

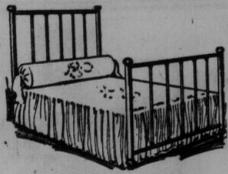
SIMPSON'S AUGUST FURNITURE & HOME FURNISHINGS SALE

Telephone Main 7841.
Direct Market,
Phone
Adelaide 6100.

This Greater August Sale started with nearly half a million dollars' worth of good furniture. It is all specially priced to bring substantial savings to purchasers. Every room in the house is considered. The selection of these vast stocks was planned to meet the needs of every home in Toronto. The furniture and home furnishings are selling rapidly, and no time should be lost in attending to share the big values.

Store Hours 8.30 to 5.30.
Closed at 1 p.m. Saturday
No Noon Delivery
Saturday.

Featuring Bedroom Furniture at Real Savings Today



\$24.95
Regularly \$30.00.

Illustrated, brass bed, heavy 2-inch posts and top rails—5 pillars and special caps. Bright polette, and satin finish. All regular sizes. Regularly \$30.00. August Sale price 24.95



\$44.00 for \$36.25.

Illustrated, Dresser—birch, rich mahogany finish—shaped standards—oval mirror and good drawer accommodation. Regularly \$44.00. August Sale price 36.25



\$37.50 for \$29.75.

Illustrated, Chiffonier—mahogany finish—has four large drawers and two small ones. Shaped standards—beveled plate mirror. Reg. \$37.50. August Sale price 29.75



\$52.00 for \$36.25.

Illustrated, Dresser with genuine quarter-cut oak front and top. Fumed and golden finish—colonial design. Two long and two small drawers, plate mirror 22 x 28 in. Regularly \$52.00. August Sale price 36.25



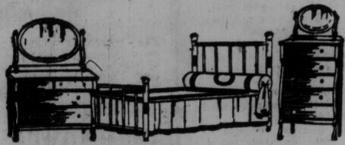
\$44.50 for \$30.75.

Illustrated, Chiffonier. Fumed and golden finish, to match above dresser. Genuine quarter-cut oak front and top. Five deep drawers. Regularly \$44.50. August Sale price 30.75



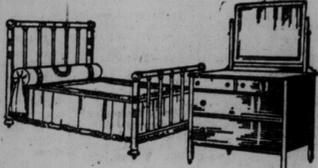
\$47.50 for \$32.95.

Illustrated, Dresser—colonial design, with genuine quarter-cut oak front and top. Heavy post and back standards, large mirror. Fumed finish only. Regularly \$47.50. August Sale price 32.95



3-Piece Brass Bed Outfit Reduced to \$91.95.

Including Bed, Dresser and Chiffonier. Bed has heavy 2-inch posts and 1-inch top rail, 5 fillers and special caps. All regular sizes. DRESSER—Colonial design—genuine quarter-cut oak front and top—fumed and golden finish. Plate mirror 22 x 28 inches. CHIFFONIER—Genuine quarter-cut oak front and top—fumed and golden finish. Three pieces complete. Regularly \$126.50. August Sale price 91.95



2-Piece Bedroom Outfit \$67.40.

Brass Bed and Dresser, as illustrated. Bed has heavy 2-inch posts and top rails, and special ball corners. Five 1-inch fillers, bright polette and satin finish. Double size only. Dresser—mission design, in solid oak—fumed and golden finish. Two large and two small drawers—wood trimmed. Plate mirror 22 x 28 inches. Regularly \$95.50. August Sale price, set 67.40



3-Piece Bedroom Outfit \$88.85.

As illustrated, including Dresser, Chiffonier and Brass Bed. Dresser—Genuine oak, fumed and golden finish, 42-inch case, heavy back standards. Mirror 22 x 28 inches. Chiffonier—Solid oak—fumed and golden finish, to match above dresser. Good drawer accommodation, large mirror. Bed—Heavy 2-inch posts, 1-inch top rails; 5 fillers, and special caps. All regular sizes and finishes. Three pieces complete. Regularly \$121.00. August Sale price 88.85

58.75 for 35.75

Extension Table, solid quarter-cut oak, in fumed and golden finish. Massive design, 48-in. top, extends to 8 feet. Heavy pedestal base. Regularly \$58.75. August Sale price 35.75

Set of Dining Chairs \$36.15.

Consisting of 5 small and 1 arm chair. Genuine solid oak, in fumed and golden finish. Seats are movable, and covered in craftsmen. Regularly \$48. August Sale price, set 36.15

Bed Springs.

Metal frame—high angles, and cable supports on edge. Look weave. All regular sizes. August Sale price 6.00
BED SPRING—Double woven wire fabric—look weave. August Sale price 10.00
PILLOWS—All mixed feathers. August Sale price, pair 2.39

Parlor Suite \$43.95.

Consisting of settee, arm chair and rock chair. Each piece has spring seat, upholstered back and heavy frame. Finished in mahogany. Upholstered in tapistry. Regularly \$55.00 to \$75.00. August Sale price, set 43.95

\$73.00 Divanette \$63.95.

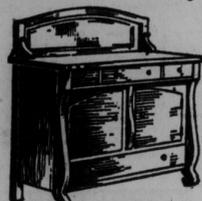
Quickly convertible into a double bed. Frame of genuine oak, in fumed and golden finish. Upholstered in brown and black imitation leather—soft and comfortable spring and mattress. Regularly \$73.00. August Sale price 63.95

Worthwhile Reductions Today on Buffets and Extension Tables



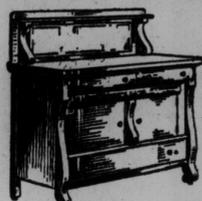
\$76.00 for \$55.95.

Illustrated, Buffet—genuine oak, in fumed and golden finish. 48-inch case—shaped legs, and lined cutlery drawer. Regularly \$76.00. August Sale price 55.95



\$93.00 for \$67.50.

Illustrated, Buffet—50-inch case of genuine oak, in colonial design. Lined drawer for cutlery. Regularly \$93.00. August Sale price 67.50



\$95.00 for \$71.45.

Illustrated, Buffet—genuine quarter-cut oak front and top. Colonial design, in fumed and golden finish. Regularly \$95.00. August Sale price 71.45



\$35.00 for \$23.45.

Illustrated, Extension Table—genuine quarter-cut oak, 45-inch top, extends to 8 feet. Heavy octagon barrel, pedestal and shaped feet. Regularly \$35.00. August Sale price 23.45

Bedroom Wall Papers 18c Roll

Cut-out Borders, 5c, 6c, 8c Yard. Fancy and floral stripes, in a host of pretty colorings, including pinks, blues, yellows and mauve, on light backgrounds.

30-Inch Wide Tapestry Papers, 5-Yard Roll, 69c

The foliage and scenic designs are worked out in new soft tones of blue, green and brown, for living-rooms, halls and dining-rooms.

2,000 Rolls Fancy Ceiling Papers, Special, 7c Single Roll.

Regularly 15c to 18c. (Limit of 50 Rolls to a Customer.) Small circle and fancy designs in silver mica, on white and cream grounds, suitable for all purposes.

5,000 Yds. Printed Linoleums \$1.19 Square Yard

A real money-saving chance to buy linoleum of a well-seasoned and reliable grade. Conventional, tile and floral patterns, suitable for all purposes. This linoleum is first quality throughout. Six feet wide. Today, special sale price, square yard 1.19

Oriental Rugs at Big Savings Today.

These are medium size Oriental Rugs of fine silky qualities, including Shirvan and Mossoul weaves. Beautiful rugs, suitable for hall or living-room. Average size about 3 feet 6 inches x 6 feet 6 inches. Regular values from \$65.00 to \$97.50. Special sale price today 49.50 to 69.50

Hardwood Flooring, Special, 48c Square Foot.

You may choose from the finest selected plain oak flooring or a good quality quarter-cut oak flooring—both qualities tongued and grooved, waxed, polished and laid in your home by experienced workmen. Phone your order early. We will then take measurements and send you complete estimate free of charge. Today, only, square foot .48

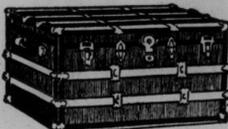
Brussels Rugs at Sale Prices.

New attractive colorings and designs for living-room or bedroom. Heavy cloth jute weave.

- Size 9 x 12 feet. Sale price 39.95
- Size 9 x 10 feet 6 inches. Sale price 34.95
- Size 9 x 9 feet. Sale price 29.95
- Size 6 x 9 feet. Sale price 22.95

Simpson's—Fourth Floor.

Extra! Holiday Trunks, Today \$5.95



Canvas-covered Trunks, in sizes 32, 34 and 36 inches. Some have straps, and all have trays. A real holiday luggage opportunity today at each 5.95

No Phone Orders, Please.

CLUB BAGS—Walrus or crepe grain Club Bags, with double drop handles and inside pockets. Sizes 16 and 18 inches. Regularly \$5.95 and \$6.50. August Sale price 4.95

DEEP FIBRE SUIT CASES, with cowhide straps. 24 and 26-inch sizes. Today 4.25

Simpson's—Sixth Floor.

The "Family Queen" Sewing Machine \$32.50

Reduced from \$40.00.

So dependable is this machine in every detail that it carries a guarantee for ten years against defect.

It is a handsome drophead model and runs smoothly and silently. Regularly \$40.00. Today 32.50

And 4 Other Models Specially Priced Today.

\$33.00, \$35.50, \$42.50 and \$67.50.

Fully guaranteed, of course. These machines are substantially reduced for immediate clearance today.

THE HOME-LOVERS' CLUB enables you to buy a sewing machine upon convenient terms. No extra charge.

See the specially reduced Sewing Machines (demonstrating models). No phone or mail orders, please. Electric Motors, Belts, Needles, Oil, etc., for all sewing machines.

Simpson's—Sixth Floor.

You May Purchase Home Furnishings Through the Home-Lovers' Club

Just decide now to visit the Club Secretary today and learn how the Home-Lovers' Club can assist you in furnishing your home.

You will be delighted with the simplicity and economy of the service. It costs nothing extra whatever, and you may select furniture, rugs, draperies, linoleum, wall papers, electric fixtures and sewing machines and obtain immediate use of them upon making the first payment. The balance is then spread over an arranged period of time.

Club Secretary—Fourth Floor.

"This is an Inventory Clearance."

Velour Portieres \$27.98 Pair

Regular \$32.98.

50 pairs only, made of good quality velour, in all the wanted color combinations, headed with hidden hooks to fit archedways up to 7 feet wide. Today, pair 27.98

50-Inch English Art Serges \$1.49 Yard.

An ideal fabric for table covers or curtains, in brown, green, blue, or red. 50 inches wide, regularly \$1.98. August Sale price 1.49

Chintzes Half-Price 62c and \$1.25 Yard.

A "clean-up" of odd lots of chintz, 30 inches to 36 inches wide, in lengths up to 15 yards. There is a big selection of colorings and designs, and every piece is of desirable quality. Regularly \$1.25 and \$2.00. Half-price, 62c and \$1.25.

Heavy Figured Denims, \$1.28 Yard

This is below today's cost price. It is a most effective furniture covering, which comes in all-over and stripe designs of blue, rose, brown or green, 36 inches wide. Regularly \$1.45 a yard. August Sale price, yard 1.28

Velours at \$2.79 Yard.
Regularly \$2.95.

A one-day sale of curtain velours in all colors. A big range to select from, 50 inches wide, in rolls up to 50 yards. Regularly selling at \$2.95 yard. August Sale price, yard 2.79

Simpson's—Fourth Floor.

The Sale of Fixtures

The illustrations convey some idea of the styles. They're all attractive in size and finish, and the sale prices indicate real savings today.



Two-Light Candle Pendant.
\$12.25
Regularly \$16.

The style illustrated is silver-plated and boasts the daintiest design. A limited number on sale today at \$12.25.



Sale Price 39.95

Five-Light Candle Fixture.
\$54.65 for \$39.95

Illustrated, silver finished, with fine black lines traced over, suitable for dining or living-room, no shades included. Regularly \$54.65. Today 39.95

Four-Light Candle Fixture.

Silver-plated; it has bent arms, for dining, living-or bedroom. Regularly \$20.00. Today 16.00

\$7.60 for \$5.60.

Illustrated at left, two-light pendant, Georgian period design, in oxidized brass finish; the width is 14 inches. The shades are moulded with lotus leaf design and are frosted with clear lines. Regularly \$7.60. Sale today 5.60



\$14.75 for \$11.25.

Illustrated at right, semi-indirect hanger with Flemish gold and special pattern finish chain; the bowl measures 14 inches wide and is toned a lovely old ivory. Regularly \$14.75, sale today, \$11.25; regularly \$12.70, with plain hanger, \$9.90.

Simpson's—Sixth Floor.

The Robert SIMPSON Company Limited