

# Simpson's Homefurnishing Sale Bargains for Today

Today brings many new articles into the sale in addition to those that were announced in the papers of the last few days. The opportunity to save on reliably built furniture and high-grade rugs is inducing multitudes of people to furnish their homes now. It will pay you well to join that procession of thrifty shoppers.



## The Home-lovers' Club Again Open

Responsible home-owners need not miss this sale because of a possible lack of ready cash. Just join the Home-lovers' Club and arrangements will be made for extended payments with no interest charge for the privilege. Make your application with the Secretary of the Home-lovers' Club, 4th Floor.

## 5 Mightily Important Bargains in Furniture for Today

3 only, Chesterfields, covered in good grade of tapestry, used on floor as samples, and therefore slightly damaged. Regular prices \$60.00 to \$68.00. August sale..... <b>39.75</b>	Chiffoniers, elm, golden finish, 4 large and 2 small drawers, wood trimmed, back has oval shaped bevelled plate mirror. Regular price \$16.00. August sale..... <b>11.75</b>	Dressers, in surface oak, golden finish, three drawers, and brass trimmed, bevelled plate mirror. Regular price \$10.50. August Sale price today..... <b>7.35</b>	Extension Table, solid quarter-cut oak, fumed or golden finish; octagonal barrel platform base; colonial feet. Regular price \$21.50. August Sale price today..... <b>16.80</b>	Mattress, with seagrass centre, layer felt both sides and ends, full depth border, deeply tufted; art ticking. Regular price \$4.50. August Sale price today..... <b>3.20</b>
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## Some Remarkable Underpricings on Substantially Built Furniture

**Many Bargains in Mattresses, Brass Beds, Etc.**

\$8.75 Mattress of layer felt, in good grade of art ticking, deeply tufted. August sale.....**7.80**

\$13.00 Mattress of pure cotton felt, built in layers, has full depth border. August sale.....**10.95**

Pillows, mixed feathers, encased in good grade of ticking. August sale, per pair.....**.95**

All Feather 6-lb. Pillows, size 19 x 26, good grade art ticking. August sale, per pair.....**1.50**

Pillows, Simpson's special, selected feathers, clean and sanitary. Size 21 x 27. August sale, per pair.....**3.25**

\$15.75 Brass Bed, 2-inch posts, 1-inch top rod, five 5/8 fillers, bright, pollette or satin finish. August sale.....**12.75**

\$20.90 Brass Bed, heavy 2-inch posts, 1 1/2-inch top rod; bright, pollette or satin finish. August sale.....**22.50**

\$31.50 Brass Bed, with heavy 2-inch continuous posts, hucks and mounts, heavy pillars. August sale.....**26.45**

\$34.50 Brass Bed, 4 1/2 size only, pollette finish, heavy 2-inch posts, five 1/2-inch fillers. August sale.....**24.00**

\$15.75 Oil-tempered Spiral Box Springs, covered with canvas, heavy layer of felt on top. August sale.....**13.95**

\$4.50 Mattress, seagrass centre, jute felt both sides and ends, deeply tufted, full border. August sale.....**3.20**

Mattress of wood fibre centre, jute both sides and ends, in art ticking. August sale.....**5.25**

\$7.50 Mattress of half seagrass and half jute felt, sides and ends deeply tufted. August sale.....**6.45**

**Bargains in Buffets and Extension Tables**

\$41.50 Colonial Buffet of genuine quarter-cut oak, fumed or golden finish, bevelled mirror. August sale.....**29.85**

\$45.00 Buffet, Colonial design, 54-inch oase, plank top, two shaped drawers, long linen drawers. August sale.....**36.00**

\$13.75 Extension Table of solid oak, fumed or golden finish, 42-inch top, extends to 6 ft. August sale.....**9.50**

\$19.75 Extension Table of solid quarter-cut oak, top 45 inch, fumed or golden finish. August sale.....**14.50**

\$29.50 Extension Table of solid quarter-cut oak, fumed or golden finish, extends to 8 ft. August sale.....**19.95**

Set of Six Dining Chairs, solid oak, fumed or golden, leather seats, \$22.00, for.....**17.75**

Set of Six Dining Chairs of quarter-cut golden oak, leather seats, \$26.00, for.....**18.25**

Dining-room Chairs of genuine quarter-cut oak, upholstered in genuine leather. August sale.....**22.00**

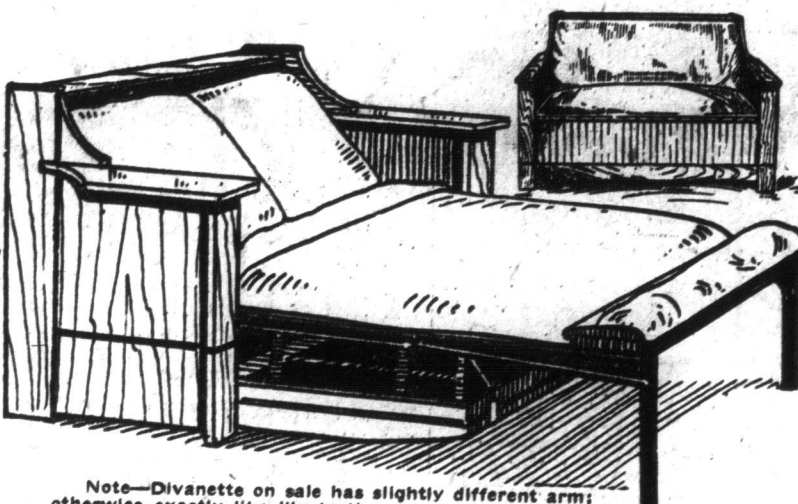
Dining-room Chairs of solid quarter-cut oak, genuine leather covered. August sale.....**24.80**

**Handsome Parlor Suites Reduced**

\$32.00 Parlor Suite, settee, arm chair and arm rocker, mahogany frames, mixed tapestry. August sale.....**24.35**

**\$39.50 Kitchen Cabinets for \$34.95**

Kitchen Cabinet, solid oak finish, has rolled shutter fronts, small linen and cutlery drawers, nickeloid extension top, metal bread and cake box, sliding shelf in cupboard, 7-piece colonial glass jars, interior of top white enamelled. Regular price \$39.50. August Sale.....**34.95**



**\$40 Oak Divanette \$32.95**

Can be used during day as settee, at night as double bed. Frame of genuine oak, fumed finish. Seats and back upholstered in imitation Spanish leather. Bed has link fabric helicals at each end. Complete with soft, comfortable mattress. Regular price \$40.00. August Sale.....**32.95**

**Decisive Reductions in Paints, Wall Papers**

**Green Leatherette Paper, Reg. 35c, for 11c**

Hide leather treatment. Fine ground, good quality stock. Regular 35c. August Sale, single roll.....**11c**

**High-grade Wall Papers 49c**

Hand-blocked designs on silk fibre grounds. Tapestry and conventional patterns. Good range of colorings. Regular \$1.00 to \$1.50. August Sale, single roll.....**49c**

**Tapestry Wall Papers, Special at 25c**

Foliage and scenic designs in latest color combinations of greys, light blues, tans and blues, for living-rooms and halls. Regular 50c and 60c. August Sale, single roll.....**25c**

**Simpson's Prepared Paints**

Ready mixed from high quality ingredients. Large range of colors including buff, grey, dark green, inside white and outside white. Paints, 35c quarts, 65c half gallons. \$1.20.

**Japenco Enamel 28c Tin**

Complete range of colors in high-grade enamel for retouching furniture, bath tubs, etc. etc. Quarter pint size.....**28c**

**"B. B." Floor Wax**

Spreads and polishes easily, giving durable finish. Regular 45c. Sale price, per lb.....**33c**

## Tremendous Values in Skirts

In the Women's Department These Wonderful Specials Will Be on Sale This Morning at 8.30

Lot 1 consists of Wash Skirts made of novelty materials in tan, with stripes of green, blue or pink. Are shirred all around and have belt with two large side pockets. On sale at less than half of regular value today, each.....**1.19**

Lot 2 consists of 400 Splendid Serviceable Wash Skirts, made in assorted styles of good washing, durable English white repp. A marvelous special, offered for less than cost of making and materials. Each.....**.69**

Lot 3 is a group of excellent Black Taffeta Skirts, made with gathered back and pockets. Fashionable designs and exceptional value. Each.....**4.50**

**Women's Summer Suits of White Gabardine Reduced to \$6.95**

We have a number of Women's Summer Suits that have been ordered to be cleared today. They are made of finest quality white gabardine, with combination skirt; the coat is trimmed with fancy collar, cuffs and belt to match skirt. Very attractive styles, and well-tailored. Our former price was \$12.95. You may choose from them today at.....**6.95**

**Misses' \$12.50 Rajah Suits, \$9.95**

The quantity is limited, so if you are in need of a summer suit at the lowest price, come at 8.30 today. Good natural Rajah silk made in semi-Norfolk coats with large collars and pockets and tailored skirts slightly shirred at the top. Regularly \$12.50. Today.....**9.95**

**Women's Spring Suits Now \$15.95**

Just 75 of these suits, to choose from, mostly single models and in styles that have been most popular this season. The materials include silks and creams, made up in tailored and novelty designs. Former prices were \$25.00 to \$40.00. Final clearance price, today, at.....**15.95**

**This Morning's Breakfast In The Palm Room, 30c**

Fried Ham and Egg. Peaches and Cream. Rolls and Butter. Pot of Tea or Coffee.

Extra Special—50 Women's Colored Voile Dresses, broken lines from our regular stock of \$10.00 to \$12.95 garments to be cleared today at.....**7.95**

The **SIMPSON** Company Limited

**Exquisite Lingerie Blouses**

At Least a Dollar Less Than They Are Worth

Delightful sheer English voile embroidered in Switzerland, and made up into chic and taking styles, mostly in handkerchief front effects with the embroidery just peeping out from underneath; also trimmed with some of the finest and daintiest Venetian lace insertions, such as one sees only on the best class of blouses. Some 300 of these in all sizes from 34 to 42 bust. Every one worth at least a dollar more. A special purchase at big discount enables us to offer them at.....**1.95**

## Now for Oriental Rugs!

**Rare Specimens of Highly Prized Colorings and Designs Reduced in Price**

Simultaneously with the special August Sale prices for carpets and domestic rugs come reductions where you would naturally least expect them—the Oriental Rug Section—because duplication of even the smallest rug is utterly out of the question until after the war.

This special arm of the Home-furnishing Sale will, no doubt, be one of the biggest surprises of the season, for we offer, commencing today, practically our entire stock of Oriental rugs at remarkable reductions, many of them priceless in ordinary times.

## Our Entire Stock of Small Size Oriental Rugs at Greatly Reduced Prices

Four different stacks, regardless of price, size or quality, marked at bargain prices. Amongst these you will find Pergems, Kazacs, Mossuls, Shirvans and Persian runners.

Stack No. 1—Sale price, each **29.50**

Stack No. 2—Sale price, each **24.95**

Stack No. 3—Sale price, each **19.50**

Stack No. 4—Sale price, each **9.95**

## Prices for Large Oriental Rugs Amazingly Low

Genuine Hamadan, rich shades of blue and camel coloring; novelty tree design; size 12' 9" x 9' 9". Regular \$235.00. Sale price **189.00**

Fine Mahal, rich colorings, in shades of deep claret and blue; handsome design. Size 9' 6" x 13'. Reg. \$227.00. Sale price.....**189.00**

Genuine Anatolian, rich coloring in deep blue, old rose and brown effects; suitable for large dining-room. Size 13' x 10' 2". Regularly \$350.00. Sale price.....**279.00**

Extra fine silky Mahal, with all-over design; shades of deep red, blue and tan. Size 14' 2" x 10' 6". Reg. \$295.00. Price.....**239.00**

Genuine Yhordies, very effective pattern; small medallion centre and handsome border in colorings of brown, blue and rose shades. Sizes 12' 2" x 9' 6". Regularly \$165.00. Sale price is.....**119.00**

Persian Hamadan, small, handsome, all-over pattern, in shades of blue, red and fawn. Size 8' 5" x 5' 10". Regularly \$125.00. Sale price is.....**87.00**

Mohair Couch Rug, very silky and in wonderful colorings and delicate shades, blue and old gold. Size 9' 10" x 5' 3". Regularly \$65.00. Sale price.....**49.50**

Fine Persian Kirmanshah, in their well-known medallion pattern, in shades of cream, old rose and blue. Size 8' 9" x 7' 8". Reg. \$275.00. Sale price.....**187.00**

Fine Shiraz, small all-over design, two shades of cream, blue and tan; for hall or den use. Size 8' 8" x 7' 8". Regularly \$125.00. Sale price is.....**87.00**

Antique Kirmanshah, medallion design and delicate effects, cream, old rose and soft blue. Size 11' 7" x 9' 3". Regularly \$325.00. Sale price is.....**229.00**

Hand-tufted Rug, centre of light fawn and tan shades, with floral border in rose and green tints.



**Heavy Reversible Smyrna Rugs**

Closely woven, for den, hall or living-room use, pretty mottled effects, with plain hand borders, in shades of green, blue or brown. Sizes:

33 x 66 inches. Special.....**4.45**

30 x 60 inches. Special.....**3.39**

25 x 50 inches. Special.....**2.29**

Size 9' x 10' 6". Regularly \$182.00. Sale price is.....**119.50**

Hand-tufted Rug, in pretty shades of green, old rose and floral effects. Size 9' x 12'. Regularly \$197.50. Sale price.....**159.50**

**English Wilton Hall Rugs**

English manufacture, and specially suitable for hall, passages and living-rooms; rich Oriental colors and designs.

Size 36 in. x 63 in., reg. \$9.50, Sale price **7.85**

Size 27 in. x 54 in., reg. \$6.75, Sale price **5.45**

**Rag Rugs on Sale**

Dainty Rag Rugs, in very pretty chintz effects, and soft colorings of old rose, blue, cream and grey shades, with effective borders. Size 36 in. x 63 in. Regular \$3.75. Sale price.....**2.95**

**Imported Axminster Hearth Rugs**

Fringed ends, British made; rich floral and conventional patterns; splendid value at the reduced prices. Size 34 in. x 63 in. Regular \$8.75. Sale price.....**5.95**

**Seamless Scotch Tapestry Rugs**

Woven without seam; splendid patterns for any room.

Size 7 1/2 x 9.0. Sale price.....**11.75**

Size 9.0 x 9.0. Sale price.....**13.95**

Size 9.0 x 10.6. Sale price.....**15.75**

Size 9.0 x 12.0. Sale price.....**18.25**

## After Today Window Shade Prices Go Up

Measure Your Windows and Order Today—Advance Prices Date From Aug. 1st

In common with most other commodities, window shade prices have nearly doubled within the last few months. Notwithstanding that fact we have been selling at the old prices. However, starting from Wednesday morning, August 1st, the new prices go into effect. It will therefore mean a big cash saving to get your order in today. Come in or phone Main 7841, Drapery Dept.

**Good Quality Window Shades at 40c**

Well made window shades in green, cream and white, measuring 37 in. wide and 70 in. long, mounted on reliable spring rollers. Complete with all attachments. August Sale price, each.....**40c**

**Oil Finished Window Shades, Each 60c**

Genuine oil finished window shades, with guaranteed spring roller, in dark green, light cream or white; standard size, 37 in. x 70 in. Cuts to fit smaller window. August Sale price, each.....**60c**

**Reversible Window Shades, Each 70c**

Oil finished with dark green back, white or cream outside, mounted on guaranteed spring roller. Complete with brackets, pull, etc. August Sale price, each.....**70c**

**Window Shades With Lace Insertion, Each 60c**

Opaque Window Shades in size to fit an ordinary window, 37 in. x 70 in.; choice of cream, green or white colored spring rollers. Each neatly trimmed with attractive lace insertion. Complete with all attachments. August Sale.....**60c**

## Women's Sport Oxfords Less Than Factory Prices

No Phone or Mail Orders.

A small quantity, only 225 pairs, that were made up for another store, and which were canceled owing to the lateness of the season, were cleared out to us by the factory at so low a figure that we can sell them for less than usual factory price.

They are white reinkin lace Oxfords, "New Sport Style," with leather toe cap, ball strap and heel foxings, in grey, blue, champagne and ivory colors, white enamel. Goodyear welt soles and low heels. Widths B, C and D. Sizes 2 1/2 to 7. There will be 225 lucky women who will get these Oxfords. On sale today at **2.95**

Another Lot, Consisting of

**Women's \$7.00 White Pumps \$2.95**

New white reinkin plain Paris Pumps, made with white Goodyear welt sole and high leather heels, beautifully finished with non-slip linings. Widths B, C and D. As these high-grade shoes are easily soiled, they will be displayed in show-cases and shown in Slipper Section, not on usual bargain tables. Regular \$7.00. Sizes 2 1/2 to 7. Today.....**2.95**

All Our Men's Shoes, including "Victor Brand," Reduced for Today

All our Men's Low Shoes, including the "Victor Brand" lines, will be cleared up today at **\$4.45**. This includes tan calf, gummetal and patent coil leathers; London, freak and English recede toe shapes; neolin rubber fibre and leather Goodyear welt soles; military and flat leather and rubber heels; widths C, D and E. Sizes 5 1/2 to 10. Regular \$5.00, \$5.50 and \$6.00 shoes. Going today at.....**4.45**

## White Dresses For Infants and Children

**White Dresses Today, Half-Price**

Big clearance of all our White Dresses that are in any way shop soiled. A trip to the tub will make them good as new. Materials in the lot are fine lawns, voiles, muslins, organdies and mulls. Exquisite lace, embroidery and silk ribbon trims. Rich choosing of lovely styles. Sizes in the lot, 6 months to 6 years, but not in every style. Regular 75c to \$6.00. Today.....**.38 to 2.95**

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