable at full purchase price within six months on any high-priced talking machine we sell. Simpson's Phonograph Dept.---Sixth Floor.

Black Walnut Dining-Room Furniture

HALF PRICE AND LESS.

One of our important transactions in preparing for our August Sale placed us in the possession of fine Dining Room Chairs and Cabinets of black walnut in period designs, at a price concession which enables us to offer them at radically less than their real value.

SET OF SIX CHAIRS, including arm chair, satin rubbed finish, removable seats, upholstered with genuine leather. Regularly \$110.00, August Sale 95.00

CHINA CABINET, with glass doors and sides, shelves are grooved for plates. Regularly \$100.00, August Sale 43.95 Simpson's---Fifth Floor.

Solid Oak Dining Tables



\$15.45

Regularly \$28.75.

As illustrated, Solid Oak Extension Table, with 42-inch top, which extends to 6 feet. Fumed or golden finish. Round pedestal. Deep rims. Regularly \$23.95, August Sale 15.45

Oak Extension Table Shown at the Right

\$24.95



As illustrated, Genuine Oak Extension Table with round pedestal base and heavy feet. Rounded edges, Easy running slides. Top extends to 6 feet. Fumed or golden finish. Regularly \$39.00, August Sale 24.95

\$55.00 Dining Tables \$35.75.

Extension table of genuine quarter-cut oak, fumed or golden finish. Heavy square barrel. Deep rims. 48-inch top. Double locks. Regularly \$56.00, August Sale 35.75

The August Sale Brings a Notable Sale of Water Colors and Oils---Half Price

Regular Prices are \$15 to \$200 August Prices are \$7.50 to \$100

The importance of this phase of our August Sale can scarcely be overstated. Simpson's collection of original paintings is one of interesting proportions of value, and from it we have now selected an assortment for special selling at half-price---to provide quickly room for new creations about to arrive.

This opportunity to add to your own collection of artists' original productions is not to be missed. All are handsomely framed.

A partial list of the subjects includes:

- The Canal, Holland, oil, by Wijnmaerd, \$300.00, for \$100.00
- Portrait of a woman, watercolor, by Jansen, \$150.00, for 75.00
- Morning, watercolor, by W. Sidney Cooper, \$40.00, for 20.00
- Autumn, watercolor, by St. Thomas Smith, \$45.00, for 22.50
- Meadows, watercolor, by Chavignaud, \$45.00, for 22.50
- Landscapes, watercolor, by Detvoil, \$42.00, for 21.00
- Landscapes, watercolor, by Lapina, \$15.00, for 7.50
- Landscapes, watercolor, by Samuels, \$20.00, for 10.00
- Landscapes, watercolor, by Samuels and others, \$15.00, for 7.50
- Also Grays of American and other artists' work in watercolor at half prices, ranging from \$7.50, \$12.50, \$15.00 to \$50.00.

Simpson's---Sixth Floor.

79c Circular Pillow Cotton 63c Yard

3,000 yards Circular Pillow Cotton, snowy white, nice soft quality, free from filling, medium weight, 44 inches wide. Regularly 79c. August Sale, today, yard

50c Linen Toweling, 46c Yard --- 1,600 yards imported Crash Toweling, all pure linen with red border, 16 inches wide, heavy weight, for roller or hand towels. Regularly 50c. August Sale, today, yard 48

\$3.00 to \$3.50 Bath Towels, 25.55 Pair --- Fancy Bath Towels in checks and stripes, blues, pink and gold colors, nice fine, close pile, large sizes. Regularly \$3.00, \$3.25 and \$3.50. August Sale, today, pair 2.65

\$12.50 Bed Comforters, \$10.50 --- Sateen Covered Comforters in beautiful lattice and floral effects, rich colorings, two plain steen panels to match, filled with laminated cotton. Size 75 x 72 inches. Regularly \$12.50, August Sale, today, each 10.50

Blankets Less Than Wholesale, \$5.50 Pair---200 pairs large size White Blankets, blue or pink borders with whipped ends to match, very soft and warm, less than wholesale price in the August Sale, at, pair 4.95 Simpson's---Fourth Floor.

Buy a \$40.00 Sewing Machine at \$32.50

It's the "Family Queen," an exclusive Simpson model, equipped with every modern improvement and guaranteed for 10 years. Here are some of its prominent features:

- The celebrated Florence Rotary Sewing Machine---at Simpson's. See the new electric driven models.
- Oak case in golden finish.
- Full Set of Attachments.
- Five Drawers.
- Automatic Bobbin Winder.
- Self-Threading Shuttle.
- Positive Feed.
- Steel Pitman (not wood).
- Automatic Drop Head.

Home-Lovers' Club Terms---No Extra Charge. Motors and Accessories for all makes of machines---at Simpson's.

Simpson's---Sixth Floor.

The Robert SIMPSON Company Limited