

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

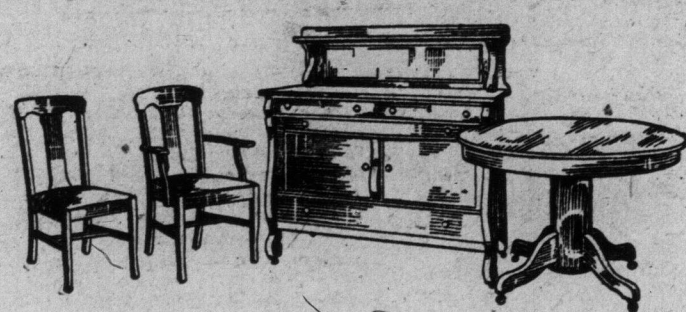
Market Adelaide 6100

# Simpson's—A Great Factory Purchase of Dining-Room Furniture

## WILL BE OFFERED AT SPECIALLY LOWERED PRICES TODAY IN THE AUGUST FURNITURE SALE

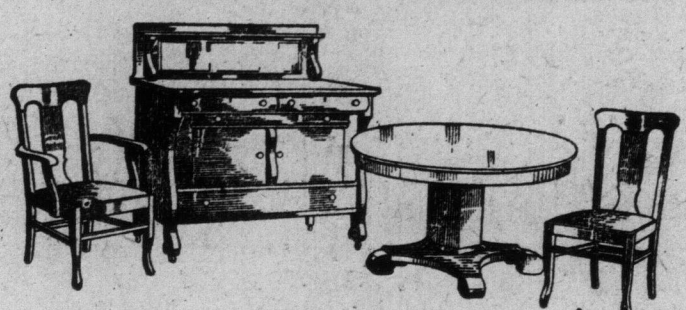
The sale started with \$250,000 worth of furniture—the kind of furniture which measured up to the strictest specification in material and construction. This extensive collection assures Simpson customers of splendid selection every day throughout the sale. Our floor stocks are being constantly replenished from great reserves. The sale attractions for today are extremely important.

### \$116.25 8-Piece Dining-Room Suite, \$83.95



Illustrated, consisting of buffet, extension table and set of diners. Buffet, large case, genuine quarter-cut oak, colonial pillars. Extension table, quarter-cut oak, top 45-inch, heavy round pedestal, shaped feet, deep rims. Chairs have heavy shaped feet, slip seats, upholstered in genuine leather, 5 small and 1 arm chair. Regularly \$116.25. 8 pieces complete. August Sale price, \$83.95.

### \$120.50 8-Piece Dining-Room Suite, \$91.75



Illustrated, consisting of buffet, extension table and set of diners. Buffet, genuine quarter-cut oak case, heavy colonial design. Extension table, 45-inch top, genuine quarter-cut oak, movable seats, upholstered in genuine leather, 5 small and 1 arm chair. Regularly \$120.50. August Sale price, \$91.75.



**August FURNITURE AND Home Furnishings Sale**

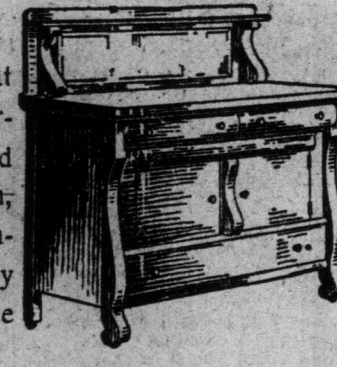
### \$41.00 Buffet \$30.50.

As illustrated at right, genuine quarter-cut oak, fumed and golden finish, raised panels on front, shaped mirror. Regularly \$41.00. August Sale price \$30.50.



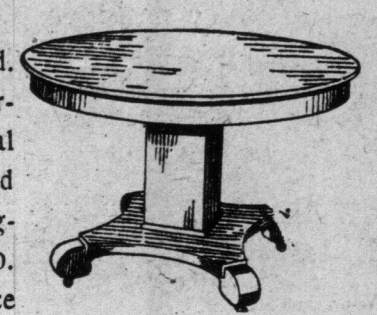
### \$49.50 Buffet \$35.75.

As illustrated at right, genuine quarter-cut oak, fumed and golden finish, massive case, colonial pillars. Regularly \$49.50. August Sale price \$35.75.



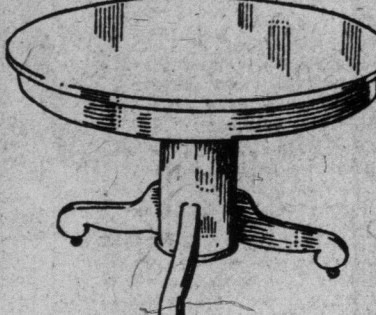
### \$32.50 Extension Table \$24.15.

As illustrated. Genuine quarter-cut oak, colonial feet, fumed and golden finish. Regularly \$32.50. August Sale price \$24.15.

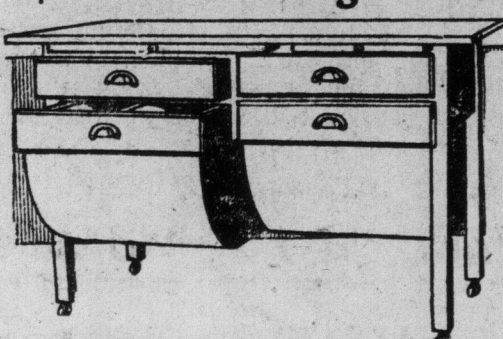


### \$28.75 Extension Tables \$19.45.

As illustrated. Solid oak, fumed and golden finish, shaped feet. Regularly \$28.75. August Sale price \$19.45.



### \$15.25 Baking Tables \$10.15



As illustrated, maple, natural and walnut finish, plain white top, has divided flour bin, cutlery drawer and kneading board. Regularly \$15.25. August Sale price \$10.15.

### 125 Pairs of Portieres at \$6.98, \$8.98 and \$10.98

They are all 7 feet 3 inches long, hemmed at top, and well made of good serviceable materials. At \$6.98 Pair—25 pairs only of plain green and red repp with banding on one side and bottom. The repp has slight imperfections, hence the reduction. Regular value \$10.25, for \$6.98. At \$8.98 Pair—50 pairs only of figured armure, in greens, reds and browns. Banded on one side and bottom with neat banding. Regularly \$10.75, for \$8.98 pair. At \$10.98 Pair—50 pairs only of Egyptian Cloth, in plain colors of greens, blues, rose or red. The material is of rich mercerized cotton with a silky finish, of heavy weight. Regular value \$14.75, for \$10.98 pair. Simpson's—Fourth Floor.

## An Explanation of the Home-Lovers' Club

So often we are asked how we can sell furniture on the Club Plan at same prices as cash. The answer really is, that furniture, etc., is a form of wealth, and we simply provide a means whereby it may be accumulated gradually. It is just like a savings account in a bank. Furnishing the home, keeping it bright and cheerful, comfortable and inviting all the time, is a splendid investment. It pays large dividends regularly in enjoyment and satisfaction. And our Home-Lovers' Club makes it easier to secure home needs. Pay part cash and arrange convenient payment of the balance—spreading it over a number of months.

Thousands of homes in Toronto have been furnished in this manner—by those who appreciate the advantages of purchasing at cash prices on the Home-Lovers' Club Plan from a firm which stands behind every article sold. No joining fee, no interest. Goods delivered immediately.

SEE CLUB SECRETARY—FOURTH FLOOR.

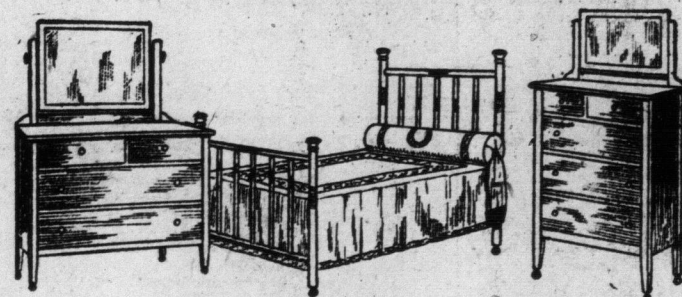
### 3-Piece Bedroom Outfit, \$59.60

Regularly \$84.75.

Consisting of brass bed, dresser and chiffonier, as illustrated. Brass Bed—heavy two-inch post, five fillers, special caps, all regular sizes and finishes. Dresser—genuine quarter-cut oak, fumed and golden finish; also genuine mahogany front and tops, bevelled plate mirror. Chiffonier—three large and two small drawers, fumed, golden and mahogany finishes, bevelled mirror. Three pieces complete. Regularly \$84.75. August Sale price, set \$59.60.

### 3-Piece Bedroom Outfit, \$72.65

Regularly \$99.25.



Dresser—front and top genuine mahogany, rubbed finish, colonial design, bevelled mirror. Chiffonier—five deep drawers, bevelled mirror. Brass Bed—heavy 2-inch posts and top rails, special ball corners, five 1-inch fillers, all regular sizes and finishes. Three pieces complete. Regularly \$99.25. August Sale price, set \$72.65.

## Special! High Class Wilton Rugs Reduced Today



Imported Rugs of extra fine weave, woven without seam. Rich colorings to harmonize with up-to-date color schemes. Only about 24 all told, so select early. Size 9 feet x 10 feet 6 inches, regularly \$89.50, sale price, \$68.95; size 8 feet 3 inches x 10 feet 6 inches, regularly \$99.50, sale price, \$78.95; size 9 feet x 12 feet, regular price \$175.00, sale price, \$149.50.

### Special! Scotch Tapestry Rugs at \$16.95

A seamless Scotch-made rug in real heavy quality. Good colors and designs. Size 6 ft. 9 in. x 9 ft. Special Sale price, each, \$16.95.

### Bedroom Rugs Reduced

Bright and attractive reversible rugs. Shades of two-toned brown, green and blue mixtures. Size 7 ft. 6 in. x 9 ft., sale price, \$8.95 each; size 9 ft. x 9 ft., sale price, \$9.95 each.

### Hemp Stair Carpet Marked Down

Small neat designs in two-toned shades of brown, blue and green. 27 inches wide, regularly \$80 yard, Special Sale price, 79c yard; 22 inches wide, regularly \$80, Special Sale price, 69c; 18 inches wide, regularly 75c yard, Special Sale price, 59c yard.

### Odd Rag and Novelty Rugs Clearing at \$1.95 Each

Light and dainty colorings. Different sizes. Regular values up to \$3.75. All clearing at \$1.95.

### Brussels Carpets, Special, \$1.95 Per Yard

A limited quantity, in heavy quality. Regular values to \$3.50 yard. Sale price, yard, \$1.95.

### Small Wilton Rugs at Cut Prices

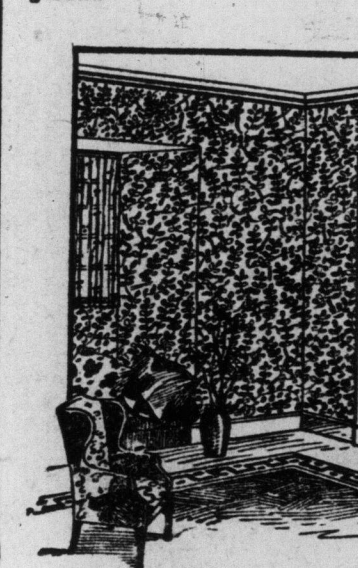
Small sized Wilton Rug. Two-toned colorings. Size 2 ft. 3 in. x 4 ft. 6 in., regularly \$10.50, sale price, \$8.95 each; size 2 ft. x 3 ft., regularly \$8.50, sale price, \$6.95 each.

## In the August Homefurnishing Sale of Wall Papers

are many remarkable values. Make your selection early from the hundreds of up-to-date designs in desirable styles and colorings for all the rooms in the house.

### 8.30 A.M. RUSH SPECIAL.

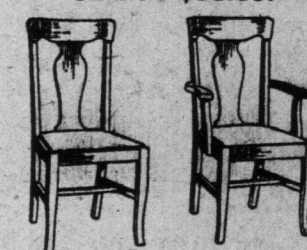
Imported Wall Papers. Regularly 65c to \$1.75. August Sale Price, 37½c. Tapestries, chintzes, fabric weaves and high-class conventional designs, including many new decorative effects for living-rooms, halls and dining-rooms. Fancy Stripe Papers for Bedrooms. Regularly 25c to 40c. August Sale Price, 17c. Floral Cut-out Border, 4c Yard.



American Tapestry Wall Paper. Regularly 65c. August Sale Price, 25c. 500 rolls fruit and foliage design, in rich shades of brown with green on fabric background. 1,000 Rolls Wall Papers and Ceiling Papers. Regularly 9c to 15c. Extra Special, 5½c. (Limit of 50 rolls to one customer.) Floral and conventional patterns on well covered grounds, for attics, bedrooms and stairways.

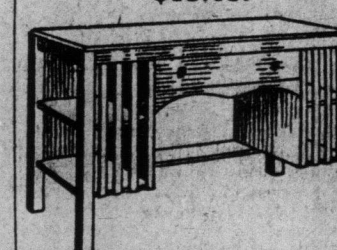
Tapestry Ceiling Papers. Regularly 20c to 35c. August Sale Price, 15c. Cream and buff grounds overprinted with fine lines to give tapestry appearance, suitable for living-room and hall ceilings. Duplex Varnish Stain, 49c Quart. Light Oak. Dark Oak. Stains and varnishes with one application, for floors and interior woodwork, dries hard and glossy. Berry Bros' Floor Wax, 28c Lb. Tin. Quick polishing wax that does not discolor hardwood floors, full weight tins. Special Brushes, Sale Price, 9c. 1½ inches wide, black bristles, with chisel end and securely bound. Simpson's—Sixth Floor.

### \$38.50 Set of Dining Chairs \$31.85.



As illustrated. Genuine quarter-cut oak, fumed and golden finish. Movable seats, upholstered in genuine leather, one arm and five small chairs. Regularly \$38.50. August Sale price, \$31.85.

### \$23.50 Library Table \$15.65.



As illustrated. Genuine quarter-cut oak, fumed finish only. Drawer opens from both sides. Double book racks. Regularly \$23.50. August Sale price, \$15.65.

## Specials in Extension Tables and Dining Chairs

### \$20.50 Extension Tables \$14.95.

Solid oak, fumed and golden finish, 42-inch top, shaped feet. Regularly \$20.50. August Sale price \$14.95.

### \$29.50 Extension Tables \$21.65.

Genuine quarter-cut oak, rubbed finish, 45-inch top. Regularly \$29.50. August Sale price \$21.65.

### \$36.00 Set Dining Chairs \$26.95.

Genuine quarter-cut oak, fumed and golden finish, seats upholstered in genuine leather, 5 small and 1 arm chair. Regularly \$36.00. August Sale price, \$26.95.

## 6 Big Offerings in the August Sale of Linens and Staples Today

- Check Toweling 33c Yard.**  
1,000 yards blue or red check glass toweling, medium weight, 21 inches wide. Reduced for August Sale, yard, 33c.
- Linen Crash Toweling 45c Yard.**  
800 yards Irish and Scotch pure linen crash roller toweling, with a red border, 17 inches wide. August Sale, today, yard 45c.
- Irish Linen Towels \$2.69 Pair.**  
200 pairs only of these famous Old Bleach Irish linen towels, hemstitched with fancy damask borders, bleached on the green grass. Size 22 x 38 inches. August Sale, today, pair \$2.69.
- Table Cloths \$2.85 Each.**  
Scotch damask table cloths made of fine mercerized yarns, very evenly woven in a variety of good designs. Size 64 x 64 inches. Reduced for the August Sale, today, each \$2.85.
- Table Napkins \$3.25 Dozen.**  
Damask table napkins of satin finish and fine even texture, the designs are spot, tulip, fleur-de-lis, shamrock, etc. Size 20 x 20 inches. Reduced for August Sale, today, per dozen, \$3.25.
- Double Bed Sheets \$4.35 Pair.**  
Extra heavy quality hemmed sheets, fully bleached plain weave, large size, 80 x 90 inches. Reduced for August Sale, today, per pair, \$4.35.

The **SIMPSON** Company Limited