

Store Will Remain Closed Today---
Civic Holiday
Merchandise advertised on this page on sale Tuesday.

SIMPSON'S

We Pay Freight and Express
We pay transportation charges to any station in
Ontario on purchases of \$10.00 or over.

Store Opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store closes at 5.30 p.m.; Saturdays at 1 o'clock.

Full Speed! The August Furniture Sale is Bigger and Better Than Ever---

The Home-Lovers' Club

AMONG the things which keep up the morale of a nation are its bright and cheery homes. Toronto is fortunate in this respect. An important factor in the betterment of homes is The Home-Lovers' Club.

This service is extended to customers who wish the convenience of suitable terms in the purchase of home furnishings.

It enables housekeepers to furnish homes (either completely or partly) at the least outlay.

Club membership costs you nothing extra—no fees, dues, interest or the like. It is similar to a charge account only the Club payments are spread over a period arranged to suit you.

The Club Secretary will gladly explain further particulars. —Fourth Floor.

Nets, Scrims and Madras Tuesday 39c Yard

Bungalow Nets from England, in white, ivory and ecru; madras muslins made in Glasgow, Scotland; American scrims, with fast color borders. Every piece a bargain. Tuesday, yard, 39c.

Art Silkolines, 29c Yard. One yard wide—dainty floral patterns, in pretty colors of pink, blue, green and yellow. Make side draperies. Tuesday, yard, 29c.

New Box Coverings, 29c Yard. 2,000 yards of durable printed cotton material for covering boxes and bedroom furniture; light and dark grounds, showing effective floral designs in blues, yellows and pinks. 28 inches wide. Tuesday, yard, 29c.

Lace Curtains, Special, \$1.19 Pair. 150 pairs, made in Nottingham. Choose from a dozen really good patterns, in white, showing entirely new border effects. Plain or medalion centres. 36 to 42 inches wide and 2½ to 3 yards long. Tuesday, pair, \$1.19.

1,000 Window Shades to Sell at 59c Each. White or cream, standard size—37 in. wide and 70 in. long. Complete, with a reliable spring roller and all attachments. Tuesday, each, 59c.

The Annual Sale of Baby Carriages is Going On!

Tuesday Will Be a Great Day for Big Values

Reed Baby Carriages. Attractive appearance, roll edges, light weight, roomy and comfortable, equipped with reversible gears; corduroy upholstery and windshields. Natural finish, \$31.45; grey enamel, \$32.70; white enamel, \$33.95.

Go-Carts, Strollers and Sulkies. Samples and stock lines of reed and hardwood go-carts and sulkies, good choice of styles and finishes. Regularly \$9.00 to \$13.95; Tuesday, \$7.95.

\$5.95 Black Go-Cart, \$3.98. Limited number only, black enamelled go-carts, padded seats and backs; semi-folding for taking on cars.

—Simpson's—Sixth Floor.

TUESDAY MARKET

Telephone Adelaide 6100

Canada Food Board License No. 8-7531.

MEATS.

Round Steak, per lb., 35c.
Sirloin Steak, per lb., 40c.
Briquet Boiling Beef, per lb., 27c.
Shoulder Roast, tender, per lb., 25c.
Fresh Veal for Pot Pie, per lb., 22c.

FISH.

Ontario Government Whitefish, lb., 15c. If delivered 17c.
Ontario Government Trout, per lb., 15c. If delivered 17c.
Haddock—headless—dressed—per lb., 10c.
Cod—headless—dressed—per lb., 10c.

GROCERIES.

Standard Granulated Sugar, in 5-lb. packages, 2 pkgs., \$1.06.
Finest Creamery Butter, per lb., 50c.
Five Roses Flour, 24-lb. bag for \$1.70.
Seedless Raisins, per lb., 16c.
Magic Baking Powder, 1-lb. tin, 34c.
Dalton's Flavoring Extracts, 3 bottles, 27c.
Choice Red Salmon, ½-lb. tin, 19c.
Oleomargarine, per lb., 32c.
Yellow Cooking Sugar, 5 lbs. for 50c.
No-Eg, whites, packages 20c; yolks, 15c.
Purity Oats, large package, 35c.
Orange Marmalade, 4-lb. pail for 83c.
Shredded Wheat or Grape-nuts, package, 14c.

MacLaren's or Ingersoll Cream Cheese, large package, 25c.
White Beans, 2 lbs., 25c.
Grape Juice, bottle 25c.
Japan Rice, 2 lbs., 25c.
Reindeer Prepared Coffee or Cocoa, per tin, 25c.
Roman Meal, large package, 25c.
Pure Raspberry or Strawberry Jam, 4-lb. pail, \$1.04.
Peanut Butter, in bulk, lb., 29c.
Hobbrook's Malt Vinegar, per bottle, 25c.
Carnation Milk, large tin, 15c.
Choice Prunes, per lb., 18c.
Barrington Hall Coffee, tin, 45c.

FRUIT SECTION.

California Valencia Oranges, per doz., 90c.
Choice New Beets, 6 bunches for 15c.
Choice New Carrots, four bunches, 18c.

CANDY SECTION.

After-Dinner Mints, per lb., 29c.
Fruit Delight, per lb., 28c.
Chewing Gum, 3 packages, 10c.

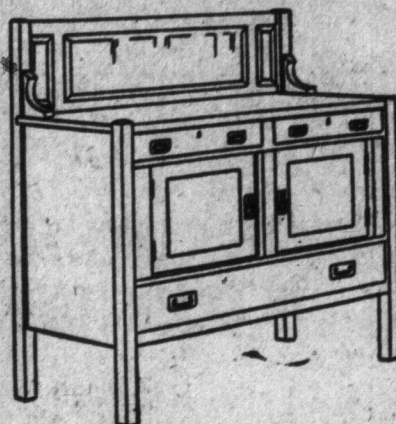
FLOWER SECTION.

Rubber Plants, each, 95c.
Palms, each, 65c.
Boston Ferns, each, 39c.
Large Boston Ferns, each, \$1.29.
Fern Fans, each 25c and 37c.
Hardy Table Ferns, each, 19c.

'Community Sing' Fourth Anniversary of the War

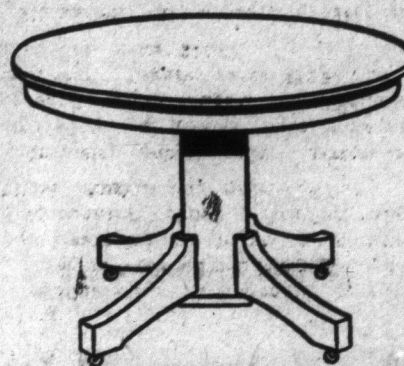
Your attention is directed to the "Community Sing" in Queen's Park—front of Parliament Buildings, today, August 5th, 11 a.m. (Civic Holiday).

God Save the King.



As illustrated, Buffet, solid mission design, 48-in. case—3 drawers, lined for cutlery. Good cupboard space. Bevelled plate mirror. Regular value \$55.50. August Sale price, \$35.15.

Buffet, genuine quarter-cut oak, fumed or golden finish. Colonial design, shaped top drawers. Good cupboard space; large mirror on back. Regular value \$40.00. August Sale price, \$28.65.



As illustrated, Extension Table, solid quarter-cut oak, fumed or golden finish. Heavy square barrel, deep rims. Easy-running slides. Regular value \$26.50. August Sale price \$19.75.

Extension Tables, solid quarter-cut oak, fumed or golden finish, octagon pedestal; heavy shaped feet. Extends to 6 feet. Regular value \$26.50. August Sale price \$19.85.

Extension Tables, solid quarter-cut oak. Top 46 in. Fumed or golden finish. Easy-running slides—deep rims. Regular value \$27.50. August Sale price \$20.95.

Living Room Suite

Regular Value \$59.50

Tuesday \$47.00

Living-room Suite, consisting of settee, arm chair and arm rocker. Solid quarter-cut oak, fumed finish; upholstered backs, automobile spring seats; covered in good grade of tapestry. Regular value \$59.50. August Sale price, \$47.00.

Congoleum Rugs Tuesday

These heavy rugs are made in one piece—attractive designs. Require no tacking. Sanitary, cool and durable. Size 9.0 x 9.0, \$11.25. Size 9.0 x 10.6, \$13.50. Size 9.0 x 12.0, \$16.75.

Felt Base Linoleum, 59c square yard—For large kitchens, bath-rooms, dining-rooms and halls. Will lie perfectly flat and wears well. Bright clean colorings. Two yards wide. Square yard, 59c.

Prairie Grass Rugs—Bound all round, plain centres and stencilled borders in four colors. Green, brown, blue and grey. Easy to clean and long wearing. Size 9.0 x 12.0. Tuesday, \$12.50.

Brussels Rugs—Small all-over conventional designs. Splendid quality. Size 11.3 x 13.6, \$42.50. Size 11.3 x 12.0, \$34.25.

Heavy Axminster Rugs—Oriental design, soft shades of tan, brown, blue and green. Size 11.3 x 12.0, \$59.75.

Fine Wilton Rugs—For dining-rooms and living-rooms—beautiful designs and colors. Size 11.3 x 12.0, \$79.75 and \$89.50.

It is High Quality Furniture and Our August Prices Are the Talk of the Town

Today, as never before, it is imperative that your money be spent to the best possible advantage. This is especially true in the purchase of furniture.

Good furniture is an investment that yields big dividends in comfort, satisfaction and economy. The quality article outlasts several cheaper ones, yet seldom if ever costs any more.

If you buy furniture on faith (as many people do) you'll make no mistake in choosing Simpson furniture. From the humblest dresser or chiffonier to the costliest period suite, Simpson furniture is good and sound and dependable.

Visitors

Are invited to Make Use of This Store's Conveniences.

The Palm Room, on the Sixth Floor.

Information Bureau, on Main Floor, Centre.

Telegraph Station and Free Parcel Check Room, in the Basement, Centre.

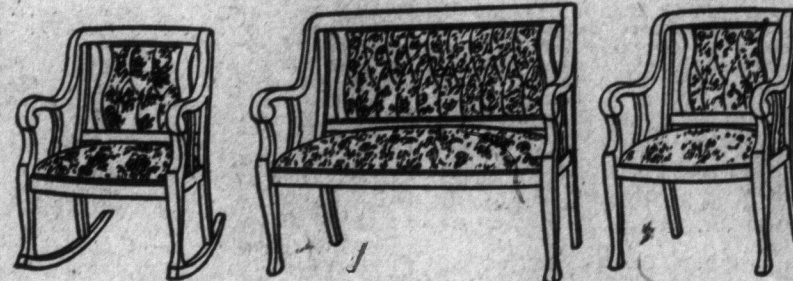
Postoffice, on the Street Floor, Centre.

Women's Rest Room, on the Third Floor, Richmond side.

Telephone Booths, conveniently located throughout the store.

\$43.75 for This Parlor Suite

Valued at \$57.50.

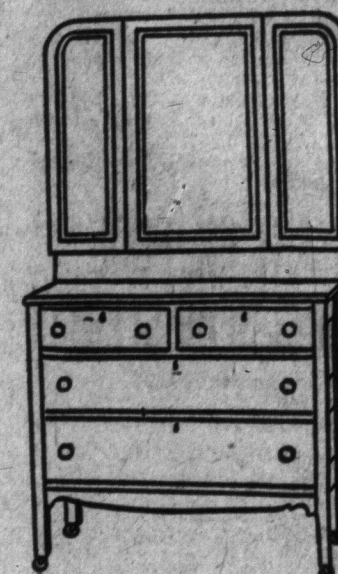


As illustrated, Parlor Suite, frame in mahogany finish. Highly polished, button backs. Full spring seats, covered in mixed silk tapestry. Regular value, \$57.50. August Sale price, \$43.75.

Women's Dressing Tables

August Sale Price \$10.50

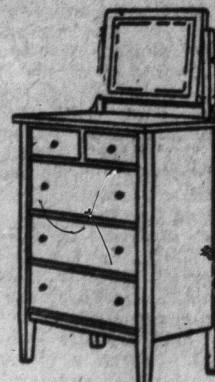
Women's Dressing Tables, pure white enamel and mahogany finish, 1 drawer; large mirror on back. Regular value, \$15.25. August Sale price, \$10.50.



\$25.75

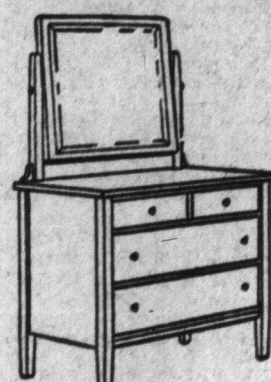
As illustrated, Dressers, Empire mahogany finish and white enamel, two top drawers shaped, swing mirror effect. Regular value, \$33.75. August Sale price, \$25.75.

Chiffonier \$17.95



Solid Quarter-cut Oak Chiffonier, as illustrated. Fumed or golden finish—three deep and two small drawers. Heavy square posts on back. Regular value, \$24.50. August Sale price, \$17.95.

Dresser \$19.45



Dresser, as illustrated, base of solid mahogany, two deep and two small drawers, wood trimmed. Heavy posts and back, large bevelled plate mirror. Regular value, \$30.00. August Sale price, \$19.45.

Dressers, solid quarter-cut oak, fumed or golden finish. Mission design, two long and two small drawers. Large glass on back. Regular value, \$29.00. August Sale price, \$18.85.

Extra Special for Tuesday

Two Big Bargains in Dining Suites

8-pc. Suite \$76.05

Regular Value \$100.00

8-piece Dining-room Suite, genuine quarter-cut oak. Buffet, 52-inch case, heavy plank top, pillars and posts cross band; has dolley, cutlery and linen drawers; good cupboard space; large bevelled plate mirrors. Dining-room Chairs, 5 small and 1 arm chair; frames of solid quarter-cut oak; movable seats, upholstered in genuine leather. Extension Table, quarter-cut oak top, heavy pedestal with platform base; fumed or golden finish; a piece complete. Regular price \$100.00. August Sale, \$76.05.

8-pc. Suite \$68.85

Regular Value \$92.00

8-piece Dining-room Suite, solid quarter-cut oak. Buffet, solid quarter-cut oak, heavy raised panels on front, colonial pillars, good drawer and cupboard space; back fitted with shaped bevelled plate mirror. Dining-room Chairs, solid quarter-cut oak; box frame, slip seats, upholstered in genuine leather; 5 small and 1 arm chair. Table, quarter-cut oak top, pedestal base, shaped feet; 6 feet when extended; fumed or golden finish. 3 pieces complete. Regular price \$92.00. August Sale price, \$68.85.

Mattresses and Springs Are Selling at Special Prices

Mattresses, wood fibre centre, jute felt both sides, deeply tufted, encased in good grade of art ticking. August Sale, \$7.20.

Mattresses, jute felt, built in layers, encased in good grade of art ticking, roll edge, deeply tufted; all regular sizes. Regular price, \$14.75. August Sale price, \$12.95.

Mattresses, pure layer felt, sanitary and most comfortable; full depth border, roll edge, deeply tufted; encased in good ticking. Regular value, \$15.75. August Sale price, \$13.50.

Springs, metal frame, famous link fabric. Positively guaranteed not to sag. All regular sizes. August Sale price, \$6.50.

Springs, all metal, closely woven wire fabric, cable supports underneath, wire edge. All regular sizes. August Sale, \$4.95.

Pillows, all feathers, size 20 x 26, encased in good ticking. Per pair, August Sale price, \$2.25.

Pictures Will Go Tuesday

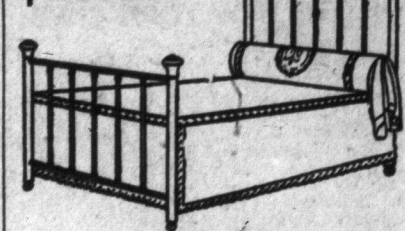
Water Colors and Oil Paintings \$4.95

This brings a fine chance to picture lovers. The group is composed of numbers taken off our gallery walls, being used as display samples.

They're selected landscapes on gilt mats and oils—framed close in a deeply-set antique gilt molding. Medium sizes. Only 25 pictures to clear Tuesday. Formerly \$6.50 to \$12.50—all one price, \$4.95.

Brass Beds

\$16.95



As illustrated Brass Beds, heavy 2-inch posts, 1-inch top rails, five fillers, special mounts; bright, pollette or satin finish. All regular sizes. Regular value \$21.00. August Sale price, \$16.95.

Brass Beds, heavy 2-inch posts, special caps on corners, five fillers with double gallery; pollette finish; double size. August Sale price, \$23.50.

Library Tables

\$16.95

Library Tables, solid quarter-cut oak, fumed finish, mission design, double bookracks; drawer opens from both sides. Regular value \$21.00. August Sale price \$16.95.

The Robert SIMPSON Limited