

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

# Simpson's August Furniture & Home Furnishings Sale

This Store Will Remain Closed All Day Today---Civic Holiday

## Store Conveniences for Out-of-Town Visitors

THE PALM ROOM—On the Sixth Floor.  
INFORMATION BUREAU—On Main Floor, Centre.  
TELEGRAPH STATION AND FREE PARCEL CHECKROOM—In the Basement, Centre.

POSTOFFICE—On the Street Floor, Centre.  
WOMEN'S RESTROOM—On the Third Floor, Richmond side.  
TELEPHONE BOOTHS—Conveniently located throughout the store.

**WE PREPAY DELIVERY CHARGES.**  
On all purchases of \$10.00 or more, to any station in Ontario.

## \$56.50 Divanette \$48.95



Divanette, frame of selected oak, fumed finish, upholstered in imitation leather. Makes an ideal divanette during the day and double bed at night. Link fabric spring. Soft and comfortable mattress. Regularly \$56.50. August Sale price, complete, \$48.95.

Simpson's—Fifth Floor.

## Sherwin-Williams Paints and Varnishes

"THE STANDARD OF QUALITY"  
1/2 pints, 50c; pints, 90c; quarts, \$1.65; 1/2 gallon, \$3.20; gallon, \$6.20.

**COMPLETE RANGE OF COLORS**  
Ivory, Sage Green, Colonial Yellow, Sea Green, Stone, Lincoln Green, Dark Fawn, Lavender, Olive Brown, Sky Blue, Straw, Blue, Golden Brown, Rich Red, Antique Brown, Rich Maroon, Bronze Green, Pink, Cream, Pea Green, Tobacco Brown, Coral Tint, Grey, Salmon, Palo Bristone, Light Lead, Tan Brown, Slate, Bottle Green, Dark Grey.

## OUTSIDE WHITE AND CHINA GLOSS WHITE.

1/2 pints, 50c; pints, 90c; quarts, \$1.65; 1/2 gallon, \$3.20; gallon, \$6.20.

Scar-Not Varnish, for interior woodwork, pint, 60c; quart, \$1.25.

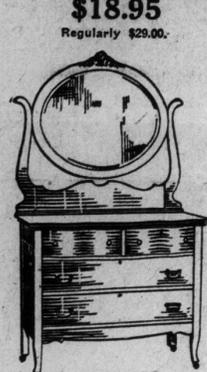
Mar-Not Varnish, for floors, pint, 60c; quart, \$1.25.

Repar Varnish, for exterior work, pint, 80c; quart, \$1.50.

Linoleum Varnish, pint, 60c.

Old Dutch Enamel, pint, \$1.00; quart, \$1.95.

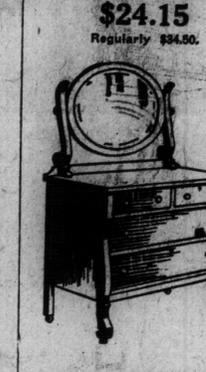
## Sale Specials in Handsome Dressers, Chiffoniers and Buffets



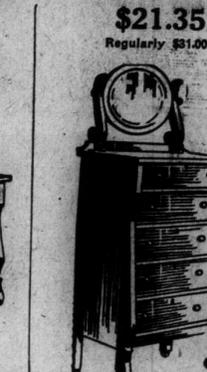
As illustrated, Dresser, surface oak, to match chiffonier at right. Golden finish, 2 large and 2 small drawers. Oval bevelled plate mirror. Regularly \$29.00. August Sale price, \$18.95.



As illustrated, Chiffonier, surface oak, golden finish, large mirror. Regularly \$19.00. August Sale price, \$13.95.



As illustrated, Dresser, genuine quarter-cut oak, fumed and golden finish, to match chiffonier at right. Colonial post and pillars. 45-inch case, large oval bevelled plate mirror. Regularly \$24.50. August Sale price, \$24.15.



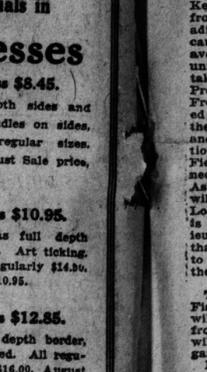
As illustrated, Chiffonier, 4 large and 2 small drawers, wood trimmed. Fumed and golden finish. Regularly \$31.00. August Sale price, \$21.35.



Colonial design, large cupboard and linen drawer. Shaped drawer for cutlery and doilies. Regularly \$48.75. August Sale price \$36.75.



Blown cotton, full depth border, roll edge, deeply tufted. All regular sizes. Regularly \$16.00. August Sale price, \$12.55.



Cotton felt, built in layers, not stuffed. Roll edges, deeply tufted. All regular sizes. Regularly \$19.50. August Sale price, \$15.95.

## Special---Large Bedroom Boxes, \$4.98

Strongly constructed in a good big size, measuring 36 inches long, 20 inches wide, 16 inches high. Padded top—plain colored linings and outer cover of attractive chintz in pinks, blues, and greens. Complete with easy running castors. Tuesday Special, \$4.98.

**Silk Shades for Floor Lamps 1-3 Less.**  
50 entirely new styles, including effective novelty shades. The range of colorings is complete. Made in our own workrooms. Regularly \$7.50 to \$50.00. Today, each, \$5.00 to \$33.34.

**Art Chintzes Half-Price.**  
Short lengths of desirable chintzes, 4 to 10 yards long. Variety of colorings, with dainty floral, conventional and verdure patterns. Regularly 59c to \$1.50. Today, yard, 29c to 75c. Simpson's—Fourth Floor.

## 9x12 Seamless Rugs, \$69.75

Rugs, with deep pile, in handsome Oriental designs and colorings, suitable for living rooms. Size 9 ft. x 12 ft. August Sale price, \$69.75.

**BEDROOM RUGS, \$8.95 AND UP.**  
Reversible rugs, in light colorings. Shades of two-toned blue, rose and green effects. Durable and seamless. Size 9 ft. x 9 ft., \$8.95; size 9 ft. x 10 ft., \$9.95; size 9 ft. x 12 ft., \$10.95.

**SCOTCH TAPESTRY RUGS AT \$16.95.**  
50 only, seamless rugs in good assortment of designs. Oriental and floral effects—extra heavy quality. Size 6 ft. 9 in. x 9 ft. August Sale price, \$16.95.

**HAND-MADE OVAL RUGS AT \$14.95.**  
Heavy pile all-cotton hand-made rugs, woven in oval shapes. Plain fawn coloring, with chintz floral border, for bedrooms. Size 4 ft. x 7 ft. Regularly \$19.75. August Sale price, \$14.95.

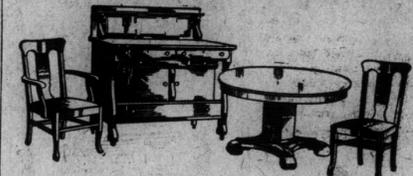
**KITCHEN MATS AT \$1.25.**  
Jute mats with fringed ends, stencilled in brown and green colorings. Size 2 ft. 3 in. x 4 ft. 6 in. August Sale price, \$1.25.

**RUBBER DOOR MATS, \$1.15.**  
The regular diamond door mats, in heavy rubber, suitable for kitchen or vestibule. Size 18 in. x 30 in. Regularly \$1.50. August Sale price, \$1.15.

**NEW CHINTZ PAPERS FOR BEDROOMS, 22c SINGLE ROLL.**  
Regularly 40c to 65c. Combinations of birds and flowers, delightfully tinted with

EVERY day during the sale, fresh stocks of furniture and furnishings come streaming into the store, and are immediately placed on our floors to keep the varieties up, so that choosing will be most satisfactory in all lines of merchandise. The offerings for Tuesday will merit an early visit to the Simpson store.

## Dining-Room Suite, Tuesday, \$91.75



Regularly \$122.00  
As illustrated, 8-piece Dining Suite, consisting of buffet, extension table and set of diners. Buffet, genuine quarter-cut oak, case 52-inch. Heavy colonial design. Bevelled plate mirror. Extension Table, 45-inch top, genuine quarter-cut oak, colonial feet. Chairs, heavy shaped feet, slip seats, upholstered in genuine leather. 5 small and 1 arm chair. Regularly \$122.00. August Sale price, suite, \$91.75.

## A Better, Brighter and Cheerier Home Through the Home-Lovers' Club

It is pretty generally conceded that attractive furniture and furnishings not only beautify the home, but make for comfort and health and happiness among the family. Throughout the city hundreds of homes are being made better through the Home-Lovers' Club. This helpful service has aroused a wave of favorable comment among Toronto homemakers, because it extends to responsible people the advantage of convenient payments when buying furniture and home furnishings. This service costs nothing extra, and Club members may buy at special August Sale prices. See the Club Secretary—Fourth Floor.

## Notice! Flannelette Blankets \$3.45 Pair

Remarkable Sale of 400 Pairs, Size 70 x 84, Tuesday. Best Canadian quality Flannelette Blankets, in white or grey, with pink or blue borders. Large double bed size, 70 x 84 inches. Not more than 4 pairs sold to each customer. Home Furnishing Sale, Tuesday, pair \$3.45.

**70c Bleached Sheeting 57c Yard.**  
2,000 yards Round Thread Sheeting. Medium weight, fully bleached, plain weave, two yards wide. Regular price 70c yard. August Home Furnishing Sale price, Tuesday, yard 57c.

**\$3.25 Breakfast Cloths \$2.69.**  
Satin Damask Hemstitched Breakfast Cloths. Extra fine finish in poppy, spot and marguerite designs. Size 50 x 50 inches. Regular price \$3.25 each. August Home Furnishing Sale, Tuesday, each \$2.69.

Heavy quality Crash Toweling, with red stripes, also a red striped border. 19 inches wide, for rollers and general kitchen use. Not more than 20 yards sold to each customer. August Sale, less than manufacturer's price, Tuesday, yard 23c.

**\$6.50 Linen Table Cloths \$5.50 Each.**  
Pure Irish Linen Damask Table Cloths, exceptionally good quality. Conventional and floral designs. Size 2 x 2 yards. Regular price \$6.50. August Home Furnishing Sale, Tuesday, each \$5.50.

**\$2.50 to \$3.00 Soiled Fancy Linens \$1.48 Each.**  
About 200 pieces. Scarfs, Shams, Centres, Tray Cloths, Table Covers, etc., in Battenberg Irish embroidered and lace-trimmed goods. All slightly soiled and mused. Regular price \$2.50 to \$3.00. No phone or mail orders. Clearing all one price Tuesday, each \$1.48.

## Thousands of Rolls of Imported Wall Papers

You can save money by purchasing now for your future requirements. Bring room measurements and salesman can tell you the necessary quantities.

**HIGH-CLASS AMERICAN TAPESTRY PAPERS, 37c SINGLE ROLL.**  
Regularly 75c to \$1.50. Beautiful colorings and designs. Some with remarkable cloth-like appearance. Excellent decorative wall treatments for living-rooms, dining-rooms and halls.

delicate tones of pink, blue, mauve, green or yellow, on pale grey or white backgrounds. Some patterns have a trellis background, and others show a light overprint, giving a beautiful shadow treatment.

**EMBOSSSED STRIPE PAPERS, 17c SINGLE ROLL.**  
Regular Value 35c. Cut-Out Borders to Match, 4c Yd. New designs, printed on good quality embossed backgrounds in two-tone and multi-color effects. Some borders have base and angle trim included and are regularly sold at 15c and 16c yard.

**WHITE OR CREAM CEILING PAPERS, 11c SINGLE ROLL.**  
Moire and figured patterns, printed with silver mica on good

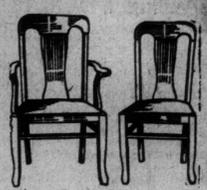
quality backgrounds. Regular value 15c to 25c. Sale price, roll, 11c.

**BORDERS, 1c YARD.**  
Regular Value, 6c to 10c. Special clearance of borders not used in our regular stock. Plenty of designs and colorings to select from, including many cut-outs and nine-inch friezes, suitable for bedrooms, living-rooms, kitchens and halls.

**ROOM MOULDINGS.**  
1 1/4-inch Imitation Oak Picture Moulding. Sale price, Tuesday, 1 1/4c foot. 1 1/2-inch White Enamel Picture Moulding. Sale price, Tuesday, 1c foot.

## Set of Diners, Sale Price \$28.95

Regularly \$36.75. As illustrated, Dining-room chairs, genuine quarter-cut oak, shaped panels and top rail, heavy front legs. Slip seats, upholstered in genuine leather. One arm and 5 small chairs. Fumed and golden finish. Regularly \$36.75. August Sale price \$28.95.



**Set of Dining Chairs \$29.85. Regularly \$36.50.**  
Quarter-cut oak, fumed and golden finish. Slip seats, upholstered in genuine leather. One arm and 5 small chairs. Regularly \$36.50. August Sale price \$29.85.

## This Semi-Indirect Hanger, Sale Price, \$7.25

As illustrated. Comes in old gold or Flemish finish. It supports by hooks a new bowl of moulded designs as shown. Twelve inches wide and extra deep. The bowl is of soft-toned white glass. August Sale price \$7.25.

**3-Light Flemish Gold Fixture \$12.80.**  
With etched old ivory shades. A piece of more than ordinary good value and good taste. August Sale price \$12.80.

**Two Specials in House Sets of Fixtures and Shades.**  
At \$51.75. A set that would sell regularly for \$65.00. Has fixtures for the larger six-room house. All fixtures installed free in our daily delivery radius. Inspection fees extra. Insulating joints (if needed) free on complete outfits. 40-Watt Bulbs, each 25c. Simpson's—Sixth Floor.

At \$39.75. Regularly \$48.00. A set that is suitable for the average six-room house. All fixtures installed free in our daily delivery radius. Inspection fees extra. Insulating joints (if needed) free on complete outfits. 40-Watt Bulbs, each 25c. Simpson's—Sixth Floor.

The SIMPSON Limited