

SIMPSON'S

Toronto's Coolest Shopping Place

SIMPSON'S

Rags, Draperies, Electric Fixtures, Wallpapers, Pictures, Added to the August Furniture Sale, Combine to Make a Greater Than Ever

Dine Today in the Palm Room

This delightful retreat is commodious and airy—the food is excellently cooked and well served—the prices are very moderate.

Canada Food Board License No. 10-4322.
BREAKFAST, 8.30 a.m. to 11.00 a.m.
DINNER, 11.30 a.m. to 2.00 p.m.
AFTERNOON TEA, 3.00 to 5.30 p.m.
A LA CARTE LUNCHEONS, at all hours.
—Sixth Floor.

Four Good Values in Electric Fixtures

Fixtures and Shades, \$38.75—House set of handsome design. Ceiling and wall lights have shades. Extra pieces for seven and eight-room homes can be added at small extra cost. These sets installed free within our delivery radius. Complete set, as shown, \$38.75.

Fixture and Shades, \$9.25—For parlors, dining-rooms and sitting-rooms, furnished in burnished brass with oxidized ornamented parts. Complete with colored shades, \$9.25.

Bowl and Hanger, \$8.70—Semi-indirect fixture. The hanger is finished with plain brushed brass. Bowl is made of soft-toned glass, with either blue or rose border. For large bedrooms, parlors or sitting-rooms. Bowl and hanger, \$8.70.

New Table Lights—Splendid variety, from a dainty little gold boudoir lamp at \$9.75 to the large living-room types priced from \$12.25 to \$27.50. Some have metal framed shades with art glass panels—others have the new all-glass shades with beautiful designs burned into the glass.

August Homefurnishing Sale

From now until the end of August, all homefurnishing sections will bring their combined power into action for a whirlwind of value-giving. Ordinarily the sale of Rugs, Draperies, Electric Fixtures, Pictures and Wall Papers is held during the entire month of August, but owing to increased market difficulties, shortage of labor and production, we're obliged to confine our efforts to two busy weeks. The occasion fairly hums with remarkable buying opportunities.

Really Remarkable Bargains in New Draperies



Sample Portieres Only 10 pairs in the lot. Some are velour lined with tapestry. Others are velour lined with velour, two different colors, which have gotten slightly marked through being used for display in the department. These are already marked at attractive prices, but to the lucky first ten customers this morning we will offer an additional saving of 25 per cent.

This is a very special offering, and to anyone requiring portieres our advice would be to be here at 8.30 a.m. today and take advantage.

Comforter Covering 29c.

26-inch Comforter Coverings—Cannot be duplicated at this price today. Variety of colorings, designs and grounds, 36 inches wide. About 50 pieces of standard quality silkline, also about 75 pieces of beautifully printed cotton. Ideal for light draperies. August Sale price, yard, 29c.

Egyptian Cloth \$1.98 Yd.

50-inch Egyptian Cloth—Richly mercerized in greens, browns, blue or rose. For portieres or curtains. Cannot be bought wholesale at this price today. August Sale price, yard, \$1.98.

Portieres \$12.49 Pair

Egyptian Cloth Portieres—Light and dark blue, rose or green. Heavy weight Egyptian cloth, richly mercerized—trimmed with tapestry borders on one side and bottom. 2 1/2 yards long, 50 inches wide. To buy the material and have them made the price would be nearer \$15.00. August Sale, special, pair, \$12.49.

Shadow Prints \$1.49.

50-inch English Reversible Shadow Prints—Yellow, pink, blue on light and dark grounds. Good weight material and have them made the price would be nearer \$15.00. August Sale, special, pair, \$1.49.

\$7.50 Swiss Curtain Nets \$5.00

There are several patterns to select from, 40 to 50 inches wide, some in ivory and others in ecru, beautiful quality, made in St. Gall, Switzerland, "The Home of the Swiss Curtain Makers."

Exquisite all-over designs which could be cut up and made into panels for the windows.

This is a bargain extraordinary to those wishing high-class attractive curtains. Special Home Furnishing Sale price, yard, \$5.00.

Tapestries \$1.69

These 60-inch tapestries could not be duplicated at this price today. There is a good choice of colorings and patterns, but only a limited quantity of each particular one. They are 50 inches wide and of good wearing quality. August Home Furnishing Sale, yard, \$1.69.

Lace Curtains \$1.19

An Attractive Line—English-made Nottingham Lace Curtains. Part of a splendid purchase. They are 2 1/2, 3 1/2 and 3 yards long, 250 pairs in the lot. August Home Furnishing Sale, pair, \$1.19.

No Better Time Than Now to Join the Home-Lovers' Club

August is the month of unsurpassed opportunities in the Home Furnishing Sections.

Our patrons have responded enthusiastically to the special sale announcements and taken advantage of the substantial savings.

And, naturally, the Home Lovers' Club has increased its membership considerably and is gaining more enrolments every day. Investigation has proved that no other system equals the convenience and economy of the Home-Lovers' Club.

If you are not a member, we urge you to seriously consider the many superior features of this shopping plan.

It costs nothing to join the Club—no fees or interest at all. Club members may buy anything for the home and obtain immediate use thereof upon making a nominal deposit. The balance is then spread over an arranged period. Could anything be fairer than that?

The Club Secretary will gladly explain further particulars without any obligation on your part.

Club Office—Fourth Floor.

Free Estimates on Decorating. Phone Main 7841, Wall Paper Department, for man to call. All paper hanging and painting done by our staff of decorators.

Substantial Reductions on Wanted Rugs Today

The comprehensive assortments of reliable wanted carpets and rugs and the superior values are the outcome of our foresighted planning—purchases being made during most favorable market conditions. Even if you don't need rugs immediately, it would be wise to anticipate future requirements.

Heavy Dundee Rugs Reduced

Woven in one piece, conventional and floral design, fresh, bright colorings.
Size 9.0 x 12.0. Regularly \$24.50. August sale price, \$12.25.
Size 9.0 x 10.6. Regularly \$21.50. August sale price, \$10.75.
Size 9.0 x 9.0. Regularly \$18.50. August sale price, \$9.25.
Size 7.6 x 9.0. Regularly \$15.00. August sale price, \$7.75.

\$45.00 Axminster Rugs \$38.95

Thick quality with deep and heavy pile. Handsome Oriental designs and colors. For living and dining-rooms.
Size 11.3 x 12.0. Regularly \$62.00. August sale price, \$54.95.
Size 9.0 x 12.0. Regularly \$46.00. August sale price, \$38.95.

Variety Tapestry Rugs Reduced

Wonderful variety of different patterns and colorings for any purpose. These rugs are getting scarcer every day.
Size 9.0 x 12.0. Regularly \$20.50. August sale price, \$17.95.
Size 9.0 x 9.0. Regularly \$17.00. August sale price, \$14.95.
Size 6.9 x 9.0. Regularly \$12.95. August sale price, \$10.95.

Sturdy Brussels Rugs Reduced

Oriental patterns or small two-tone effects. Dark shades for living-room or light colors for bedroom use.
Size 9.0 x 12.0. Regularly \$46.50. August sale price, \$41.25.
Size 6.9 x 10.6. Regularly \$35.00. August sale price, \$32.75.

LINOLEUM!

Four Yard Width Reduced. Special offer, several hundred yards of heavy quality and well-seasoned linoleum. Good tile patterns and floral effects. In wide width that will cover your room without a seam. A few yards are imperfect in printing, but the majority are perfect. Special Sale price, square yard, \$1.05.

Traveler's Samples and Show Room Framed Pictures 1-3 Off Regular Prices

Buy Them Through the Home-Lovers' Club. We will devote separate walls to these beautiful pictures. They comprise real hand-colored prints, photographs, etchings and color types. A large range of subjects and framed in the latest designs of antique gilt, Roman gold, cretanian walnut, mahogany. A few ovals and circles on sale. Today, \$1.75 to \$12.50.

Mouldings Reduced. 4-inch antique gilt, hand-carved, pierced solid wood moulding, exquisite detail. Suitable for oil paintings. Regularly \$1.25 per foot. Today, 75c. 3-inch antique gilt gold, attractive pattern. Regularly 65c, for 40c foot. 1 1/2-inch antique gilt, Celtic pattern, for water color prints. Regularly 50c, for 15c foot. 1-inch brown polished and plain grain wood, sepi prints. Regularly 30c foot, for 10c. 1-inch mahogany finish, polished tray moulding. Regularly 12c, for 7c.

A Clear-Cut Saving of \$80.75 on This Complete Home Set for 4 Rooms---22 Pieces, \$211

Purchasable Through the Home-Lovers' Club in Separate Sets or Complete

\$16.35 Off This Parlor Suite.
4-Piece Parlor Suite, including settee, arm chair, arm rocker and parlor table. Regular value, \$57.75. August Sale price, \$41.40.
Parlor Suite of highly polished mahogany finish, spring edge, button band. Covered in good grade of tapestry. Parlor table, heavy round top, pedestal platform base. 4 pieces complete. Regular value, \$57.75. August Sale price, \$41.40.

\$23.75 Off This Bedroom Suite.
6-piece Bedroom Outfit, including dresser, chiffonier, brass bed, spring and mattress. Brass bed, 2-inch posts, heavy top rails, 5 fillers. All sizes. Bright, poliole or satin finish. Dresser, base of solid mahogany, 2 large and 2 small drawers. Large bevelled mirror, Chiffonier to match above dresser. Mattress, half seagrass, half jute felt, roll edge. Covered in art ticking. Spring, metal frame, woven wire fabric; five pieces complete. Regular value, \$90.75. August Sale price, \$67.00.

\$25.50 Off Dining Suite.
Illustrated, 6-piece Dining-room Suite. Buffet, genuine quarter-cut oak, fumed or golden finish. Doily, cutlery and linen drawers. Extension Table, quarter-cut oak top, heavy square pedestal, platform base. Extends to 6 feet. Five small chairs and 1 arm chair. Selected quarter-cut oak, shaped top rails, panel backs. Slip seats upholstered in genuine leather. 8 pieces complete. Regular \$101.75. August Sale price, \$76.25.

\$8.15 Off Kitchen Set.
Illustrated, 6-piece Kitchen Cabinet Outfit, includes glass door kitchen cupboard, baking cabinet and three chairs. Cupboard has 2 cutlery drawers, top fitted with 2 glass doors and shelves. Baking cabinet, gum natural finish. Bin divided for sugar and meal—drawer for cutlery. Three kitchen chairs, golden finish. 5 pieces complete. Regular value, \$84.80. August Sale price, \$76.65.

This Solid Quarter-Cut Oak Dresser \$23.95
Dresser, illustrated, solid quarter-cut oak, fumed or golden finish, Colonial design, bevelled plate mirror. Regular value \$32.00. August Sale price, \$23.95.

\$117.00 to \$140.00 Bedroom Suites \$98.00
Brass Beds, heavy 2-inch posts and top rod, special ball corners, five heavy 1-inch fillers. All regular sizes and finishes. Regular value \$31.00. August sale price, \$24.95.
Three Bedroom Suites, 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 mirror. Bed, double size. Set complete, four pieces to match. Used on floor as samples and are slightly imperfect. Must be sold complete. Regular value \$117.00 to \$140.00. August sale price, \$98.00.

Table Flatware
Buy Through the Home-Lovers' Club.
Rogers' 1847, in "Cromwell," "Priscilla" and "Continental" Patterns.
Coffee Spoons, \$5.50 dozen.
Tea Spoons, \$5.50 dozen.
Dessert Spoons or Forks, \$10.00 dozen.
Table Spoons or Medium Forks, \$11.00 dozen.
Dessert Knives, solid handles, \$7.00 dozen.
Medium Knives, solid handles, \$7.50 dozen.
Dessert Knives, hollow handles, \$15.00 dozen.
Medium Knives, hollow handles, \$16.00 dozen.
Fruit or Berry Spoon Servers, \$2.25 each.
Cold Meat Serving Forks, \$1.50 each.
Butter Knives, \$1.10 each.
Sugar Shells, \$1.00 each.
Community Plate, in "Sheraton," "Patrician" and "Georgian" Patterns.
Coffee Spoons, \$6.00 dozen.
Tea Spoons, \$6.00 dozen.
Dessert Spoons or Dessert Forks, \$11.00 dozen.
Table Spoons or Medium Forks, \$12.00 dozen.
Dessert Knives, solid handles, \$9.90 dozen.
Medium Knives, solid handles, \$10.00 dozen.
Dessert Knives, hollow handles, \$15.50 dozen.
Medium Knives, hollow handles, \$16.00 dozen.
Fruit Spoons, each \$2.50.

50-Inch Solid Oak Buffet \$29.15
Buffet, genuine quarter-cut oak, 50-inch case; has doily, cutlery and linen drawers. Heavy plank top, cross band veneered. Heavy colonial effect. Regular value \$42.50. August Sale price, \$29.15.
Odd Parlor Tables, quarter-cut oak, polished finish. Also in genuine veneered mahogany. Regular value \$10.50 to \$11.50. August Sale price, \$4.15.
Baking Cabinet, of selected gumwood, natural finished top. Made with two deep bins—one divided for sugar or meal, cutlery drawer and kneading board. Regular value, \$11.00. August Sale price, \$8.65.

25.15
Buffet, solid oak, fumed or golden finish, mission design, linen and cutlery drawers, bevelled plate mirror. Regular value, \$35.50. August Sale price, \$25.15.

12.65
As illustrated, Extension Table, solid oak, fumed finish, pedestal base, shaped feet, deep rim, 44-in. top, extends to 6 ft. Regular value, \$20.50. August Sale price, \$12.65.

25.15
Buffet, solid quarter-cut oak, fumed or golden finish, 48-inch top, two small and one long drawer, shaped feet, large bevelled plate mirror. Regular value, \$36.00. August Sale price, \$25.15.

12.65
Extension Table, solid quarter-cut oak, 45-inch top, extends to 6 ft., heavy shaped feet, octagon rim. Regular value, \$26.50. August Sale price, \$12.65.

THE SIMPSON LINE

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