

What the Simpson August Homefurnishing Sale Means to the People of Toronto



It means that reliable Furniture and Rugs for cottage and for mansion may be bought for less than in other months.

Not that the articles are worth less, but August is the quietest of the summer months, and to stimulate business we sacrifice a portion of our usual profit during this sale.

Manufacturers from whom we buy vast quantities year in and year out help us to make our August Sale what it is by sacrificing a portion of their profit also.

This co-operation of the factories with our Home Furnishing Departments results in remarkable low pricing. Examples of the big sale specials today.

8-Piece Dining-room Suite for \$33.95

The set consists of extension table and six chairs. A good-looking, well-built set of surface oak in golden finish. The buffet has 46-inch case, long linen and three outlay drawers, good cupboard space, heavy plate mirror. Table has 44-inch top, pedestal base, and extends to 6 ft. Dining-room chairs have pad seats upholstered in imitation leather. The whole outfit, special at **33.95**

Buffet, surface oak finish, 46-inch case, large mirror. Regular \$17.25, for **12.95**

Buffet, quarter-cut fumed oak. Regular \$27.00, for **19.45**

Buffet, 46-inch case, shaped fronts, large mirror. Regular \$37.75, for **31.75**

Buffet, heavy colonial design, 54-in. case, fumed or golden. Reg. \$46.00, for **34.00**

Extension Table, solid quarter-cut oak, 45-in. top, pedestal base. Reg. \$21.50, for **13.95**

8 ft. Extension Table, quarter-cut oak, fumed and golden, 48-in. top, **\$24.50, for 18.75**

8 ft. Extension Table, quarter-cut oak, fumed or golden, 48-in. top, **\$29.50, for 19.95**

Dining Chairs, solid oak, fumed or golden, genuine leather seats, **\$21.00, for 15.95**

Dining Chairs, quarter-cut golden oak, leather slip seats. Regular \$27.00, for **19.45**

Dining Chairs, quarter-cut oak, fumed or golden, leather slip seats, **\$29.50, for 24.50**

Dressing Table, slightly imperfect, in birch walnut finish. Regular \$10.75, for **5.65**

12 only, Mahogany Chairs and Rockers, upholstered in tapestry, \$24 to \$27, at **11.95**

Brass Bed, 2-in. posts, 5 fillers, bright, poliole or satin finish. Reg. \$15.75, for **12.75**

Brass Bed, 2-in. posts, five 1-in. fillers with gallery. Regular \$27.00, for **20.65**

Brass Bed, 4 1/2 size, satin finish, well built and handsome. Regular \$32.00, for **23.50**

Divanette, fumed oak frame, imitation Spanish leather, with spring and mattress. Regular \$39.00, for **29.85**

\$4.50 Mattress, jute felt both sides, seagrass centre, good grade of art ticking, **2.95**

Mattress, half seagrass, half layer felt, full depth border, roll edge, art ticking. Regular \$7.50, for **6.45**

Mattress, pure cotton felt, built in layers, not stuffed. Regular \$13.00, for **10.95**

If You Cannot Spare the Cash to Buy Furniture Now

—that is, if you want to take advantage of the low prices that obtain during this sale, but would rather not use up all your available cash, consult the Secretary of the Home-lovers' Club, Fourth Floor. Responsible persons may join the Home-lovers' Club, and thus receive the privilege of buying with part cash payment—the balance as arranged.

Scrim Day in the August Homefurnishing Sale

Hundreds of pieces of Scrim in new patterns which were bought a year ago at very advantageous prices have just been opened up and marked specially for this sale. At 19c—A table loaded with Scrims, suitable for bedroom windows. Ivory or ecru, 36 inches wide; some with fancy drawn thread borders, others with lace borders, and a number of pieces in colors of rose, blue or yellow in pretty all-over effects. At 29c—40-inch Scrims and Marquissettes, in white, ivory or ecru; drawn work borders, tape edges, and a few novelty effects; very good quality. At 39c—Plain Marquissettes and Voiles, in white, ivory or ecru; 40 inches wide. Also a few pieces of white or cream voile with pretty colored borders, suitable for bedroom windows. At 59c—A collection of fine quality voiles, in cream and ecru, with tape edged border and pretty figured centre, suitable for living-room, dining-room or den windows. This is a very attractive line, and is something quite new.

Oilcloth (Seconds), 43c Square Yard

About 1,000 yards only of thoroughly seasoned and well-printed Oilcloth, some of it slightly imperfect in the printing, but will give excellent wear. Today special, per square yard, **43c**



400 English Tea Sets at 49c
Here's an opportunity to purchase an English Brown Tea Set, as illustrated, tea pot, sugar and cream, at about half regular value. The sets are of good quality English brown ware, evenly finished, and hard overglazed; teapot is five-cup size. Today, while they last, the set **49c**

For Boys

Wash Suits That Were \$1.50 to \$3.00, Clearing at **98c**

Our smartest wash suits will be placed on sale today, and in the lot we offer Norfolk, Junior Norfolk, Elton Norfolk and middy styles; all with straight knickers; a splendid assortment of neatly woven patterns, also slat, white, natural linens, and assorted colors. Sizes 2 1/2 to 6 years. Today, price is **98c**

Boys' Worsteds and Tweed Suits, worth \$7.50 to \$10, will be \$3.95 Today
Only 54 suits in this lot, and the values are so extraordinary that \$3.95 clearing will be necessary to get one. Smart two and three-button double-breasted styles with full coat bloomers. Suits are tailored from fine English worsteds and tweed cloths, in rich shades of greys and browns. Today, 3.30 a.m. special **3.95**

Gold Rings

Cameo Rings in marquise and cluster styles, set with pearls. Regular \$5.00 to \$6.50. Clearing today **3.49**
Pearl Rings of solid 14k gold, set with one, three or five real white pearls. Regular \$5.00. Today **3.49**
Men's Signet Rings, heavy 10k gold, in plain and fancy designs, including some with Masonic, Odd-fellow or Orange lodge emblems. Regular \$5.00 to \$6.00. Clearing today **3.49**
Men's Rings, set with various stones, including bloodstone, garnet, sapphire, emerald, and opals. Regular \$5.00 to \$6.50. Clearing today **3.49**

Misses' Rajah Suits \$4.95
Less Than Factory Cost
There are not a great many of these, but whoever gets one will be fortunate indeed. They are made with girlish belted coats, large collars and pockets, and in specially good laundering styles. Priced to-day at **4.95**

Misses' Wash Suits \$3.95
Only Limited Quantity
Good materials in checked and plaid gingham; smart color combination, with plain colored collars and cuffs; also suits of plain beach cloth and striped materials, both pleated and plain styles, in smartest designs. Today **3.95**

Women's Tub Skirts \$1.49
Every One a Bargain
The season's best models are included in this special lot of Women's Wash Skirts, showing diverse smart styles, with detachable belts and sport pockets. Materials are pique, repps and corduroys. At \$1.75 to \$2.00 they are excellent values. Today special **1.49**

Women's Wash Dresses \$5.75
Reduced to Clear Stock
An unusual assortment of Women's Summer Dresses, of voiles, muslins and gingham; most desirable styles; colors are pink, blue, mauve, green, fancy stripes and floral designs. Sizes 34 to 42. Reg. \$8.95 to \$12.95. Special at **5.75**

Women's Coats Much Reduced
Were \$10.00 to \$15.00
From our regular stock, broken sizes and odd coats, including fine serge and fancy checks, in smart styles, showing large collars, fancy pockets and belted designs; black and navy, also black and white, fancy 7.95 checks. Today **7.95**

Children's \$1.25 White Dresses 49c
8.30 a.m. Rush Special Today
No Phone or Mail Orders
White Repp Dresses, of excellent quality; made in a very smart Mimono style, with three embroidered box pleats down front; wide separate belt in belt loops at waist, and with pretty scalloped edges on neck and sleeves. Sizes 4 and 5 years only. While they last, each **49c**

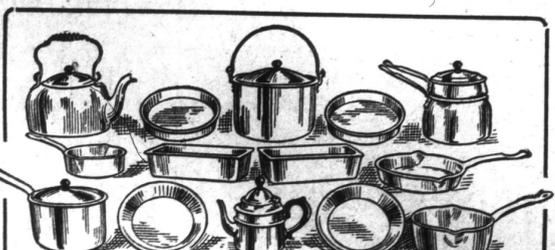
Fine Swiss Flouncings
17-inch Cambrie Embroidery, in a charming open-work design. Today, a yard **19c**
17-inch Cambrie Flouncing, in many good patterns and excellent quality. Regular 6c. Today, a yard **33c**
27-inch Handsome Swiss Embroidery, beautiful patterns on fine material. Regular 75c. A yard **53c**
27-inch Swiss Flouncing, daintily scalloped and frilled, recommended for children's wear. A yard **68c**
27-inch Flouncing, some made with scalloped and frills, very lacy designs. Today, yard **73c**

Millinery! Almost Given Away
A large variety of shapes and colors, in serviceable Java hats. Each **49c**
The entire balance of our untrimmed shapes, in good straw. Today **20c**
Toyo Panamas, in fine white quality and many shapes. Today, each **39c**
Beautifully bleached Panama Panamas, suitable styles for sport hats. Today **1.39**
Pencil Curled Panamas, the vogue of the season. Reduced to this low price of **2.39**
White Soft Felt Crushers, today **39c**
Rajah Silk Motor Caps, snug fitting and becoming shapes. **50c**

Women's Pumps and Oxfords \$3.95
Our high-grade Pumps and Oxfords, in patent kid, gummat, chocolate kid and calf; grey combination and brown reeds; Queen Quality, Countess and Laird & Schober makes; all are reduced for immediate clearance; plenty of styles and sizes, and every pair will be properly fitted. Clearance price **3.95**

Children's Canvas Pumps
White Canvas Ankle Strap Pumps, made on nature shape lasts; low heels and plain toes. Sizes 4 to 11. Reduced for today at **39c**
Telephone for These **New Books**
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- Over the Top, by an American Soldier Who Went... 1.35
- Carry On, by Coningsby Dawson... 1.00
- A Diary of the Great War, by Samuel Pepps, Jun... 1.50
- Summer, by Edith Wharton... 1.50
- The Inner Door, by Alan Sullivan... 1.25
- The Philistine, by E. Phillips Oppenheim... 1.25
- The Red Planet, by W. J. Locke... 1.25
- Changing Winds, by St. John G. Ervine... 1.25
- The Hundredth Chance, by Ethel M. Dell... 1.50
- One Year of Pierrot, by His Mother... 1.50
- Stationery Sundries
- Overseas Boxes, each, 7c, 8c, and 10c.
- Overseas Labels, pkg. 5c
- Overseas Envelopes, pkg. 5c
- Overseas Newspaper Wrappers, pkg. 20c
- Jam Pot Labels with names of fruit printed on same. Book of 144 **5c**



"Wear-Ever" Aluminum
Aluminum Cooking Utensils cost less because they are brighter and sanitary, and very satisfactory to use. "Wear-Ever Aluminum" Utensils undergo a hardening process that makes them superior for wear and prevents damage. These exceptionally attractive prices for today:
Tea Kettles, 2 qt. size... 3.95
Lipped Saucepan, 2 qt. size... 75c
Stew Pan, 1 qt. size... 49c
Bread Pan, 8 1/2 x 3 1/2 in... 49c
Jelly Cake Pan, 8 in... 29c
Pie Plates, 8 in... 29c
Fry Pans, 9 in... 1.25
The complete set, consisting of fourteen pieces (as illustrated) delivered to nearest station in Ontario for **17.50**



A Rare Corset Opportunity
\$4.50, \$5.00 and \$6.00 Corsets at \$2.48
They are oddments and discontinued lines of our summer stock being cleared to make way for our new fall goods. Made by famous makers of high-class corsets, medium and low bust, long hip styles; finest coutil, batiste and fancy silk brocades, some lace fronts; all beautifully finished and trimmed. Sizes 20 to 30 in the lot. Regular \$4.50, \$5.00 and \$6.00. Today, **2.48**

Silk Lingerie Priced Almost as Low as You Pay for Cotton
Odd balances, samples and shop soiled garments will be cleared today at prices to interest every woman who loves dainty silk lingerie, and also looks a bargain. We regard this as the best opportunity we have offered in silk lingerie this season. Phone or mail orders cannot be accepted for these goods.
Women's Jap Silk Envelope Chemises, beautifully hand-embroidered. Sizes 34 to 44. Excellent **\$6.00 2.98** values. On sale at **\$2.98**
100 pieces, composed of Nightgowns, Envelope Chemises, Combinations and Skirts, made of Jap silk, washable satin and silk crepe de chine. Values \$7.50 to \$15.00. Your choice at **5.99**
180 only, Women's Camisoles of silk crepe de chine and fully finished satin, fast shades. Sizes 34 to 42. These are \$2.50 to \$3.00 garments. On sale today at **98c**

Table Cloths and Other Good Values in Linens and Staples
Genuine Scotch, in assorted designs and good wearing quality. Size 2 x 2 1/2 yards. Regular \$2.50. Today **1.98**
Damask Napkins, hemmed, size 20 x 20. Today, a doz. **1.45**
Guest Towels of fine linen, huckaback all over designs, hemstitched edges. Regular 75c a pair. Today **53c**
Battenberg Scarfs, size 17 x 51. Today, each **39c**
36-inch Bleached Longcloth, in a good weight. Regular 15c a yard. Today **11c**
White Flannelette, 27 inches wide. Today, a yard **11c**

Two Bargains in Middy Coats
Waiat Department
A fine range of Women's Good White Drill Coat Middies, fastened with large pearl buttons and with big collars, and belt of rose or blue. Others of all white with box pleats and open front; all smart new goods, in every size to 42 bust. Every one priced for less than regular value. Today special **1.50**
300 Smart Middy Coats, with open front and long sleeves; good white drill, with large collars; white with colored striped collar and blazer striped effects in blue or rose and white; new goods just cleared from the maker at a remarkably low price—on sale the same way. No phone or mail orders. Today, special, each **69c**

Save on Fixtures During August Sale
Our showrooms are filled with bargains both in complete home sets and in individual fixtures. Here are a few examples for today:
House Set, reg. \$25.00, for **16.25**
House Set, reg. \$27.00, for **18.25**
House Set, reg. \$34.00, for **21.25**
House Set, reg. \$41.00, for **28.25**
6-Light Candle Pendant, reg. \$37.55, for **25.00**
4-Light Flemish Pendant, reg. \$25.00, for **16.75**
5-Light Semi-Indirect with etched bowl and shades, regular \$24.45, for **16.95**
4-Light Single Pendant, regular \$29.25, for **20.00**
Lamps, Joints and Fees Extra

Wall Papers, Burlaps and Mouldings
New Wall Papers in floral and strip effects in large assortment of colorings for bedrooms, tapestry and conventional treatments, for sitting-rooms and halls. Wall papers, printed outmouldings, complete range of new and up-to-date color combinations; adaptable for all styles of decorating. Today, single roll **5c**, 50c and 7c.
35c Wall Papers 19c
Fabric weaves, grass cloth effects, tapestries, pencil stripes and printed outmouldings; complete range of new and up-to-date color combinations; adaptable for all styles of decorating. Today, single roll **19c**
Dyed Burlap 34c
Scotch Dyed Burlap, 36 inches wide; brown, green, red and tan. Today, per yard, **34c**
Room Mouldings
2-inch Imitation Oak Chair Rail, medium golden oak shade. Today, per foot, **2c**
1 1/4-inch White Enamel Room Moulding, flat pattern. Today, per foot **1 1/4c**
2-inch Imitation Oak Plate Rail, medium golden oak shade. Today, per foot **2c**
3-inch Raw Basewood Plate Rail, with combination picture moulding. Today, per foot **3c**



Five Remarkable Offerings in the August Silk Sale

Beautiful new goods, priced so low just because it is August, and we want to induce people to buy now instead of waiting till later. Certainly you will be unable to secure such excellent values after this sale.
Rich Black Paillette, in a splendid weighty and good-wearing quality. Today, per yard **1.29**
Black Taffeta, for dresses and suits, extra finish and exceptional value. Today, per yard **1.79**
Black Mesalines and Taffetas, beautiful qualities, high-grade finish; the kind that always gives perfect satisfaction. Wonderful value. Today at **2.14**
"Kabe" Crepe, a new weave of great popularity for dresses and waists; a weighty, good-wearing and laundering quality, in a delightful range of colors. Per yard **1.50**
Colored Taffeta, in a range of all wanted shades; splendid chiffon finish. A rare value. Today, per yard **1.69**

Wash Goods
A Case of White Repp Mill Ends. Lengths of 1 to 5 yards; will be sold only in full pieces; 36 inches wide; suitable for skirts, suits, children's wear, etc. Regular 29c quality. Today, per yard **17c**

New York Petticoats---Samples!

No Phone or Mail Orders for This Special
143 Sample New York Petticoats, representing the complete range possible of all black, self colored, light or dark floral check and striped effect. All in fine "heatherbloom" and similar cloths. These are all individual styles, and represent keen values. Today, special, each **1.29**

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