

SIMPSON'S

Toronto's Coolest Shopping Place

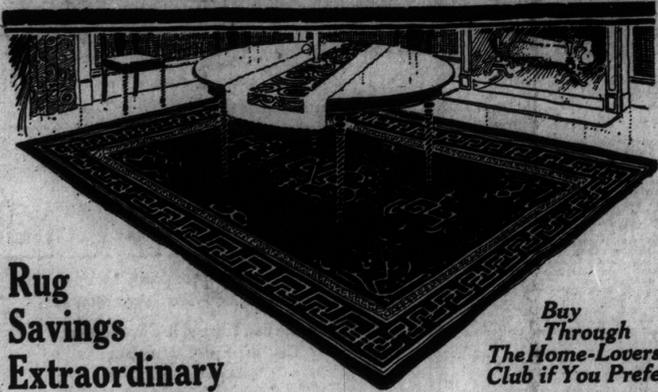
SIMPSON'S

Store Opens at 8:30 a.m.

Telephone Main 7841, Connects With All Departments.

Store closes at 8:30 p.m.; Saturdays at 1 o'clock.

Today Ushers in the Second Day of the August Homefurnishing Sale!



Rug Savings Extraordinary

Buy Through The Home-Lovers' Club if You Prefer

Special in Seamless Axminster Rugs, \$47.95 Each—Bought at a figure much below the market price. Deep pile, heavy quality, one-piece Axminster rugs. Rich Oriental patterns and handsome colorings. Splendid medallion effects and all-over patterns. Make your selection early. Size 9.0 x 12.0, special sale price, \$47.95 each. Size 6.0 x 9.0, special sale price, \$26.95 each.

Heavy Axminster Rugs, \$38.95 Each—A few designs only. All Oriental effects in brown, tan and old rose colors. Suitable for living-rooms and dining-rooms. Size 9.0 x 12.0. Regularly \$45.00. Special, \$38.95.

Big Reduction in Wilton Rugs—Among our large stock of Wilton rugs will be found some marked at exceptional reductions. Designs suitable for everyday wear or in lighter effects for bedroom use. Heavy qualities and good colorings. Size

9.0 x 10.6. Regularly \$55.00. Special, \$44.95.

Size 9.0 x 12.0, regularly \$59.50 and \$69.75. Special sale price, \$49.75.

English Wilton Rugs, \$19.95 Each—Convenient size for den, small room or hall. Oriental or two-tone effects. Size 6.9 x 7.6. Regularly \$26.75. Special, \$19.95.

Tapestry Carpet Reduced to \$1.29 Per Yard—You can get the body carpet for your room and halls with the stair carpet to match, in a fine quality Scotch made tapestry. Close weave and good design. 27 inches wide. Special, yard, \$1.29.

Small Axminster Rugs at \$3.95 Each—Six good designs—Oriental and conventional designs. Shades of brown, fawn, green and old rose mixtures. A thick and heavy quality. Axminster rugs for room or hall use. Size 2.3 x 4.6, at each, \$3.95.

Japanese Matting Rugs at \$1.95 Each—Inexpensive and suitable for bedroom or sunroom. Plain centres with figured borders or in rich medallion designs. Size 6.0 9.0 only. Each, \$1.95.

Bungalow Rugs, Special at \$1.95 Each—For kitchen or bedroom. These Japanese reversible rugs are sturdy. Novelty designs and assorted colorings. Size 6.0 x 3.0. Special, \$1.95.

\$5.75 Washable Bath Mats, \$3.95 Each—A clearance of heavy pile, all cotton, washable bath mats in a heavy grade that will lie flat. One shade only—several designs in green and white effects. Size 36 x 63. Regularly \$5.75. Special, \$3.95.

Heavy Inlaid Linoleum at \$1.85 Square Yard—1,000 yards of good inlaid linoleum in new tile, block and wood designs. For store, kitchen or bathroom. Square, yard, \$1.85.

Thousands of Dollars Will Be Saved Today On These Furniture Items

BUFFETS, solid quarter-cut oak, fumed or golden finish, 48-inch case. Colonial design—drawers and cupboard. Drawer has sliding tray, and is lined for cutlery. Reg. value \$33.75. August Sale price, \$24.15.

BUFFETS, solid oak, fumed or golden finish. Heavy, square posts. Bevelled plate mirror. Case 48 in. Reg. value, \$35.50. August Sale price, \$25.15.

BUFFETS, solid quarter-cut oak, fumed or golden finish. Shaped feet—panel cupboard doors, 2 cutlery, 1 long linen drawer, shaped. Bevelled plate mirror. Regular value \$36.00. August Sale price, \$25.35.

BUFFETS, solid quarter-cut oak, large case, 2 small cutlery and 1 long linen drawer. Fumed or golden finish. Reg. value \$42.75. August Sale price, \$26.95.

BUFFETS, colonial design, 3 top drawers, shaped. Large bevelled plate mirror. Fumed or golden finish. Regular value \$40.00. August Sale price, \$28.65.

EXTENSION TABLES, solid quarter-cut oak, top 45 in. Heavy square barrel shaped feet—deep rims. 6 feet when extended. Regular value \$26.50. August Sale price, \$18.75.

EXTENSION TABLES, solid quarter-cut oak, fumed finish. 48-inch top. Round barrel heavy pillars, shaped colonial feet, double locks, dividing pedestal. Regular value \$39.00. August Sale price, \$31.25.

EXTENSION TABLES, solid quarter-cut oak, fumed finish. Octagon barrel platform base, colonial feet, deep rims, easy-running slides. Regular value \$25.00. August Sale price, \$19.55.

DINING-ROOM CHAIRS, solid quarter-cut oak, fumed finish. Seats upholstered in genuine leather. Set consists of 5 small and 1 arm chair. Regular value \$28.75. August Sale price, \$18.75.

DINING-ROOM CHAIRS, solid quarter-cut oak, fumed or golden finish. Slip seats, upholstered in genuine leather. Panel backs, shaped feet. Set consists of 5 small and 1 arm chair. Regular value \$31.00. August Sale price, \$26.85.

DINING-ROOM CHAIRS, solid quarter-cut oak, shaped top rails. Box frames, block corners. Fumed or golden finish. Set consists of 5 small and 1 arm chair. Regular value \$35.50. August Sale price, \$26.95.

DRESSERS, base of solid mahogany, rubbed finish. Colonial designs, 2 deep and 2 small drawers. Large bevelled plate mirror. Regular value \$34.50. August Sale price, \$23.95.

WOMEN'S DRESSING TABLES, to match above dresser. Base of solid mahogany, colonial feet. Large bevelled plate mirror. Regular value, \$21.75. August Sale price, \$13.95.

CHIFFONNIERS to match above, 5 large drawers, mirrors on backs. Base of genuine mahogany. Regular value \$32.00. August Sale price, \$21.45.

DRESSERS, solid genuine quarter-cut oak and mahogany veneer. Princess design, full shaped front. Oval mirror, shaped standards. Regular value \$33.50. August Sale price, \$24.50.

DRESSERS, surface oak, golden finish, 2 top drawers. Large oval bevelled plate mirror. Regular value \$20.00. August Sale price, \$15.95.

PARLOR SUITES, consisting of settee, arm chair and arm rocker. Upholstered in mixed silk tapestries. Full spring seats. Frames highly polished mahogany finish. Regular value \$50.75. August Sale price, \$38.50.

PARLOR SUITES, consisting of settee, arm chair and arm rocker. Upholstered in mixed silk tapestries. Slat backs, shaped top rails, full spring seats. Regular value \$51.50. August Sale price, \$40.00.

WASHSTANDS, solid quarter-cut oak, fumed, golden or mahogany finish. Large cupboard, 1 large drawer. Regular value \$12.75. August Sale price, \$6.95.

MATTRESSES, fibre centre, jute felt both sides and ends. Encased in art ticking. All regular sizes. August Sale price, \$7.65.

MATTRESSES, soft and comfortable, full border, deeply tufted jute felt. Encased in art ticking. Regular value \$12.75. August Sale price, \$10.25.

MATTRESSES, seagrass centre, jute felt both sides, deep border. Encased in art ticking. All regular sizes. August Sale price, \$4.95.

SPRINGS, wood frame, selected hardwood. Double woven wire fabric, supported by heavy steel bands. All regular sizes. August Sale price, \$3.95.

SPRINGS, all metal, closely woven wire fabric, supported by heavy cables. All regular sizes. August Sale price, \$5.00.

BOX SPRINGS, have heavy cone coil springs, highly tempered, mounted on a frame of hardwood. Heavy layer of felt on top, covered in good quality of art ticking. August Sale price, \$18.65.



Cash Prices to All, With Payments Deferred if Desired, is the Service Rendered by the Home-Lovers' Club

Realizing that there would be thousands anxious to participate in the August Furniture Sale who might not be prepared to pay all cash, we again extend the advantage of having easy payments arranged through the Home-Lovers' Club. There is no extra charge for this service, nor is there any inconvenience becoming a member. Consult the Secretary today and share these timely savings.

Sample Window Shades---Half!

Samples from our display racks, and no two are alike. Plain shades of Holland and opaque cloth, in different colors. Also a variety of trimmed shades. Some with lace, others with insertion. These samples are slightly soiled, but on each you save half. Size 30 inches by 70 inches long. All mounted on Hartshorn spring rollers. August Home Furnishing Sale price, Half Price.

English Lace Curtains, 79c Pair. About 75 pairs only; 2 1/2, 2 3/4 and 3 yards long, of white Nottingham. Cannot be duplicated owing to the advanced cost of materials. August Home Furnishing Sale price, pair, 79c.

\$2.49 Scrim Curtains for \$1.98 Pair. A limited quantity only. White, ivory or ecru; 2 1/2 yards long. Regularly \$2.39 and \$2.49 pair. August Home Furnishing Sale price, per pair, \$1.98.

English and American Chintzes, 39c Yard. 30 to 36 in. wide, in a variety of colorings and designs. About 30 lengths in all—varying from 3 to 8 yards. Some sold as high as 75c. August Home Furnishing Sale price, 39c.

Besides the above items the balance of all goods advertised for yesterday remain on sale today, such as:

\$7.50 Swiss Curtain Net, per yard, \$5.00.

50-inch Tapestries, yard, \$1.69.

English-made Nottingham Lace Curtains, yard, \$1.19.

Sample Velour Portieres, 25 per cent. off.

36-inch Comforter Coverings, yard, 29c.

Egyptian Cloth Portieres, pair, \$12.49.

50-inch Egyptian Cloth, per yard, \$1.98.

Tourist Trunks

Today \$4.95

Waterproof canvas covered hardwood slats, with heavy brass corner protections. Good lock and bolts. Tray with covered hat box. Sizes 32 and 34 inches. Today, \$4.95.

Club Bags at \$4.95.

Walrus and crepe grain, with high double handle, reinforced corners—durable lining, with pockets. Sizes 16, 18 and 20 inches. Today, \$4.95.

Matting Suit Cases.

Bound edges. Lined shirt pockets—swing handle. 24-inch, \$3.50; 36-inch, \$3.95.

Unframed Pictures

Rocky Mountains.

In sepia photographs. Regularly 75c. Today, 29c.

Unframed Cupids, in carbon. Regularly 50c. Today, 19c.

Framed Pictures. Regularly 50c. Today, 29c.

Small Framed Pictures, all good subjects. Framed in oak mouldings. Medium sizes. Today, 29c.

Jottings From the Busy Basement for Today

PRESERVING KETTLES—GREY ENAMEL.

No. 26, 5-quart size, today, 29c.

No. 30, 8-quart size, today, 39c.

No. 34, 12-quart size, today, 49c.

Flanders Fruit Jar Racks—Holds eight jars, fits in wash boilers. Today, \$1.15.

Grindall Food Choppers—Cuts meats, fruit and vegetables—coarse, medium or fine. Today, 98c.

Wearover Aluminum Covered Saucepans—2 1/2 quart size. \$1.75 value. Today, \$1.19.

Universal Bread Makers—Mixes and kneads dough in three minutes.

4-loaf size, today, \$2.98.

8-loaf size, today, \$3.49.

Pyramid Bread Toasters—For gas stoves—four slices at a time. Today, 32c.

Wood Bread Boards—Round—10 1/2 in. diameter. Today, 25c.

Serving Trays—Mahogany or walnut finish frames. Glass top. Size 11 x 16 in. Today, \$1.69.

Big Wonder Polish Mop and Bottle Cedar Polish for 69c. Ready for use, complete with handle and bottle of polish. Today, 69c.

Putz Cream Metal Polish—1/4 pint size. Today, 25c.

Silva Putz Silver Polish—8-oz. size. Today, 25c.

Royal Floor Wax—2-lb. can. Today, 79c.

Corn Brooms—The Universal 4-string, medium weight. Today, 69c.

Galvanized Garbage Cans—Ship-over cover. Ball handle. Small size, today, 98c. Large size, today, \$1.25.

Sheffield Table Knives—Henry Rogers' well-known make. White celluloid handles. Today, each, 32c.

Nichel Silver Spoons and Forks—Wear white throughout.

Tea Spoons, today, each, 7c.

Dessert Spoons and Forks, today, each, 13c.

Table Spoons and Forks, today, each, 15c.

Sheffield Carver Knives and Forks—Heavy Rogers make—celluloid handles—8-inch blade. Today, pair, \$1.69.

We Sharpen Razors, Razor Blades, Scissors, Carvers, Knives. Bring them to the Cutlery Department, Basement. They will be ready for you the second day afterwards.

China and Glassware Bargains

GLASSWARE.

1-Piece Pressed Glass Berry Sets. Today, 49c.

4-Piece Pressed Glass Table Sets, consisting of covered butter dish, spoon holder, cream jug and sugar bowl. Today, set, 59c.

200 Dozen Strong, Serviceable Kitchen Tumblers. Today, each, 4c.

100 Dozen Thin Glass Table Tumblers. Friday bargain, each, 7c.

200 only. Covered Glass Butter Dishes. Each, 25c.

200 only. Oil or Vinegar Bottles. Friday bargain, each, 15c.

Bread and Butter Plates, for 12c.

Fruit Sauces, for 8c.

Vegetable Dishes, for 98c.

Odd White Cups, each, 6c—500 dozen thin white English cups only. Friday bargain, each, 6c.

CROWN JARS.

Pint size, dozen, \$1.00.

Quart size, dozen, \$1.20.

Half-gallon size, dozen, \$1.40.

PERFECT SEAL.

Pint size, dozen, \$1.20.

Quart size, dozen, \$1.30.

Half-gallon size, dozen, \$1.50.

Red Rubber Fruit Jar Rings, dozen, 8c.

Metal Rings, for Crown jars, dozen, 25c.

Glass Tops for Crown jars, dozen, 20c.

Bargains in Wall Papers and Paints

10c Brown Ground Wall Paper, 7c. Brown ground, with small overprint pattern, for kitchens, attics and stairways. 9-inch scenic border to match. Yard, 1 1/2c.

20c Bedroom Wall Papers, 11c—Stripes and all-over patterns on light grounds. Some have embossed shadow treatments. Cut-out Borders to match, 3c yard.

25c Sitting-room Wall Papers, 14c—Attractive stripe design in rich colorings on mottled backgrounds, suitable for living-rooms and halls. Cut-out Boarder to match, 4c yard.

New Tapestry Wall Papers, 29c—Verdure treatments in newest colorings of old blues, greys, browns and mixed shades, for living and dining-rooms.

\$1.00 Silk Soirette Papers, 33c—Heavily embossed, two-tone colors of pale green, rose, cream and blue, for reception rooms and parlors.

Duplex Varnish Stain, 43c Quart—Light oak and dark oak shades, for floors and interior woodwork. Stains and varnishes at the same time.

Flat Paint Brushes, 18c—2 in. wide, black bristles, securely bound.

The **SIMPSON** Company Limited

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