

STORE HOURS: Open from 8.30 a. m. to 5.30 p. m.

The Robert Simpson Company, Limited

On Saturdays During July and August, Store Closed at 1 p. m.

These are cash prices---but

Homelovers' Club privileges

Apply on this Sale which

Begins Today at 8.30 a. m.

The August Furniture Sale

We take the entire output of certain good factories and buying for cash at this time, we get prices lower than ever on dependable goods

This war-year has been a great testing-time for Furnishing departments; you will realize just how we have stood the test when we tell you that

Since last August we have sold many thousand dollars more Furniture than in any previous year in our history.

This proves that our values have deserved the business; it has put us in a commanding position for the big August Sale that begins here Today.

To manufacturers all over the country our Furniture business during the past year has been a revelation, and all are eager to have their goods on our floor. Thus we have been able to make cash contracts that will mean prices never before heard of on dependable Furniture.

Our huge orders have kept certain Furniture factories running right through the summer, giving employment to hundreds of Canadian workmen, and it is such arrangements that account for the wonderful prices printed here.

Buffet, "Colonial" design, as illustrated, in selected quarter-cut oak, fumed or golden finish, 52-inch top, two top drawers, three-door cupboard and long linen drawer. British bevel mirror. Regularly \$28.00. August Sale price 18.75

Dresser, in solid quarter-cut oak, fumed or golden finish, on genuine mahogany veneered, bright or dull finish, two long and two top drawers, fitted with locks. British bevel square mirror. Regularly \$21.50. August Sale price 12.95

Extension Dining Table, in quarter-cut oak, fumed or golden finish, 48-inch top, deep rim, extending on easy running slides to 8 ft., round pedestal. Regularly \$27.75. August Sale price 17.25

Extension Dining Table, in selected quarter-cut oak, fumed or golden finish, 48-inch top, extending to 8 ft., very massive dining square pedestal and heavy roll feet. Regularly \$29.00. August Sale price 19.95

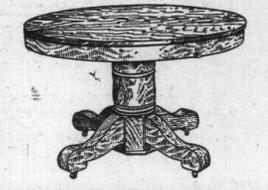
BUFFET, "Colonial" design, as illustrated, in selected quarter-cut oak, fumed or golden finish, 52-inch top, two top drawers, three-door cupboard, linen drawer and British bevel mirror. Regularly \$37.50. August Sale price 31.50



Buffet, in quarter-cut oak, fumed or golden finish, 52-inch top, two top drawers, three-door cupboard and long linen drawer. British bevel mirror. Regularly \$37.50. August Sale price 31.50

Brass Bedstead, heavy 2-inch posts, with turned caps, evenly divided slats, bright, satin or polette finishes, supplied in all standard sizes. Regularly \$10.50. August Sale price 7.15

Brass Bedstead, continuous 2-inch posts, neatly designed bases, satin, bright or polette finishes, supplied in all standard sizes. Regularly \$13.90. August Sale price 13.25



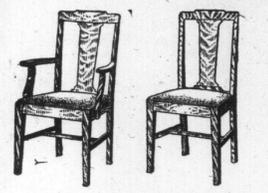
EXTENSION DINING TABLE, as illustrated, in quarter-cut oak, fumed or golden finish, 48-inch top shaped rim extending to 8 ft., round pedestal and neatly designed feet. Regu- 22.50

Extension Dining Table, in selected quarter-cut oak, fumed or golden finish, has 48-inch top, extending to 8 ft., massive round pedestal. Regularly \$17.75. August Sale price 12.65

Extension Dining Table, in solid oak, fumed or golden finish, top has deep rim and extends to 8 feet, square pedestal. Regularly \$19.50. August Sale price 14.45

Extension Dining Table, made of genuine quarter-cut oak, fumed or golden finish, 48-inch top, extending to 8 feet, neatly shaped feet and square pedestal. Regularly \$17.75. August Sale price 10.80

Dining-room Chairs, made of solid quarter-cut oak fumed or golden finish. The box frame seats are well upholstered and covered in genuine leather; set has five side and one arm chair. Regularly \$17.50. August Sale price 12.85



DINING-ROOM CHAIRS, as illustrated, in selected quarter-cut oak, fumed or golden finish, neatly designed panel backs. The loose seat seats are upholstered in genuine leather. Set consists of five side and one arm chair. Regularly \$24.75. August Sale price 17.65

Dining-room Chairs, in quarter-cut oak, fumed or golden finish, set has five side and one arm chair, neatly shaped backs, upholstered seats in fine quality of leather. Regularly \$21.50. August Sale price 15.95

Dining-room Chairs, "Innocent" design, in genuine quarter-cut oak, consisting of five side and one arm chair. The loose seat seats are comfortably upholstered and covered in high-grade leather. Regularly \$32.50. August Sale price 22.50

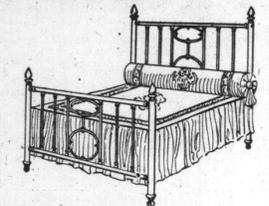
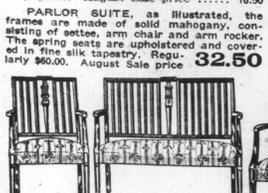
Dining-room Chairs, in solid quarter-cut oak, fumed or golden finish, the backs and loose seat seats are comfortably upholstered and covered in high-grade leather. Regularly \$32.50. August Sale price 24.95

Dining-room Chairs, "Colonial" design, in solid mahogany, consisting of five side and one arm chair, neat panel backs and well upholstered seats, covered in genuine leather. Regularly \$47.50. August Sale price 27.00

PARLOR SUITE, in rich mahogany finish, consisting of settee, arm chair and arm rocker. The seats are well upholstered and covered in silk tapestry. Regu- 13.95

6 Only, Parlor Suites, "Innocent" design, made of solid mahogany, highly polished, very neat design. The seats of the settee, arm chair and rockers are well upholstered and covered in silk tapestry. Regularly \$29.00. August Sale price 16.50

PARLOR SUITE, as illustrated, the settee, arm chair and arm rocker. The spring seats are upholstered and covered in fine silk tapestry. Regu- 32.50



BRASS BEDSTEAD, as illustrated, heavy 2-inch posts, neat caps, heavy filers, a very attractive design throughout, supplied in bright, satin or polette finishes, all in size only. Regularly \$24.00. August Sale price 15.45

Dresser, in white enamel, two long and two short drawers, fitted with locks, size of top 20 x 40 ins., British bevel mirror, 22 x 23 ins. Regularly \$18.00. August Sale price 13.75

Dresser, in satin walnut, large size of top 22 x 44 ins., four drawers, cane panels and shaped British bevel mirror. Regularly \$21.50. August Sale price 16.15

Dresser, in selected elm, golden finish, shaped top, size 21 x 40 ins., two long and two top drawers, fitted with locks, British bevel mirror. Regularly \$18.50. August Sale price 14.00

Chiffonier, in genuine mahogany, 10.50

Match dresser, Regularly \$51.00. August Sale price 37.95

Chiffonier, four long and two short drawers, British bevel mirror. Regularly \$18.50. August Sale price 14.00

Dresser, in genuine mahogany, large case, convenient arrangement. British bevel mirror. Regularly \$57.00. August Sale price 39.75

Brass Bedstead, in white enamel, 2 1/2-inch posts and 1 1/2-inch filers, heavy standards; set in bright or polette finishes, all standard sizes. Regularly \$34.50. August Sale price 19.95

Iron Bedstead, in pure white enamel, has brass caps on each post, supplied in all standard sizes. Regularly \$3.00. August Sale price 1.95

Brass Trimmed Iron Bedstead, in white enamel, has brass caps and top rails, caps and uprights. All standard sizes. Regularly \$5.25. August Sale price 4.15

Mattress, well filled with all cotton seagrass, with heavy layer of lute felt at both sides, tufted and covered in art ticking. All standard sizes. Regularly \$8.10. August Sale price 5.10

Mattress, filled with all pure cotton felt, ing of fine art ticking, all standard sizes. Regularly \$7.00. August Sale price 4.55

Mattress, extra well filled with all cotton felt, carefully selected and covered in good quality of art ticking. Regularly \$8.00. August Sale price 5.60

Mattress, the filling is pure cotton felt, built in layers, attached edge, well tufted and covered in high-grade art ticking, all standard sizes. Regularly \$9.75. August Sale price 6.55

Bed Spring, heavy woven steel coil wire spring, in standard sizes. Regularly \$3.00. August Sale price 2.30

Bed Spring, heavy steel tubing frame, springs are alternate down, woven steel coil wire, reinforced and well supported by steel bands, all standard sizes. Regularly \$4.25. August Sale price 2.90

Pillows, well filled with mixed feathers, covered in art ticking. Regularly \$1.00. August Sale price, pair 85

Pillows, extra well filled, pure feathers, carefully selected, enclosed in high-grade art ticking. Regularly \$1.00. August Sale price 2.95

As an Example of Value-giving, look at the price on this quarter-cut-oak Dining Table, worth in the regular way \$20.00.

August Sale Price \$9.90



ONLY, EXTENSION DINING TABLE, as illustrated, made of quarter-cut oak, fumed or golden finish, has 48-inch round top, deep rim, extending on easy running slides to 8 ft.; very heavy square pedestal and roll feet. Regularly \$20.00. August Sale price 9.90

Good News for Home Lovers!

In spite of the fact that the prices quoted on this page are the lowest cash value that we have ever seen published on good merchandise, yet

Members of the Homelovers' Club have a still greater advantage

and can actually spread the payment of these prices over the rest of the year. They can come and make this choice Thursday morning like all our other customers, and have the goods delivered the same day if they wish.

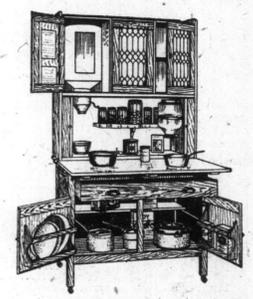
This privilege will be appreciated by hundreds of people who are accustomed to buy only for cash. Here are all the cash advantages with a special privilege of spreading the payments.

Join the Homelovers' Club Today

and be in a position to take full advantage of its privileges from the very start of this sale—because this sale is going to be the greatest event of its kind that Toronto has seen for years. The prices published here will back up this forecast.

HOW TO JOIN—

Any householder, whether living in the city or outside, is eligible for membership in the Homelovers' Club. See the Club Secretary in his office on the fourth floor. He will answer any questions, and put you in a position to begin your selection at once. All arrangements for spreading the payments on the things you want must be made with the secretary before beginning your choosing.



KITCHEN CABINET, in solid oak, as illustrated, golden finish, white enameled interior. Top part is arranged with cylinder flour bin, with upper, art glass double door cupboard, slide shutters, sanitary glass swinging sugar bin, crystal glass coffee, tea and spice jars, nickeloid sliding extension top, large romony cupboard for utensils, long linen drawer. Regularly \$33.50. August Sale price 25.50

Baking Cabinet, in maple, natural finish, size of top 26 x 48 ins., has cutting and kneading boards, two bins for flour, etc., large drawer for linen and one for cutlery and spoons. Regularly \$55.00. August Sale price 37.50

Kitchen Cabinet, made of maple, in natural or walnut finishes; top part has double glass door, fitted with shelves and two bins, bottom part has nickeloid top, size 27 x 40 in., linen and cutlery drawers, large four bin and romony cupboard, with utensil rack. Regularly \$18.75. August Sale price 15.50

DRESS, "Colonial" design, as illustrated, in rich mahogany finish, has 2 long and 2 top drawers, top part fitted with triple British bevel mirrors. Regularly \$24.75. August Sale price 19.00

Dresser, in rich quarter-cut oak finish, golden color, or rich mahogany finish, has three drawers, fitted with brass handles, swing bevel mirror. Regularly \$35.00. August Sale price 25.95

Dresser, in pure white enamel, large case, brass fittings and bevel plate mirror. Regularly \$9.75. August Sale price 7.25

Princess Dresser, "Colonial" design, in mahogany finish, long British bevel mirror. Regularly \$27.75. August Sale price 21.75

Carefully Selected Floor Coverings and Draperies Begin the August Selling Today with Remarkable Values

The August Sale has been extended in the past few seasons to cover these indispensable furnishing branches. More comprehensive than ever are the lists offered this year, and the prices even better than before.

IN CARPETS, LINOLEUMS AND RUGS THE 1915 AUGUST SALE WILL BE THE BEST YET.

We start months ahead in the search for manufacturers' clearing lines and quantities which, owing to our large buying capacity, we can obtain at prices representing only a fraction of their real value. Many of the big manufacturers are not running at full capacity, consequently big purchases for prompt cash are factors enabling us to continue our annual reduced price August sales of floor covering, and at the same time help the manufacturers to keep going.

A BIG SHIPMENT OF BRUSSELS RUGS.

The popular small designs, both Oriental and conventional, small two-tone effects with figured borders, for small drawing-rooms, bedrooms and sitting-rooms, in rose, green, tan, brown, blue etc., also many Oriental designs in the always popular "wood shades"; 4.6 x 6.0, August sale price, 4.50; 4.6 x 7.6, August sale price, 5.50; 6.0 x 7.6, August sale price, 6.50; 6.9 x 9.0, August sale price, 10.25; 6.9 x 10.6, August sale price, 11.75; 9.0 x 9.0, August sale price, 13.50; 9.0 x 10.6, August sale price, 16.75; 9.0 x 12.0, August sale price 17.95

BEGINNING OUR AUGUST SALE OF LINOLEUM AND FLOOR CLOTHS.

Car loads of best printed Linoleums, 2 and 4 yards wide, and Floor Cloths in many different widths, as well as the always needed Stair Oilcloths; manufacturers' "seconds"; in some part or parts of the roll they may not quite come up to the rigid "perfect" standard, consequently the examiner put them on a special list to clear at a low price. The wearing qualities of the Linoleums or Floor Cloths are not affected; in most cases the imperfection is scarcely noticeable, so that you can get these good floor coverings during the month of August in standard qualities at a saving on every yard.

PRINTED LINOLEUMS, 2 YARDS WIDE AND 4 YARDS WIDE.

Several thousand yards, designs and colors well varied, for kitchens, bathrooms, hallways, bedrooms, etc.; 2 yards wide, special August sale price, per square yard, 35; 4 yards wide, special August sale price, per square yard 38

FLOOR OILCLOTH AT 24c.

Block, matting, hardwood and floral designs, widths such as 36, 45, 54, 72 and 90 inches. Per square yard 24

SEAMLESS ENGLISH TAPESTRY RUGS.

Not many designs, but very attractive; 9.0 x 9.0, seamless, August sale price, 6.75; 9.0 x 10.6, seamless, August sale price, 10.85; 9.0 x 12.0, seamless, August sale price, 12.25; 10.6 x 12.0, seamless, August sale price 14.00

ENGLISH AXMINSTER RUGS AT \$1.45.

Made from short ends of yards, in colors that will harmonize with almost any surroundings; size 27 x 60 inches. August sale price 1.45

Curtains, Draperies and Portieres

Made up without charge. Upholstering at half price.

All curtains, draperies or portieres purchased during our August Drapery Sale, even the exceptional prices, will be measured for and made up without charge. This includes the sending of a competent man to design the most suitable curtains and draperies to suit your windows or doorways, taking the measurements and making the curtains up in a first-class manner ready to hang. If it is required that the curtains be hung, the usual charge for hanging will be made.

English Lace Curtains at Half-Price—From 42 to 50 inches wide, white or Ivory.

Regular 45c per yard. August Sale price 23

Durable Bungalow Nets at 17c—45 inches wide, Ivory or White.

Regular 30c per yard. August Sale price 17

Scotch Sash Nets at 12c—27, 30 and 36 inches wide, in white, many attractive patterns, some with scalloped, overlocked edges. Regular 35c per yard.

Regular 35c per yard. August Sale price 17

American Shadow Printed Chintzes at 19c Per Yard—Limited quantity, 36 inches wide, over-printed shadow effects. Regular 35c per yard. Sale price 19

Regular 35c per yard. August Sale price 19

English Taffetas and Hand-Blocked French Cretonnes, Half-Price—The last opportunity we will have to offer French hand-blocked cretonnes for many months to come, 50

serviceable and practically permanent colorings. Regular \$2.50 per yard. Sale price 1.25

SLIP COVERS MADE UP AT HALF-PRICE.

From any of our chintzes or cretonnes on sale we will make up a slip cover complete for Chesterfield or sofa, 2.50; large arm caesional chair, 1.50. These prices do not include the cost of material.

Upholstering Tapestries at \$1.00 Per Yard

— French Tapestries made at this northern district of France now occupied by the German Army, 50 inches wide, full range of colorings. Sale price, per yard 1.00

Handsome verdure tapestries, in brown, green and blue color combinations. Very special quality. Sale price, yard 1.40

— Nottingham Lace Curtains at \$1.00 Per Pair — Three yards long, 45 and 48 inches wide. Regular \$1.25 pair. Sale price, per pair 1.00

Verdy Tapestries at \$1.40 Per Yard

— Pretty Woven Cassinet Cloth, at 25c

— Stripes, check and diamond design, self colors, rose, blue, green and natural ecru. Regular price 40c per yard. Sale price 23

The Groceries

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.

- 4,000 lbs. Finest Canned Peas, 3 lbs. 23
- 2,000 lbs. Fresh Creamery Butter, per lb. 30
- Finest Sugar Cured Ham, half of whole, per lb. 21
- E. D. Smith's Pure Orange Marmalade, 25
- Domestic Shortening, 3 packages, 25
- Edwardsburg or Beehive Table Syrup, 1 lb. 25
- Finest Feathering Coconut, per lb. 17
- Seal in Box, 1 package, 25
- Oxo Cubes, 3 lbs. 25
- Imported Malt Vinegar, per lb. 20
- Green peas, 2 packages, 25
- Parfait Paste, per tin 10
- Green peas, 2 packages, 25
- Scott-Taylor's Worcester Sauce, 3 bottles 25
- Kidney Beans, 2 packages, 25
- Choice Olives, large size, 10-oz. bottle 25
- Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages 25
- Celery Salt, bottle 10
- Clark's Curry Powder, 1 lb. 18
- 40c ASSAM TEA FOR 35c
- 1,000 lbs. Fine Rich Full Bodied Assam Tea, of uniform quality and fine flavor, we can anywhere. Thursday, day, per lb. 35

The Robert Simpson Company, Limited