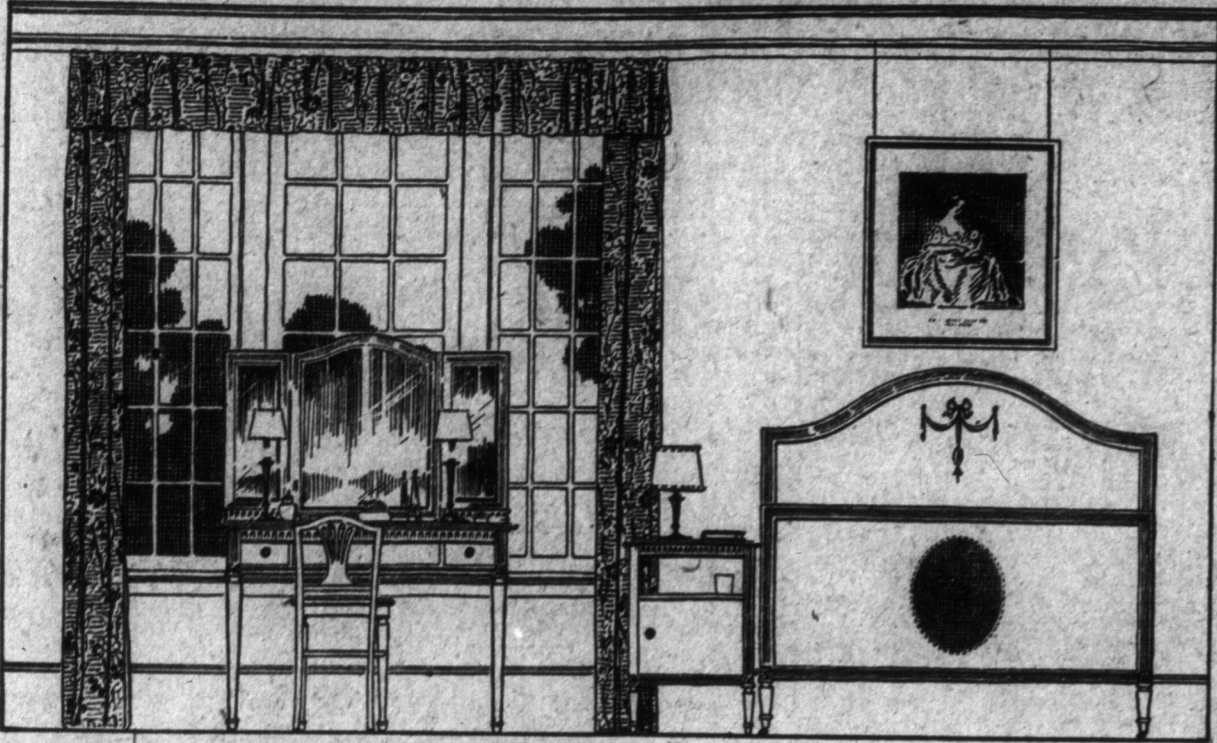


The Time to Replenish Homefurnishings is NOW--Today!



Not every day can you expect such wonderful values in Furniture, Carpets, Rugs, Draperies, Etc., as are offered during the great yearly event---

Simpson's August Homefurnishing Sale

During which the purchasing power of the dollar is greatly enhanced. It is a time when we reduce prices and redouble our efforts to produce values that will stimulate an otherwise slack time of the year in homefurnishing sales. To assist us in our efforts is the earnest co-operation of many prominent furniture manufacturers, in way of special purchases, trade discounts, etc.

Whether you purchase a humble dining-room set or a handsome parlor suite, you'll find style, quality and big value reflected in both.

Today's Remarkable Bedroom Furniture Bargains

3-Piece Brass Bed Complete for \$31.45

Regularly \$38.75.

Bed has heavy 2-inch posts and top rod, special ball corners, heavy fillers with galleries; can be supplied in all regular sizes, in bright, polette or satin finish.

Mattress, half jute felt, half seagrass centre, has stitched edge, deeply tufted, encased in good grade of art ticking; 3 pieces complete. Regular price \$38.75. August Sale 31.45

Double Bed Divanette of genuine oak finish, has comfortable springs. Regular \$39.00. August Sale 31.00
Mattress of seagrass centre, with jute felt at sides and ends, deeply tufted. Regular \$4.50. August Sale 3.20
Mattress with wood fibre centre and layer jute on both sides. In the August Sale today for 4.95
Mattress of seagrass centre, with ends and sides of jute felt. Regular \$7.50. August Sale 5.95
Handsome Chiffoniers of pure white enamel, with 5 large drawers and beveled mirror. Regular \$21.00. August Sale 12.95
Surface oak golden finish Dressers, 2 large and 2 small drawers, beveled mirror. Regular \$17.25. August Sale 14.25
Slightly imperfect Dressers of birch mahogany, with large beveled plate mirror. Regular \$23.75. August Sale 15.95



Charming and Artistic Are the Draperies And Extremely Low Are the Prices Just Now

One Thousand Cream Opaque Shades Today at 39c Each

Well-made Cream Opaque Window Shades, mounted on reliable spring roller; size 37 x 70 inches. Shade your windows at a great saving from this sale today. Sale price includes full equipment to hang.

Scotch Madras Muslin on Sale Today at 19c yd.

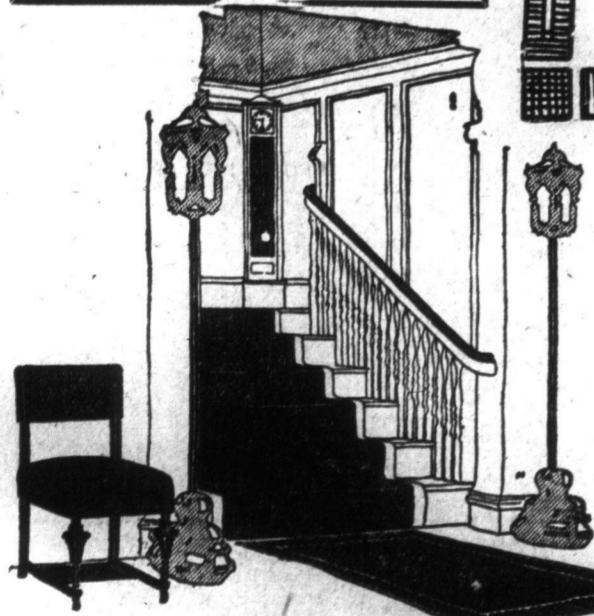
In floral and conventional patterns, in cream or white, 36 inches wide. Regularly priced at 25c per yard. Friday bargain, per yard 19

Chintz Reduced for Today to 49c Yard

One big table of pretty chintzes in 30 and 36-inch widths, in beautiful colorings and designs, suitable for window curtains or slip covers. Regularly priced at 50c, 69c, 75c, 88c and 90c a yard. Today, per yard, 25c to 49c.

1,000 of "Welcome Home" Pennants at 25c

Blue felt, with white lettering, and the Union Jack in actual colors. Length 30 inches. These pennants offered for the first time today, each 25



\$11.50 Tapestry Rugs for \$8.95

The other members of this rug family sold quickly. This odd lot of Scotch Tapestry Rugs we have reduced. They may be had in floral and conventional patterns, in suitable designs for bedroom or living-room. In two sizes, 2 1/2 yards by 3 yards and 2 1/2 yards by 3 yards. Priced regularly up to \$11.50 each. Today's sale price 8.95

Small Rugs, Regularly \$9.50, for \$5.45

Small rugs for halls, bedrooms or living-rooms, including heavy Saxony rugs, English Wilton rugs, strong Axminster rugs, and other different makes, in various sizes up to 36 in. x 62 in. Regularly priced to \$9.50. Today to clear at 5.45

SEAMLESS AXMINSTER RUGS FOR \$31.95

Woven in one piece, in a handsome Oriental design, and shades—tan, brown, green and rose mixture. Size 9 ft. x 12 ft. Today special 31.95

\$5.50 HEAVY SMYRNA RUGS FOR \$3.95

Bought at a special price, these heavy reversible rugs present attractive designs and excellent value; shades of green, tan, brown and blue; Oriental designs. Size 30 in. x 60 in. Regularly \$5.50. Today 3.95

Velvet Rugs at \$7.50

Just arrived from old Scotland these tapestry and velvet rugs, amongst which are a few medium size rugs, in floral and conventional patterns, and in a very useful quality. Size 4 ft. 6 in. x 6 ft. Today special 7.50

The Home-lovers' Club Offers a Welcome Solution to Those Who May Find It Inconvenient to Pay All Cash

Trustworthy persons with cash balances inadequate to cover the outlay necessary to the furnishing or refurnishing of the home, are reminded of the advantages of becoming a member of the Home-lovers' Club.

By joining the Home-lovers' Club you are privileged to purchase the same merchandise at same prices as if you had paid all cash.

The Home-lovers' Club is nothing more than a simplified store convenience that arranges your payments so that they are spread over a stated period, similar to a charge account system.

It does not cost a penny to join the Home-lovers' Club, neither are there dues or interest to pay after enrolling.

For further particulars, consult the Club Secretary, Fourth Floor.

Handsome Solidly Built Dining Furniture Can Be Bought for Less Today

Fumed or golden finish Dining Chairs of solid oak, 5 small and 1 arm chair, pad seats, upholstered in genuine leather. Regular price \$22.00. August Sale 18.75

Dining-room Chairs of solid oak, with slip seats, which are upholstered in genuine leather; 5 small and 1 arm chair; in fumed or golden finish. Regular price \$25.50. August Sale 20.95

54-inch Buffet, with 2 top drawers shaped, good cupboard space, 1 long linen drawer; back is fitted with large beveled plate mirror; in fumed or golden finish. Regular price \$46.00. August Sale 34.00

Extension Tables of solid quarter-cut oak with 45-inch top and heavy pedestal base, fumed or golden finish. Regular price \$19.50. August Sale 14.50

Extension Table of solid quarter-cut oak in fumed or golden finish, with 48-in. top and double pedestal. Regular price \$24.50. August Sale 15.95

46-in. Buffet, in surface oak, with 3 small and long drawers and large beveled plate mirror. Regular price \$17.25. August Sale 13.95

Colonial Buffet of genuine quarter-cut oak, in fumed or golden finish, 52-in. case has heavy plank top, cross-band, veneered edges. Regular price \$41.50. August Sale 29.85

7 only, Buffets, in solid quarter-cut oak, in Jacobean design and finish, with long linen drawer, 2 small cutlery drawers, good cupboard space; has twisted pillars and large shaped mirror. Regular price \$54.50. August Sale 37.75

Axminster Hall Rugs Only \$4.95

Here is a bargain in a useful size rug that will fit den, living-room or hall, in Oriental patterns and colorings, in size 36 in. x 65 in. And priced special for 4.95

RAG RUGS, REGULAR \$6.75, FOR \$3.95

To clear out an odd lot of slightly soiled rag rugs we offer this lot at a great reduction. They may be had in delicate colors of rose, green, grey and blue tints; in size 4 ft. x 7 ft. Regularly \$6.75. Today 3.95

FINE JAPANESE MATTING RUGS

Woven without seams from an extra fine Japanese straw, faintly colored; they are suitable for bedroom use or sunrooms; some have colored borders and plain centres.

Others have floral effects on the plain ground-work. Size 6 ft. x 9 ft., regularly \$2.95, today \$2.29; 4 ft. x 6 ft., regularly \$1.25, today 89c.

Small Mats to match, each 49

SCOTCH TAPESTRY CARPET 99c PER YARD
600 yards of a splendid quality tapestry carpet, for bedrooms, hall or stair use; in specially high quality, and in new designs and colorings. Today special 99

HEAVY PRINTED OILCLOTH 48c PER SQUARE YARD
Thoroughly seasoned, this oilcloth is suitable for any room and will stand hard wear; a few rolls have slight imperfections in the coloring, but the wearing power is in no way marred. Today special, per square yard ... 43

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