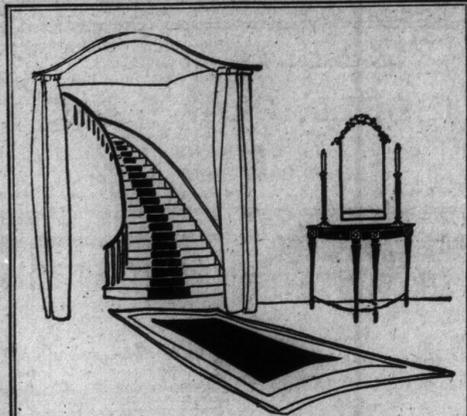


# SIMPSONS AUGUST FURNITURE SALE

Quality Furniture Marked at Specially Low Prices is Making Our Big Event the Talk of the City. Hundreds of Thriftwise Home-keepers Have Bought Liberally Since the First Day of the Sale. Are You Taking Advantage of the Remarkable Values?



## The Home-Lovers' Club

Is the Homekeeper's Great Opportunity

This extremely desirable Shopping Service is at your command, to use when you like and as often as you like. It is similar in operation to a charge account, only the Club member is allowed several months in which to complete payments upon home-furnishing purchases.

Once you join the Club (which costs nothing extra) select the things you wish, and upon making a first Moderate deposit, obtain immediate use of purchases. The balance is spread over an arranged period.

In no way whatsoever is any extra charge made for the convenience of the Home-lovers' Club. Talk with the Club Secretary, Fourth Floor, and learn how the service works.

**\$36.95**

## For a Divanette

Regularly Priced at \$48.75. Divanette, can be used as settee during day and double bed at night; solid oak, fumed or golden finish; upholstered in imitation leather. When opened as bed, has fabric spring, and soft comfortable mattress. Bed complete, regular price \$45.75. August Sale price, \$36.95.

## Springs and Mattresses

Spring, hardwood frame, woven wire fabric. All sizes. August Sale price, \$3.40.

Bed Springs, closely woven wire fabric. All sizes. August Sale price, \$6.30.

Mattresses, covered in art ticking. All sizes. August Sale price, \$4.95.

Mattresses, jute felt both sides. All sizes. Regular price \$12.75. August Sale price, \$10.25.

Mattresses, layer felt, built, not stuffed. All sizes. Regular price \$16.75. August Sale price, \$14.75.

Mattress, pure cotton felt, built in layers. All sizes. Regular price \$16.75. August Sale price, \$14.75.

## Extension Tables of \$17.75 Quality Are Specially Priced \$12.35



As illustrated, Extension Table, solid oak, fumed or golden finish, square feet. Extends to 6 feet. Regular price \$17.75. August Sale price, \$12.35.

Extension Table, solid quarter-cut oak, fumed or golden finish; colonial feet. Regular price \$27.50. August Sale price, \$20.95.

Extension Table, solid quarter-cut oak; top 45 in.; heavy square pedestal, shaped feet. Extends to 6 feet. Regular price \$28.50. August Sale price, \$18.75.



## Save \$5.55 on This Kitchen Cabinet At \$16.95

As illustrated, Kitchen Cupboards, in surface oak, golden finish, two small drawers for cutlery, glass door at top. Regular price \$22.50. August Sale price, \$16.95.

## Seven Extra Special Values Offer Exceptional Savings

10 only, Dinner Wagons, of solid quarter-cut oak and genuine walnut, period designs. Regular prices \$20.75 to \$40.00. August Sale price, \$8.95.

6 only, China Cabinets, in genuine quarter-cut oak and walnut, period designs. Regular prices \$33.75 to \$45.00. August Sale price, \$20.95.

Odd Parlor Tables, quarter-cut oak, polished finished; also genuine veneered mahogany. Regular prices \$10.50 to \$11.50. August Sale price, \$4.15.

Parlor Tables, Empire mahogany finish—dull finish. Regular price \$7.75. August Sale price, \$3.75.

Odd Library Tables, solid quarter-cut oak, fumed finish, mission design. Regular price \$21.50. August Sale price, \$12.95.

Women's Dressing Tables, pure white enamel and Empire mahogany finish; large bevelled plate mirror. Regular price \$15.25. August Sale price, \$10.50.

10 only, Odd Chiffoniers, in ivory and genuine mahogany; also walnut veneered cases; period design, with and without mirror. Regular prices \$41.00 to \$54.00. August Sale price, \$29.45.

## \$12.00 is the August Price on Comfortable Couches

Couches, full spring seats, upholstered in imitation leather, alike on both sides; can be placed in any position in room. August Sale price, \$12.00.

Dresser, pure white enamel, 3 drawers, wood trimmed, shaped standards, fitted with large bevelled plate mirror. August Sale price, \$13.50.

Chiffonier, pure white enamel, 4 drawers, wood trimmed, back fitted with oval bevelled plate mirror. August Sale price, \$13.75.

**\$16.95**



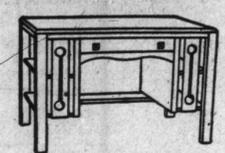
As illustrated; 12 only, Brass Beds, in polette finish only, double sizes. Regular price \$28.75. August Sale price, \$16.95.

**\$24.95**



As illustrated, Brass Beds, heavy 2-inch posts and top rod, special ball corners, 5 heavy 1-inch fillers. All regular sizes and finishes. Regular price \$31.00. August Sale price, \$24.95.

## \$20 Library Table \$16.95



As illustrated, Library Tables, solid quarter-cut oak, fumed finish only, drawer opens on each side. Regular price \$20.00. August Sale price, \$16.95.

## Dine Today in Simpson's Palm Room

Canada Food Board License No. 10-4322.

Here, in an atmosphere at once congenial and suffused with refinement, one finds a phase of restaurant service unsurpassed in Toronto.

Dining in the Palm Room will reveal why it is popular with the discriminating. Breakfast, 8.30 to 10 a.m. Dinner, 11.30 a.m. to 2 p.m. A la Carte Lunches, at all hours. Afternoon Tea, 3.00 to 5.30. (Sixth Floor.)

Extra Special Values Today in

## \$2.50 to \$3.50 Crepe and Silk BLOUSES \$1.95

White, black and light and dark colors, in crepe de chine, heavy habutai and many fancy silks.

All new-smart styles, but much broken in size and color ranges. Sizes to 42 in the lot. Regularly \$2.50 to \$3.50. Extraordinary value, today, \$1.95.

## Men's \$2.00 and \$2.50 Straw Hats \$1.00

An excellent assortment of English and American straws, sailor shapes, plain and notched edge brims. Today, \$1.00.

Half and less than half price. Smart fedora and negligee shapes—plain and pencil curl brims; trimmed with black corded silk bands. Clearing today at \$2.00.

Men's \$1.00 and \$1.25 Summer Underwear, 69c.

Shirts and drawers in natural shades. Double thread balbrigan, long sleeves and ankle length drawers. Fine elastic cuffs and ankles. Drawers reinforced crotch. Sizes 34 to 44. Regularly \$1.00 and \$1.25. To day, garment, 69c.

Men's \$2.00 and \$2.50 Combinations, \$1.49.

2,000, Egyptian halbrigan, in natural and white, also porous knit—light and medium weights; long sleeves and ankle length, short sleeves and knee length. Perfect fitting. Sizes 34 to 44. Regularly \$2.00 and \$2.50. Today, suit, \$1.49.

## Women's New American Rubber Soled Pumps

No Phone, Mail or C.O.D. Orders on Sale Footwear.

Fashionable styles, made of white canvas. Pumps with wood covered Spanish heels. Oxfords with low wood covered Spanish heels. Sizes 2 1/2 to 6. Today, pair, \$2.39.

## Women's Pumps Today at \$4.95

From our regular stock of \$6.00, \$7.00 and \$8.00 values. Patent and gunmetal leathers; Goodyear welt soles; Cuban heels. Sizes 2 1/2 to 7. Widths B, C, D. Today, pair, \$4.95.

## Men's Victor Oxfords, Today \$4.95

"Victor" recede toe, gunmetal, straight lace Oxfords. Guaranteed fibre soles. Solid rubber heels. Sizes 5 1/2 to 9. Today, pair, \$4.95.

## Boys' Oxfords at \$3.95

Made on English recede toe last. Sizes 1 to 5 1/2. Straight lace Oxfords, with blind eyelet. Guaranteed Neolin soles; solid rubber heels. Gunmetal and Havana brown leather. Today, pair, \$3.95.

## Children's Slippers

Smart-looking styles, in neat, comfortable fitting lasts; patent ankle strap, with low heel. Sizes 11 to 2; pair, \$1.79. Sizes 8 to 11; pair, \$1.49. Sizes 4 to 7 1/2, pair, \$1.29.

## Odd Bedroom Suites (3 Only) Are Ticketed at \$98 to Clear

Regularly \$117.00 to \$140.00

3 suites only, ivory finish, consisting of dresser, chiffonier, bed and dressing table.

Dresser has large plate mirror. Chiffonier to match dresser exactly. Woman's dressing table has triple swing mirrors. Bed, double size. Set complete, four pieces to match. Used on floor as samples and are slightly imperfect. Must be sold complete. Regular prices \$117.00 to \$140.00. August Sale price, \$98.00.

## Today in Simpson's Market

Phone Adelaide 6100

- Canada Food Board License No. 5-7551.
- MEATS.**  
Pure Lard, 1-lb. prints, special, per lb., 37c.  
Pure Lard, 2-lb. pails, gross weight, special, per pail, 99c.  
Pure Lard, 5-lb. pails, gross weight, special, per pail, \$1.25.  
Best Round Steak, per lb., 38c.  
Shoulder Pot Roast Beef, per lb., 26c.  
Fresh Veal Chop, rib or loin, lb., 38c.  
Family Sausage, our own make, per lb., 28c.  
Cooked Meats, in a large variety, thinly sliced, always ready.
- FISH.**  
Ontario Government White Fish, per lb., 15c; if delivered, 17c.  
Fresh Haddock, headless, dressed, per lb., 10c.  
Fresh Cod, headless, dressed, lb., 10c.  
Best Finnan Haddies, per lb., 16c.  
Smoked Filets, per lb., 26c.
- GROCERIES.**  
Quaker Flour, 24-lb. bag, \$1.69.  
Fresh Rolled Oats, stone, 99c.  
Standard Granulated Sugar, in 5-lb. packages, 2 packages, \$1.06.  
Kieszine Ammonia Powder, 3 packages, 25c.  
Yellow Cooking Sugar, 5 lbs., 50c.  
Fremont Pork and Beans, tin, 20c.  
Bleached Sultana Raisins, 2 lbs., 35c.  
Oleomargarine, per lb., 22c.
- Finest Canned Corn, 2 tins, 37c.  
Orange Marmalade, 22-oz. jar, 33c.  
Choice Pink Salmon, 1/2-lb. tin, 15c.  
Pure Gold Salad Dressing, 3 packages, 29c.  
Oxo Cubes, 3 tins, 27c.  
Peanut Butter, in bulk, per lb., 29c.  
Featherstrip Coconut, per lb., 29c.  
Macaroni or Spaghetti, 2 pkgs., 22c.  
Pure Strawberry or Raspberry Jam, 4-lb. pail, \$1.02.  
Table Syrup, 2-lb. tin, 35c.  
Klim, 3 tins, 36c.  
Finest Canned Pumpkin, per tin, 16c.  
Patna Rice, 3 lbs., 25c.  
Teller's Soda Biscuits, package, 22c.  
Edwardsburg Laundry Starch, 8-lb. package, 32c.  
Mustard, in bulk, compound, lb., 26c.  
Littler's Prepared Puddings, Chocolate, Custard and Tapioca, 2 packages, 22c.
- FRESH ROASTED COFFEE, LB. 33c.**  
2,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Today, per lb., 33c.
- FRUIT SECTION.**  
California Valencia Oranges, dozen, 65c.  
1,000 Choice New Cabbage, each, 15c.  
1,000 Choice Vegetable Marrows, each, 10c.  
Choice Cooking Onions, 4 lbs., 25c.

The Robert SIMPSON Company Limited

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