SIMPSON'S

The Coolest Spot in Town

SIMPSON'S

Store opens at 8.30 a.m. Telephone Main 7841, Connects With All Departments. Store Closes at 5.30 p.m.; Saturday at 1 p.m.

The Second Day of the Most Extraordinary Event of Its Kind This Season, the

AUGUST FURNITURE SALE

Either furniture is absolutely QUALITY furniture and nothing else, or it is not quality furniture at all.

It is easy for a store to claim quality, but Simpson's can SHOW it.

From the least expensive article to the most elaborate suites, we can show quality that is a genuine surprise in view of the lowness of the prices.

And please mark well, that no trashy stuff is admitted into Simpson stocks. Any furniture that falls short of our high standard is excluded all and whole, now and for all time.

It is a fine thing to know that the furniture you buy here during August Sale (or any other time) is good, sound and durable.

So why experiment in the selection of furniture when you can enjoy the benefit of this store's vast experience?

Our prices are an open book for everybody to read and use for the purposes of comparison.

Your visit to the August Sale today will be interesting and profitable, we feel sure.

If You Prefer, Buy Through the Home-Lovers' Club

The Home-Lovers' Club should not be confused with the ordinary time-payment proposition, because it is distinctly different. Simpson's is an out-and-out Cash store, and to the members of the Club is extended the privilege of having payments deferred, just as if they were paying all cash.

The sale prices are one and the same to both club and cash purchasers—there is no extra charge by means of interest or the like.

The sale items offered today, without a single exception, are purchasable through the Home-Lovers' Club.

Consult the Secretary of the Home-Lovers' Club. His office is at the rear of the Queen Street side of the Fourth Floor.

Bedroom and Dining-Room Sets at August Savings

8-Piece Dining-room Suite, Complete, $56.00.

Buffet of solid oak, 48-incn case, heavy square posts, 2 small cutlery and 1 long linen drawer, good cupboard space. Extension Table of solid oak, pedestal base, shaped feet, 42-inch top, extends to 6 feet. Chairs of solid oak in genuine leather. Set of 5 small chairs and 1 arm chair. Supplied in fumed or golden finish; 8 pieces complete. Regular value $76.50. August Sale price, $56.00.

8-Piece Dining-room Suite, Complete, $70.15.

Buffet of genuine quarter-cut oak, 48-inch case, heavy raised panels, bevelled plate mirror. Chairs of solid quarter-cut oak, panel backs, slip seats, in genuine leather, consisting of 5 small chairs and 1 arm chair. Extension Table of solid quarter-cut oak, octagon barrel, heavy feet, 45-inch top, extends to 6 feet. In fumed or golden finish; 8 pieces complete. Regularly $92.00, August Sale price, $70.15.

8-Piece Dining-room Suite, Complete, $76.05.

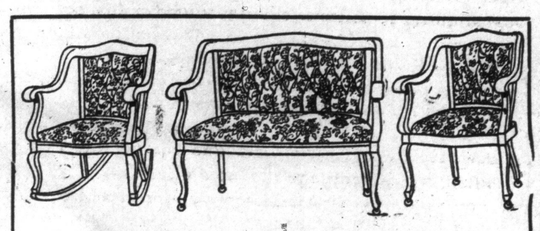
Buffet in heavy colonial design, plank top, cross banded posts; has good cupboard space; case 52 inches. Extension Table has 45-inch top, heavy square barrel with platform base, colonial feet, extends to 6 feet. Chairs, consisting of 5 small chairs and 1 arm chair; have slip seats, in leather. Sets are in genuine quartered oak, in fumed or golden finish; 8 pieces complete. Regular value $100.00. August Sale price, $76.05.

4-Piece Bedroom Suite, $60.20

Consisting of brass bed, dresser, chiffonier, washstand. Brass bed has heavy 2-inch post, 1-inch top rail, 5 fillers, in all regular sizes; bright, polette or ribbon finish. Dresser of genuine quarter-cut oak, fumed or golden finish, good drawer accommodation, wood trimmed, large bevelled plate mirror. Chiffonier of quarter-cut oak, 3 large and 2 small drawers, bevelled mirror. Washstand in quarter-cut oak to match above; 4 pieces complete. Regular value $86.50. August Sale price, $60.20.

5-Piece Bedroom Suite, Complete, $80.15.

Dresser of pure white enamel or empire mahogany—two long and two small drawers, panel ends, shaped standards, large bevelled plate mirror. Chiffonier, four large and two small drawers, in white enamel or empire mahogany finish, to match dresser. Bed has heavy 2-in. posts and top rail, five 1-in. fillers, ball corners. All regular sizes. Bright, polette or satin finish. Mattress built in layers, with jute felt, deeply tufted, roll edge, encased in good grade of art ticking. Springs, metal frame, closely woven wire fabric, interlaced, fully guaranteed; 5 pieces complete. Regular value $104.25. August sale price, $80.15.



As illustrated—Parlor Suite—top rails and arms of solid mahogany—highly polished. Button back, spring seats, shaped arms and top rails upholstered in mixed silk tapestry. Regular value, $78.50. August Sale price, $60.00.

The Robert SIMPSON Company Limited

Dresser and Chiffonier of Solid Quarter-Cut Oak

The Two for - - **$37.40**

$19.45.

Purchasable Separately.

As illustrated—Dresser of solid mahogany base; wood trimmed, tapered standards; bevelled plate mirror. Regular value $30.00. August Sale price, $19.45.

As illustrated—Chiffonier to match above dresser; 3 long and 2 small drawers; wood trimmed. Regular value $24.50. August Sale price, $17.95.

$17.95.

Unusual Values in Springs and Mattresses

Mattress of wood fibre centre and jute both sides and ends, well filled case in heavy twill ticking. All regular sizes. August Sale price, $4.95.

Mattress of half seagrass and half jute felt. Encased in good grade of art ticking. Deeply tufted, with full depth border; roll edge. Regular value $8.75. August Sale price, $7.15.

Mattresses of fibre centre, filled both sides. Extra well made and covered in good ticking. Regular value, $9.25. August Sale price, $7.65.

Springs, with metal frame and woven wire fabric, double weave, with heavy rope edge; cable supports. August Sale price, $5.65.

Springs with metal frame and heavy cable supports. Double woven wire fabric rope edge. August Sale price, $5.95.

Springs of metal frame, high angles. Closely woven wire fabric interlaced—heavy rope edge, fully guaranteed. August Sale price, $7.35.

This $21.50 Buffet

$15.15

As illustrated — Buffet, of solid oak, fumed finish. 48-in. case. Large drawers, good cupboard space. Regular value $21.50. August Sale price, $15.15.

Brass Beds

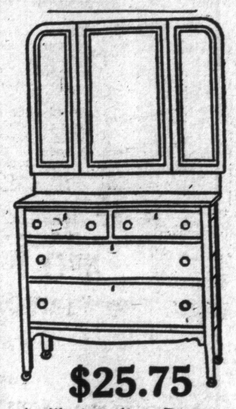
Brass Beds, in polette finish only. Double size, with heavy 2-inch posts. Special mounts. Heavy top rod, and five fillers. Regular value, $27.00. August Sale price, $20.65.

Brass Beds, in polette, bright or satin finish. All regular sizes, with 2-inch posts, 1-inch top rod, double galleries, and special caps. Regular value, $28.00. August Sale price, $23.50.

Dressers, of genuine quarter-cut oak, golden finish only, full shaped fronts, oval mirrors, highly polished, 2 long and 2 small drawers. Regular value, $30.00. August Sale price, $24.50.

$11.00 Baking Cabinets $8.65

Baking Cabinet, of selected gumwood, natural finish top. Made with 2 deep bins, 1 divided for sugar or meal, cutlery drawer and kneading boards. Regular value, $11.00. August Sale price, $8.65.



$25.75

As illustrated.— Dresser, of pure white enamel or empire mahogany finish; triple mirrors. Large case. Regular value, $33.75. August Sale price, $25.75.

Varnish Stain

Duplex Varnish Stain, 49c Quart—Stains and varnishes at one operation, for floors and woodwork. Dries hard and glossy. Light oak and dark oak.

Rubber-set Brush—1½ inches wide—black bristles securely bound. Regular 25c. Today, 21c.

Climax Wall Paper Cleaner, per tin, 18c.

Japenco Color Enamel, all shades—small tin, 23c.

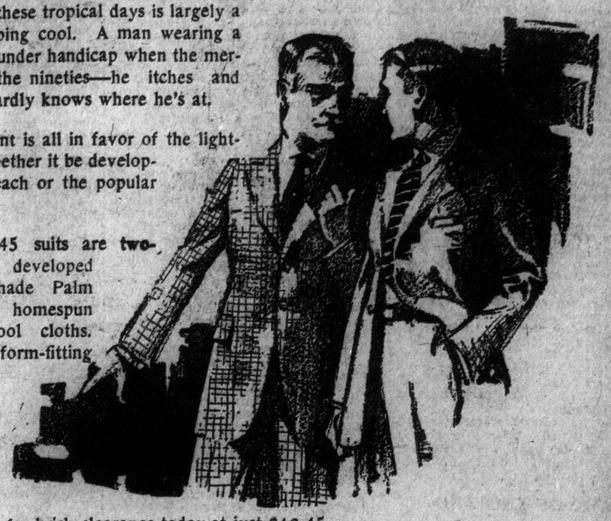
Gold and Aluminum Paints, 2-oz. bottles, 15c.

Stickfast Dry Paste, 1-lb. package, 18c.

Berry Bros.' Floor Wax, 1-lb. tins, 37c.

Men's Hot Weather Suits at $12.45 Are Splendid!

Keeping fit these tropical days is largely a matter of keeping cool. A man wearing a woolen suit is under handicap when the mercury soars to the nineties—he itches and squirms and hardly knows where he's at.



The argument is all in favor of the light-weight suit, whether it be developed in Palm Beach or the popular cool cloths.

These $12.45 suits are two-piece models, developed in natural shade Palm Beach cloth, homespun fabrics and cool cloths. Belted and form-fitting models. Sizes 34 to 44. And being the remaining suits of their respective lines, they're marked for brisk clearance today at just $12.45.

Men's Tweed Suits $12.45

For Business and Working Men

It would be impossible to duplicate these suits today at even half as much again. They are three-piece models—made up in good styles. These suits are mighty handy for everyday. They'll save you money by saving your better clothes. So it's a fine chance and you ought to take advantage. Sizes 36 to 44. Today, men can buy these serviceable suits for twelve dollars and forty-five cents.

Men's Panamas at $4.45 Are "Values"

High-class in the sense that they are correct to a hair's breadth in style and shape. All are genuine South American panamas—the hit of the season.

Fedora, telescope and tourist styles — flat and pencil curl brims. Black corded silk bands. All in all they're wonderful hats at today's price of $4.45.

Men's $2.00 and $2.50 Straw Hats Now $1.45

The saving will appeal to a man's sense of thrift—the straws to his taste for style.

They are incomplete lines of better assortments—snappy ones in split and sennit braids. Black corded silk bands. Get them today when the price is $1.45.

Men's Furnishings

Men's English Drill Work Shirts, 95c — Materials are blue chambray, black and white stripe English oxford and black sateen. Double sewn seams. Pocket. Sizes 14 to 18 inches. Special, 95c.

Men's Bathing Suits, 85c — One-piece, with skirt. Plain navy, with cardinal, orange or white trimmings. Sizes 32 to 44. Today, 85c.

Men's 65c Bathing Suits, 49c — One-piece, plain navy only. Sizes 32 to 44. Regularly 65c. Today, 49c.

75c President Braces, 49c—Pulley back, cast-off cord ends, plain and striped. Regularly 75c. Today, 49c.

65c Balbriggan Underwear, 49c — Natural shade, two-thread yarns, shirts and drawers to match. Sizes 34 to 44. Regularly 65c. Today, 49c.

Remainder of Certain Lines of Boys' Suits Go at $5.85

Great suits for boys to finish the summer with and even to wear through the fall. Shepherd's plaid checks—grey and brown tweeds and fancy mixtures. Semi-Norfolk and pinch-back models with all-around three-piece belt. Full fashioned bloomers. Sizes 8 to 17 years. The best selection is naturally first thing in the morning, so be early. $5.85.

Little Boys' Wash Suits at 69c

White lawns, blue chambrays, tan linens, brown and white and blue and white striped galatea. Some in plain colors, others with collar and belt of contrasting shades. A few are slightly mussed. Sizes 2½ to 8 years. Today, 69c.