

# "The Time of Times" for Buying Furniture and Other Home Furnishings

The big Furniture Sale is here again---it begins this morning---and in spite of the difficult manufacturing and transportation conditions we are ready with a programme that should prove irresistible to those who require home-furnishings. The savings made possible are in many instances quite sensational, while generous reductions will be in effect on thousands of articles.

# Special Purchases Will Constitute an Important Feature at This Sal.

10 sets only, Dining-room Chairs,

in solid quarter-cut oak; fumed fin-

ish only; box frames, block corners; slip seats, upholstered in genuine leather; five small and one arm chair. Regular price \$45.00.

August Sale, per set ...... 28.50

Extension Tables, in solid oak; fumed or golden finish; 42-in. top; heavy pedestal base; 6 feet when

In addition to the substantial reduc- | manufacturers from whom we buy large tions that will be in effect on goods out of regular stock, we were fortunate in procuring many special lots of first-class merchandise at prices that will allow us to sell them to you at the usual wholesale prices or less, and still make our regular margin of profit..

Still other lines are priced low because | selling.

genuine oak; golden or fumed fin-

ish; mission design; pad seats up-

holstered in genuine leather; five

small and one arm chair. Regular price \$20.50. August Sale ... 16.75

genuine quarter-cut oak; golden finish only; have shaped backs;

Sets of Dining-room Chairs, in

quantities the year round co-operated with us to make this a big event.

The manufacturers sacrificed a portion of their usual profit; we are giving up some of our usual profit—and so by working together we are able to make this sale a mighty big event. Some of our best values are listed on this page for today's



Extension Table, top solid quarter-cut oak, 45 in.; pedestal base of solid oak; table 6 feet when extended; fumed or golden finish.

Regularly \$19.50. August Sale 14.50

Extension Table, solid quarter-cut oak, top 45 in.; octagon barrel-shaped feet; 6 feet when extended;

The Home-lovers' Club is the key that will unlock the doors of op-portunity to thousands during this sale. Let it unlock the door for you, too.

Here is the List From Which You May Choose Today for Your Dining-room extended. Regular price \$13.75.
August Sale ..... 9.90

Extension Table, solid quarter-cut oak; fumed or golden finish; heavy massive dividing pedestal; base with locks. Regular price \$33.50. August Sale ....... 27.75

Dressers in surface oak; golden finish; three large drawers; brass trimmed, back fitted with beveled 

Buffet, selected quarter-out oak, fumed finish, mission design, 46 in. wide; two small and one long lines wide; two small and one long drawer; good cupboard space. Reg-ular price \$27.75. August Sale 19.45

The Home-lovers' Club Again Opens Its Register to Help Home Owners who wish

to share in the advantages of this sale, but who do not wish to pay all cash for their purchases.

The policy of this store has always been, and now is, to buy and sell for cash.

We have only one price, and that the lowest cash price to everybody.

We have found, for the past three years especiallythat is, during the period of the war-an increasing thrift and conservation, which avoids debt and prefers to pay as you go.

To many perfectly responsible customers of moderate income this would involve the postponement of home furnishing or the doing of it piecemeal.

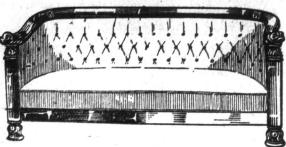
For these customers we started the Home-lovers' Club. which has now on its register about six thousand names. These customers have availed themselves of the plan of extended payments.

Simultaneously with our August Furniture offerings we re-open the Club to old members and for a limited list of new

The Club Office is on the Fourth Floor, where the Secretary will receive your application for membership. He will explain to you the plan for extending payments and the amount it is necessary to pay in cash.

You buy at our close cash prices, or, in the case of Furniture and similar goods, at our August Sale prices. There is no extra charge of any kind. The Club is just a convenience to those who wish to avail themselves of it.

# Six Extra Specials for LuckyPurchasers



Four only, Chesterfields, as illustrated. Frame of solid mahogany, hand carved; length 6 ft. 2 in.; full spring seats, covered in green denim. Regular price 

15 only, Chairs and Rockers, frames of solid mahogany; full spring seat, uphoistered in tapestry. Regular price from \$24.00 to \$27.00. August Sale 11.95

10 only, Parlor Suites, consisting of settee, arm chair and arm rocker; extra heavy birch mahogany frames; full spring seats, upholstered in tapestry. 



This Buffet \$29.85

Buffet, as illustrated, in genuine quarter-cut oak, fumed or golden finish. Heavy plank top, veneered edges. Colonial design. Size of case 52 inches. Regular price \$41.50. August Sale price ..... 29.85



This Table \$13.15 Extension Table, top solid quarter-out oak, 45 inches; pedestal base of solid oak; table 6 feet when extended; fumed or

golden finish. Regular price \$20.00 August Sale ...... 13.15 Women's Dressing Table, slightly imperfect; birch mahogany finish; has one long drawer. Size of top 19 x 30; large

plate mirror. Size 14 x 24. They were

\$10.75. August Sale ..... 5.65

#### The August Sale of Furniture for the Bedroom

Mattresses have seagrass centre, deeply tufted: full depth border: encased in good grade of art ticking; all regular sizes. Regularly \$4.50. August Sale ...... 3.20 Mattresses, wood fibre centre;

in good grade art ticking; regular sizes. August Sale ...... 5.00 Mattresses, half sea grass and half layer felt; sides and ends deep

jute both sides and ends: encased

ly tufted; roll edge; encased in good grade art ticking; regular sizes. Regularly \$7.50. August Sale ..... 6.45 Mattresses, pure cotton felt, built in layers, not stuffed; full depth border; deeply tufted; roll edge;

encased in good grade of art ticking. Regularly \$13.00. August Sale Pillows, mixed feathers, encased in good grade art ticking. August

Pillows, all feathers; size 19 x 26,  springs, covered with canvas, heavy layer of felt on top; covered in good grade of art ticking. Regularly \$15.75. August Sale ..... 13.95

one arm chair. Regular price \$27.00. August Sale ...... 19.45

12 sets only, Dining-room Chairs;

solid oak; fumed finish only; mis-

sion design; pad backs; movable

seats, upholstered in genuine lea-ther; five small and one arm chair.

Regular price \$36.00. August Sale

Iron Frame Spring, very closely cable supports underneath; high angles can be obtained in regular sizes. Regularly \$4.50. August Sale ...... 3.55

Iron Frame Spring, very closely teed not to sag; all regular sizes Regularly \$5.25. August Sale 4.35

Chiffeniers, in birch mahogany and walnut finish; slightly damag-ed; case 19 x 30; back fitted with large plate mirror. Regularly \$20.00. August Sale ...... 11.65

50 only, Dressers, slightly damaged, in birch mahogany and wal-nut finish; have 3 large drawers; back fitted with large plate mirror; size of case 21 x 40. Regularly \$21.50. August Sale ...... 11.95

Dressers, in solid quarter-cut oak,

Box Spring, oil tempered spiral long and two small drawers; large beveled plate mirror on back; size 24 x 28. Regularly \$28.50. August Sale .....

Chiffoniers, in solid quarter-cut oak; fumed or golden finish, to match above dresser; have four 

Dressers, in genuine veneered mahogany and quarter-cut oak; shaped fronts; back fitted with large beveled plate mirror. Regularly 2012 larly \$31.25. August Sale .... 23.25

Chiffeniers, in genuine mahogany veneer and quarter-cut oak; golden finish; shaped front; large beveled plate mirror on back. Regularly

\$28.00. August Sale ...... 21.00 Living-room Chair and Rocker to match; frames of solid oak; fumed finish; upholstered back; automobile movable seat; upholstered in genuine leather. Regularly \$12.75.

Library Tables, in genuine quarter-cut oak; fumed finish; double drawers; book rack at each end; very massive design. Regularly \$20.50. August Sale ..... 15.95

Brass Beds, regular sizes and finish; heavy 2-inch post; 1-inch top rod; five fillers; height 58 in.; has special caps. Regularly \$15.75. August Sale .....

Brass Beds, heavy 2-inch posts. 1-inch top rod, with special trim in centre; five fillers, with gallery; bright polette or satin finish; regular sizes. Regularly \$22.25. August Sale ..... 19.00

Brass Beds, 2-inch posts and top rod; special ball corners; five fillers, with gallery; in bright polette or satin finish; regular sizes. Regularly \$26.00. August Sale .. 20.65

Brass Bed, bright polette or satin finish; all regular sizes; height of head 59 in; pillars 2 in.; top rod 11/2 in.; has special connecting ball corners, and special mounts. Regu-August Sale ...... 8.75 | larly \$29.50. August Sale ... 22.50 Opening the Sale of Rugs

#### The August Sale of Baby Carriages The Reduced Prices Are Surprisingly Low. More Than 100 Styles

Baby Carriages, as illustrated. Reed bedies and hoods; natural and brown finishes; reclining backs and foot-wells; princess cloth upholstering; spring gears, brakes and rubber-tired wheels. Regularly \$19.50. 

Popular Style Go-Carts, reed bodies, with special foot-reets; sleeper backs; well finished throughout; natural and brown finishes. Without canopy, August Sale price \$9.45. With canopy, complete, August Sale



## Kitchen Cabinets

Kitchen Cupboards, elm, golden finish, two small drawers for cutlery. Good cupboard space. Top fitted with shelves and enclosed with glass doors. Regular price \$17.25. August Sale . . . . . . . . . . . . . 14.15

Kitchen Cabinet, 42 inches wide, two large flour bins, bread box, linen and cutlery drawers. Regular price \$8.50. August Sale ..... 7.25

Kitchen Cabinet, in genuine oak, roll shutter, front white enamel, interior nickeloid. Extension top, linen drawers, cutting board, metal bread or cake box, detachable flour bin, glass spice jars. Regular price \$39.50. August Sale. . 34.95

### Save from \$1 to \$10 on Electric Fixtures, Etc.

50 only, New Artistically Designed Fixtures. Our regular prices \$9.50 to \$40.00. Repriced for today at \$8.50 to \$30.00.

Electric Fans, \$7.50, \$10.00 and up to \$23.00. Hotpoint Irons, \$5.50. Can-

adian Beauty Irons, \$4.50. Kitchener Irons, \$3.50. All guaranteed.

## The Drapery Department's Contributions to the August Sale

Months of preparation has resulted in our complete readiness with many splendid special groups that are offered in this sale for less than regular prices. This sale is also the occasion of our announcing lines of goods, not reduced in price, but which will be advanced very substantially at the close of this sale. Therefore every article advertised is worth

Genuine Scotch Madras Muslin at 35c 

Great Value in Curtains at \$2.39

250 pairs of Beautiful Volle, Scrim, Marquisette and Nottingham Curtains, marked at this extremely low price for the August Sale. The Volle Curtains come with attractive borders of strong wearing lace edge or lace and insertion; the Nottingham Curtains are of extra fine weave, showing the very latest patterns, with either plain or neatly figured centres; 2½ and 3 yards long. August Sale price, per pair 2.39

French and English 50. Inch Chintz at 95c An immense range of this popular material for making side drapes, door curtains, slipovers for furniture, etc. They are made by some of the best known. Buropean manufacturers, and the range is so large that the color scheme of any room can be matched. August Sale price, per yard

30 and 36 Inch Chintz About Half-Price A table loaded with beautiful Chintzes that have been specially reduced to induce early buying. The patterns are all good and the color combinations very charming. For covering bedroom boxes, window seats or curtains. August Sale price, per yard, 25c to 49c.

Window Shades at 40c to 70c for Balance of the Month Only, Previous to a Big Advance in Price

The price of Window Shades has taken an immense jump within the last few months, but owing to our foresight in buying we have been enabled to seil at the old prices up to the present time; however, starting from August 1st our prices will be advanced considerably. Under these circumstances we advise you to buy as many window shades as you will need for some time to come. The following prices good for five days only: some time to come. The following prices good for five days only:

Good quality Opaque Shades, in green, cream and white, 37 in. x 70 in.,
each. 40c. Oil Finished Shades, Hartshorn rollers, in green, cream and
white, 37 in. x 70 in., each 60c. Insertion Trimmed Shades, in green, cream
and white, 37 x 70 in., each 60c. Reversible Window Shades, green and
cream or green and white, 37 in. x 70 in., each 70c.

Best English Awning Duck at 50c We have an immense stock of finest quality imported English Awning Duck, in all the best colorings, with both even and broken stripes; 30 .50 (Awnings Made to Order. Phone Main 7841, Drapery Dept.).



Wonderfully rich colorings and Oriental designs that are so suitable for up-to-date furnishing, and in qualities that will give splendid wear. Seamless and very heavy. Size 9.0 x 12.0. Heduced to 54.95 Size 9.0 x 10.6 Reduced to 47.95 Size 9.0 x 9.0. Reduced to 37.95 Size 7.6 x 9.0. Reduced to 29.95

Heavy Wilton Rugs

This most desirable make of rug is always satisfactory for any kinof everyday wear. It is closely woven, short pile; is easy to sweep One of our best values in the sale. Good colors and designs and marked at prices away down.

Size 9.0 x 9.0. Reduced to 32.95 Size 6.9 x 10.6. Reduced to 29.75 Size 6.9 x 9.0. Reduced to 24.95

## English Wilton Hall

Rugs Suitable for halls, passages or Size 27 x 54 in. Reduced to 5.45 Size 36 x 65 in. Reduced to 7.85

Scotch Tapestry Rugs Hundreds of these well-known rugs, suitable for any room and in shapes and patterns that are ex-ceptionally fine. All copies from some of our more expensive rugs.

Size 9.9 x 9.0. Reduced to 9.50 Size 9.0 x 9.0. Reduced to 12.50 Size 9.0 x 10.6. Reduced to 13.95 Size 9.0 x 12.0. Reduced to 15.75 Small Axminster Rugs Hundreds of small Axminster Rugs, heavy quality and rich Oriental designs and colorings. A few of these should certainly be included in your rug purchase as they are always handy for room or hall use. Size 27 x 54. Only .... 2.95

#### reduced for this sale. Odd Rugs, GreatV ariety

Fine Oriental reproductions, copies of genuine Turkish and Persian Rugs, very silky and distinctly high-class. Size 9.0 x 12.0. Regularly \$110.00. Sale price ..... 79.50

Sturdy Wilton Rugs Handsome designs and colors, suitable for up-to-date furnishings; sample and single rugs, only one of a pattern. Size 9.0 x 10.6. Regularly \$45.00. Sale price .... 37.95

Velvet Rugs Imported and very effective in good Oriental designs, rich colorings of gold, copper and green. Size 9.0 x 12.0. Regularly \$33.50. Sale

#### Brussels Rugs

Single Rugs to be cleared out, suitable for living-rooms or bed-rooms. Self shades or mixed colors. Many different sizes and prices, but for lack of space we quote one only Size 6.9 x 9.0. Reduced to ... 13.95

## Heavy Fibre Rugs

Down to rock bottom prices are these durable Fibre Rugs for livingroom, sunroom or verandah use. Plain shades and key borders or quaint novelty designs. Sizes:

#### New Oilcloth Rugs

For dining-room or kitchen these new Oilcloth Rugs are the latest thing; sound, reliab;e quality; good rug patterns, with border all around and rich colors. Size 6 ft. x 9 ft., price \$4.75; 7 ft. 6 in. x 10 ft. 6 in., price \$7.25.

Every day will have its own special attractions in the

Rug Department. The sale begins today with the following

list, every item of which is out of regular stock, with the price



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Asquith Answer F Have

London, July ons, after emp ution move MacDonald, Soc ber, defeated it received with s aughter. The smallness house is an indicterest shown by pof a useful pea present juncture was voiced in an by Herbert H. premier, that no

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FRIDAY The clearance



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