

Dine Today in the Palm Room
The food is deliciously cooked and satisfactorily served in plentiful portions. The charges are really moderate.
—Sixth Floor.

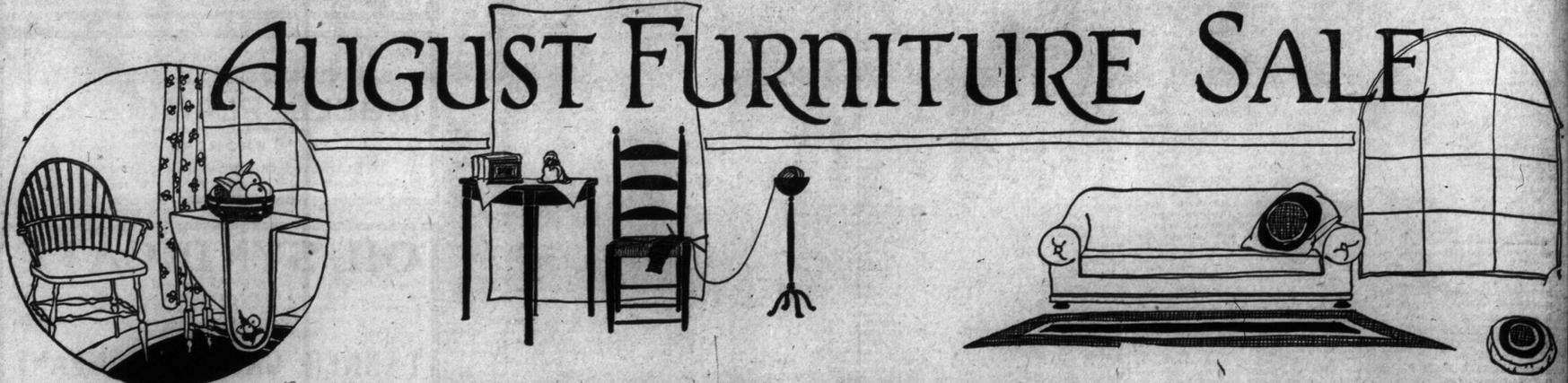
SIMPSON'S

This is a Cool, Cool Store
The breeze blows clear through our spacious aisles from the big entrances on Yonge, Queen and Richmond. Perfect circulation of fresh, cool air is assured every hour of the day.

Store Opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store closes at 5.30 p.m.; Saturdays at 1 o'clock.



AUGUST FURNITURE SALE

Extension Table \$11.95

Regularly Valued at \$16.25.
Extension Table, solid oak, fumed or golden finish, 42-inch top, pedestal base; extends to 6 feet. Regular price, \$16.25. August Sale price, \$11.95.

Buffets Reduced, \$29.15

Regularly Valued at \$42.50.
Buffet, genuine quarter-cut oak, fumed or golden finish, 52-inch case, massive design, heavy plank tops; standards cross band veneered; has doiley, cutlery and linen drawers; good cupboard space; fitted with large bevelled plate mirror. Regular price, \$42.50. August Sale price, \$29.15.

Dining Chairs \$21.45

Regularly Valued at \$26.50.
Set of Dining-room Chairs, solid quarter-cut oak, golden finish, slip seats, upholstered in genuine leather; set consists of 5 small and 1 arm chair. Regular price, \$26.50. August Sale price, \$21.45.

Dressers for \$17.25

Regularly Valued at \$22.50.
Dressers of pure white enamel and Empire mahogany finish, 3 deep drawers, shaped standards, fitted with large bevelled plate mirror. Regular price, \$22.50. August Sale price, \$17.25.
Dresser of genuine quarter-cut oak, golden finish only, 4 drawers shaped, large oval bevelled plate mirror on back, highly polished. Regular price, \$30.00. August Sale price, \$24.50.

75c Fabric Wall Papers 33c

75c Fabric Weave Wall Papers, 33c. New two-color arrangements of blues, greys, tans and buffs.
60c Tapestry Wall Papers, 42c. Foliage and scenic patterns, in new tones for living-rooms and halls.
50c Chintz Wall Papers, 29c. Dainty floral designs, in shadow effects—pink, blue, mauve and yellow, for bedrooms.
15c Bedroom Wall Papers, 9c. Stripe patterns, in pretty colorings—some styles have floral designs between the stripes.
10c Cut-Out Borders, Yard, 5c. New floral patterns, in a host of attractive styles and colorings.

Table Lamps At Clearance Prices

Reduced to One-Fourth in Many Cases. A Remarkable Opportunity for Today.

These are nearly all different—some are a little marked, but most are in good condition. They are just the leftovers of discontinued lines. Many of these prices represent only a quarter of the original prices.

We can list only a few:
Old Ivory Wood Base, with etched shade, \$1.75.
Adjustable Table and Wall Lamp, \$1.60.
Roller Desk Lights or Piano Lights, \$3.95.
Large Japanese Candlesticks, not electric, \$1.19.
Silver-plated Electric Candlestick, \$1.19.
Large Old Ivory Table Lamp and Leaded Shade, \$7.25.
Gold Stand and Silk Shades—shade in rose color, in Chinese shape, \$12.75.
Old Gold Table Lamp and Shade, \$14.75.
Brass Wicker Lamps and Silk-lined Shades. Regularly \$4.55 to \$4.95, for \$2.95; regularly \$7.25, for \$4.75.

The **SIMPSON** Company Limited

8-Piece Dining-Room Suite at \$82.85

Regular Value \$111.00. You Save Exactly \$28.15

Eight-piece Dining-room Suite complete, including buffet, extension tables and set of diners. Buffet, quarter-cut oak, Colonial design, shaped doiley and cutlery drawers, good cupboard space, long linen drawer, heavy posts and standards, back fitted with large bevelled plate mirror. Extension Table, solid quarter-cut oak, 48-inch top, double locks, heavy pedestal base, extends to 8 feet. Dining-room Chairs, solid quarter-cut oak, slip seats, upholstered in genuine leather, strongly made frames; sets consisting of five small and one arm chair. Sets can be supplied in fumed or golden finish. Eight pieces complete. Regularly priced at \$111.00. August Sale price, \$82.85.

4-Piece Parlor Outfit at \$28.75

Regular Value \$38.75. You Save Exactly \$10.00

Four-piece Parlor Outfit, including parlor suite, 3 pieces, and parlor table to match. Parlor Suite, mahogany finished frames, highly polished, consists of arm chair, arm rocker and settee, full spring seats, upholstered in mixed tapestries, frames have shaped top rails and panel backs. Table, Empire mahogany finish, shaped tops, legs and shelves. Regular price, \$38.75. August Sale price, \$28.75.

5-Piece Bedroom Suite at \$81.50

Regular Value \$107.75. You Save Exactly \$26.25

Five-piece Bedroom Outfit, including brass bed, spring and mattress, dresser, chiffonier and wash-stand. Dresser, base of solid mahogany, 4 drawers, 2 large and 2 small, back fitted with large bevelled plate mirror. Chiffonier, base of solid mahogany, 3 deep and 2 small drawers, heavy standards and large mirror on back. Brass Bed, heavy 2-inch posts and top rails, ball corners, five 1-inch fillers; all regular sizes and finishes. Mattresses, layer felt, deeply tufted, encased in good grade of art ticking, full depth border, roll edge. Spring, all metal frame, high angles, closely woven wire fabric, rope edge. Five pieces complete. Regular price, \$107.75. August Sale price, \$81.50.

5-Piece Brass Bed Outfit at \$32.25

Regular Value \$39.75. You Save Exactly \$7.50

Five-piece Brass Bed Outfit, including brass bed, spring and mattress and pair of pillows. Brass Bed, 2-inch posts and heavy top rail, five fillers. Spring, metal frame, closely woven wire fabric, heavy rope edge. Mattress, half seagrass, half jute felt, full depth border, encased in good grade of art ticking. Pillows, all feathers, covered in art ticking. Five pieces complete. Regular price, \$39.75. August Sale price, \$32.25.
Brass Beds, heavy 2-inch posts, 1-inch top rod, 5 fillers, bright, polette and satin finish, all regular sizes. Regular price, \$21.00. August Sale price, \$16.95.

\$1.98 Lace Curtains Down to \$1.49 Pr.

100 pairs, made of selected thread, and finished with lock-stitched edges. Mostly with neat conventional borders and plain centres. Complete with a small Dutch valance to go between. 2 1/2 yards long. Friday bargain, pair, \$1.49.

Combination Window Shades, \$1.00.

Of heavy oil-finished cloth, showing reversible colorings of green and white or green and cream. Mounted on a genuine Hartshorn spring roller. Complete with all attachments. Size 37 in. wide and 70 in. long. Friday bargain, each, \$1.00.

Egyptian Portieres, \$12.75 Pair.

Portieres for archways or doors, of brightly mercerized Egyptian cloth, and finished with attractive tapestry banding, in harmonious colorings. Brown, blue, green or red. Friday bargain, per pair, \$12.75.

Simpson's Market List for Today

Canada Food Board License No. 6-7531.		FRUIT SECTION—EXTRA SPECIAL.	
FISH:	Midget Raisins, 2 pkgs., 27c.	5,000 pecks Choice New Potatoes (only one peck to each customer), peck, 35c.	Choice New Beets, 6 lbs., 18c.
Ontario Government Whitefish, per lb., 15c. if delivered, 17c.	Seeded Raisins, 2 pkgs., 27c.	Choice New Carrots, 4 lbs., 18c.	Wax Beans, 6-quart basket, 35c.
Fresh Haddock, headless, dressed, per lb., 10c.	Perfection Baking Powder, 2 tin, 37c.	CANDY SECTION.	Simpson's Special, per lb., 20c.
Fresh Cod, headless, dressed, per lb., 10c.	Crisco, 1-lb. tin, 35c.	Willard's Pocket Package, per package, 25c.	Assorted Chocolates, per lb., 40c.
Boneless Smoked Filets, lb., 19c.	Canada Cornstarch, package, 12c.	FLOWER SECTION.	Asters, per doz., 20c.
MEATS:	Pearl Tapioca, 2 lbs., 36c.	Marigolds, per doz., 35c.	Carnations, per doz., 50c.
Fresh Spring Lamb Special—Front-quarter Spring Lamb, per lb., 36c.	Finest Creamery Butter, lb., 49c.	Sweet Peas, bunch, 15c.	Snapdragons, per doz., 25c.
Loin Spring Lamb, per lb., 43c.	Choice Rice, 2 lbs., 35c.	Whitmani Ferns, each, 35c.	Rubber Plants, each, \$1.25.
Leg Spring Lamb, per lb., 45c.	Dalton's Flavoring Extracts, assorted, 3 bottles, 27c.	Boston Ferns, each, 35c and 50c.	Palms, each, 55c.
Hindquarter Spring Lamb, lb., 44c.	Orange Marmalade, 4-lb. pail, 52c.		
GROCERIES:	Kellogg's Toasted Cornflakes, 2 packages, 25c.		
Lenox Soap, 16 bars, \$1.00.	Klim, per tin, 37c.		
Choice Family Flour, 24-lb. bag, \$1.59.	Choice Pink Salmon, tall tin, 22c.		
Yellow Cooking Sugar, 10 lbs., \$1.00.	Finest Canned Peaches, tin, 20c.		
Loaf Sugar, 2 lbs., 24c.	Quaker Oats, large package, 30c.		
	Pure Strawberry or Raspberry Jam, 4-lb. pail, \$1.02.		
	Choice Prunes, 2 lbs., 28c.		
	Finest Canned Corn, per tin, 18c.		
	Fresh Fruit Cakes, per lb., 28c.		
	Mixed Biscuits, per lb., 25c.		

The Home-Lovers' Club

is open to customers who wish the convenience of periodical payments spread over several months. No extra charge is made for this service—no interest, dues, fees or the like.

Talk with the Club Secretary, Fourth Floor, and learn how the plan works.

Divanette at \$32.65

Regularly Valued at \$38.75.

Divanette, can be used as settee during day and double bed at night. Frame of solid oak, fumed or golden finish. Seat and back upholstered in imitation leather. When opened as bed has soft, comfortable spring and mattress. Regular price, \$38.75. August Sale price, \$32.65.

Mattresses, \$3.95

100 only, Mattresses, seagrass centre, jute felt both sides and ends; heavy borders; deeply tufted. Encased in good grade of art ticking. All regular sizes. Not more than two to each customer. August Sale price, \$3.95.

Mattresses, fibre centre, jute felt both sides; full depth border. Encased in good grade of art ticking. August Sale price, \$7.20.

Bed Spring \$7.35

Spring, all-metal frame, high angles; closely woven wire fabric interlaced; heavy rope edge; fully guaranteed. All regular sizes. August Sale price, \$7.35.

Box Spring, has heavy cone coil springs, highly tempered, mounted on frame of hardwood; heavy layer of felt on top; covered with good quality of art ticking, making a soft, comfortable bed. August Sale price, \$18.65.

Refrigerators \$11.95

Regularly Valued at \$16.00.

25 only, Refrigerators, of selected maple; natural finish; white enamel interior. Wire shelves; movable ice rack and flues. Case extra well finished. Regular price, \$16.00. August Sale price, \$11.95.

Odd Axminster Rugs Are Going!

Rich Oriental borders, in dark blue and terra cotta, plain brown centres. For dining-room or living-room. Size 11.7 x 9.9, regular price, \$68.25; size 10.6 x 9.0, regular price, \$60.75; size 13.0 x 9.9, regular price, \$70.00. All one price, \$49.99.

One Axminster Rug—extremely good all-over Oriental design in dark shades. Size, 11.9 x 9.9. Regularly \$73.50, for \$49.99.

Scotch Tapestry Rugs, 3 1/2 x 4 yards, at \$23.75—Designs for dining-rooms, living-rooms and bedrooms. Turkey and Oriental patterns in reds, blue, greens and tans. Size 3 1/2 x 4 yards, \$23.75.

Brussels Rugs, 9.0 x 13.6, at \$24.75—Three designs for bedrooms. One in soft shade of blue, one in pink, and one in soft green. All one size, 9.0 x 13.6. Regularly \$34.75, for \$24.75.

Japanese Rugs, \$3.75—Nine only—one-piece matting bedroom rugs. Plain ground with floral decoration. Cool and easy to keep clean. Two or three slightly damaged. Regularly \$6.75. To clear, today, \$3.75.

Rag Rugs—Reversible, great variety of colorings. Two sizes. 27 x 54 inches, \$2.45. 30 x 60 inches, \$2.75.

The **SIMPSON** Company Limited

\$7500--78

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