

SIMPSONS AUGUST FURNITURE SALE

Notwithstanding the uncertain condition of the furniture industry and the consequent shortage of production, we have been singularly fortunate in obtaining such a comprehensive stock of quality furniture at lesser prices as will win the good opinions of everybody interested in the furnishing of a home.

Of course our advantageous business connections with foremost furniture manufacturers are largely the reason for our superior assortments and values.

Knowing this sale to be a fixed yearly event, these manufacturers worked hand in hand with this store to produce even better furniture than heretofore.

This better class furniture is not higher priced. Rather it is marked much lower than furniture not so good offered elsewhere.

Most furniture looks good in the advertisements and it usually looks good when you first see it. Certainly it does. Nobody would buy it if it weren't good looking.

But, if the QUALITY isn't in the goods, the "looks" won't last long, as witness the unsightly appearance of cheap furniture after a little while of service.



A Word to Our Customers About The Home-lovers' Club

Founded upon the basic principle of "service to the customer" this home-furnishing plan has been adopted by thousands of thrifty homekeepers.

It is the answer to an insistent demand for a convenient shopping system of merit and dignity in conjunction with the purchase of things for the home.

Club membership is entirely free of charge—no fees, dues or other extras at all. And Club members enjoy the economy of buying at special sale prices.

The successful record of the Home-Lovers' Club proves its unquestioned popularity with that large and representative class whose homes make Toronto the beautiful city that it is.

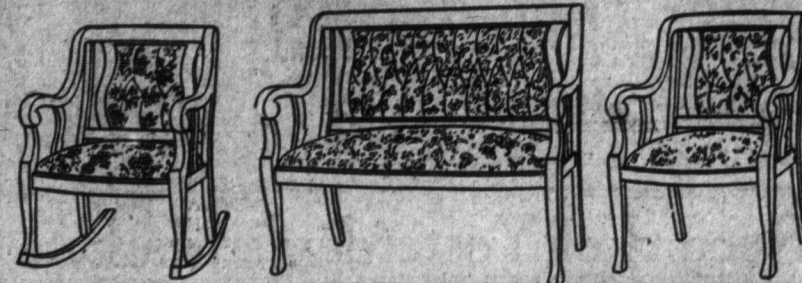
Now, when the August sale pours forth its wealth of genuine economies, is the best time of the year to join the Club. We suggest that you confer with the Club Secretary, Fourth Floor, and learn what suitable arrangements can be made for you. Club Secretary, 4th Floor.

No amount of polish can gloss over the defects of knot holes, puttied up cracks and seams, ill-fitting joints and unseen imperfections.

It takes QUALITY furniture to come out with flying colors at the end of years of constant service. Such is Simpson furniture.

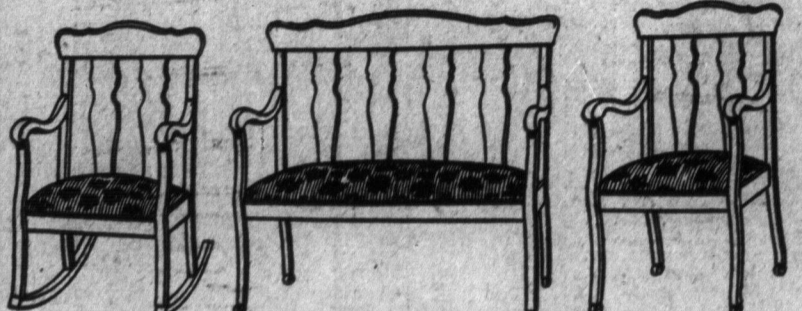
You need not take our say—come and see for yourself that Simpson furniture is actually made according to the highest specifications of quality for the money. Your visit of inspection puts you under no obligation to buy. Our salesmen will be glad to answer any questions as well as advise and suggest if necessary.

50 Carloads of Quality Furniture Start the Sale Today!



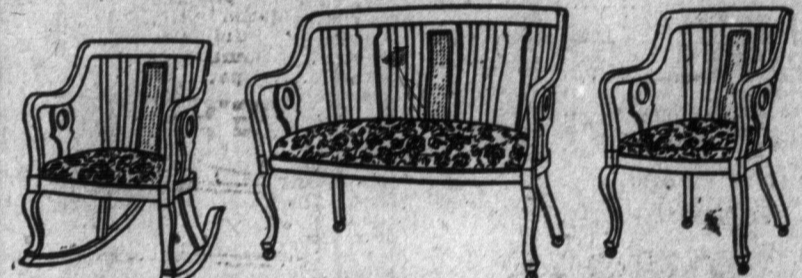
August Sale Price \$52.00
Regular Value \$68.25

As illustrated—Parlor Suite—top rails, arms and legs of solid mahogany. Spring seats, upholstered in mixed silk tapestries. Sale price, \$52.00.



August Sale Price \$25.00
Regular Value \$31.00

As illustrated—Parlor Suites, of birch mahogany—highly polished finish spring seats. Seats consist of settee, arm chair and arm rocker. Covered in good grade tapestry. Regularly \$31.00. August Sale price, \$25.00.



August Sale Price \$49.75

As illustrated—Parlor Suite, with solid mahogany, top rails and arms. Highly polished, cane panel in back. Spring seats, upholstered in mixed silk tapestry. August Sale price, \$49.75.

A Column of Bargains

Dressers of Genuine 3/4-cut oak, fumed or golden finish, made with 2 deep and 2 small drawers, large bevelled plate mirror, wooden trimmings, would be \$29.00. August Sale price, \$18.85.

Princess Designed Dressers, of genuine 3/4-cut oak and veneered mahogany, full shaped front, has 1 long and 2 small drawers, wood trimmed. Regular price \$33.50. August Sale price, \$24.50.

Dressers of birch mahogany finish, 3 drawers, made with turned standards and large bevelled mirror. Would be \$18.50. August Sale price, \$14.25.

Dressers of surface oak, golden finish, shaped top, large bevelled plate mirror. Would be \$20.00. August Sale price, \$15.95.

Kitchen Cabinet of solid oak—Flat finish, with roll curtain front, detachable flour bin, glass sugar bin, with swing arms, small cutlery drawers, white enamel interior, metal bread and cake box, and sliding shelves; has porcelain bake board. Regular price \$44.25. August Sale price \$39.85.

Dining-room Chairs, of solid quarter-cut oak—Golden finish only, box frames and slip seats, in leather. Sets consist of 5 small and 1 arm chair. Regular price, \$27.50. August Sale price, \$21.45.

Iron Beds of pure white enamel, 2-6 and 3-0 sizes only. They have brass caps, others plain. Regular prices, \$4.00 to \$5.75. August Sale price, \$2.95.

Mattresses of seagrass and jute felt both sides and ends, and full depth border, covered in art ticking. August Sale price, \$4.95.

Mattresses of fibre centre and jute felt both sides and ends, soft and comfortable. All regular sizes. August Sale price, \$7.20.

Mattresses, built in layers, not stuffed. They are of jute felt, deeply tufted, having full depth border and roll edge. Covered in good grade of art ticking. All regular sizes. August Sale price, \$13.50.

Divanettes of solid oak, fumed finish, upholstered in imitation Spanish leather. Complete with spring and mattress. Regular price, \$38.75. August Sale price, \$32.65.

Divanettes of solid oak, fumed or golden finish, upholstered in imitation leather, bed at night. Has link fabric spring and soft, comfortable mattress. Regular price, \$45.75. August Sale price, divanette complete, \$36.95.

Pillows, all feathers, size 18 x 26. August Sale price, pair, \$1.80.

Couches of genuine oak, full-bodied springs, upholstered in good grade of imitation Spanish leather. Regular price, \$22.50. August Sale price, \$19.75.



\$26.95

As illustrated—Dining-room Chairs, of solid quarter-cut oak—fumed or golden finish—mission design. Flush joints, and block corners. Slip seats, in genuine leather. Sets consist of 5 small and 1 arm chair. Regularly \$35.50. August Sale price, \$26.95.



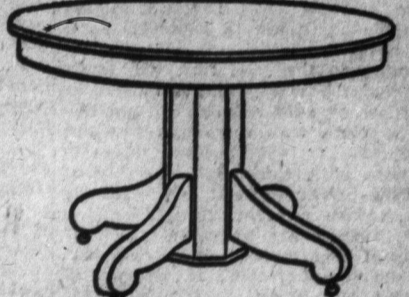
\$25.95

As illustrated—Dining-room Chairs, of genuine quarter-cut oak—fumed or golden finish—heavy arms and legs well braced. Slip seats, in genuine leather. Sets consist of 5 small and 1 arm chair. Regularly \$31.50. August Sale price, \$25.95.



\$26.15

As illustrated—Dining-room Chairs, of selected quarter-cut oak—fumed or golden finish. Seats of genuine leather. Sets consist of 5 small and 1 arm chair. Regularly \$31.75. August Sale price, \$26.15.



\$19.85

As illustrated—Extension Table of solid quarter-cut oak, 45-inch top, extends to 6 feet, heavy shaped feet, octagon rims. Regular price \$26.50. August Sale price, \$19.85.



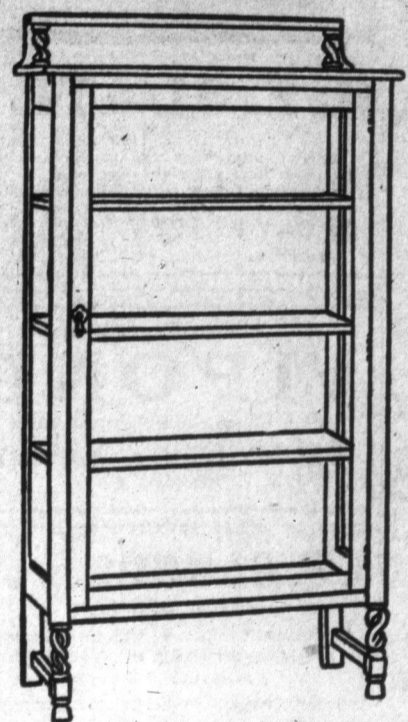
\$11.95

As illustrated—Extension Tables, of solid oak, 42-in. top; heavy square pedestal; shaped feet; 6 feet when extended. Regular price \$15.25. August Sale price, \$11.95.

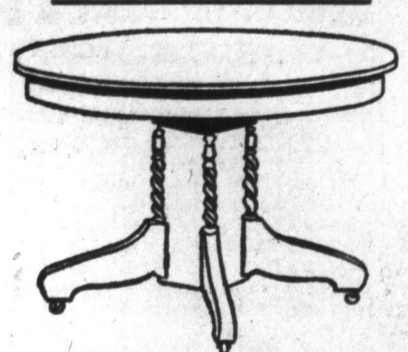
Baking Cabinets, of gumwood—natural finish, having deep drawer, which is divided for flour or meal; also drawer for cutlery. Would be \$9.00. August Sale price, \$6.70.

China Cabinets \$12.45

Opening Special



As illustrated—China Cabinet, of solid oak—fumed or golden finish, glass doors and ends. Jacobean design. Also can be used as bookcase. Regularly \$21.50. August Sale price, \$12.45.

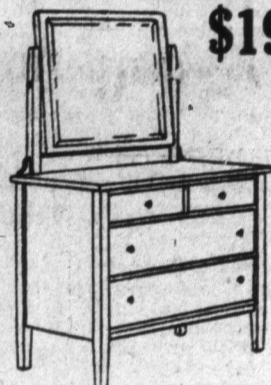


Big Bargain \$13.45

As illustrated—Extension Table, of solid oak—fumed or golden finish; Jacobean pillars; 44-in. top, extends to 6 feet. Would be \$21.00. August Sale price, \$13.45.

Extension Tables, of solid quarter-cut oak—fumed or golden finish; dividing pedestal—double locks. Extend to 8 feet. Regularly \$34.50. August Sale price, \$27.25.

This Dresser for \$19.45

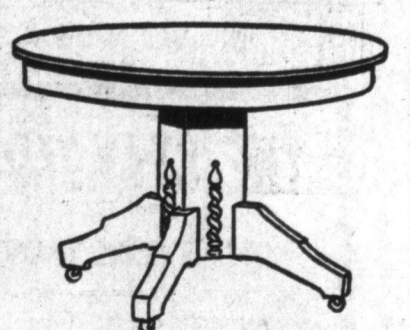


As illustrated—Dresser, with base of solid mahogany—dull finish. Wooden pulls. Large bevelled plate mirror. Would be \$30.00. August Sale price, \$19.45.

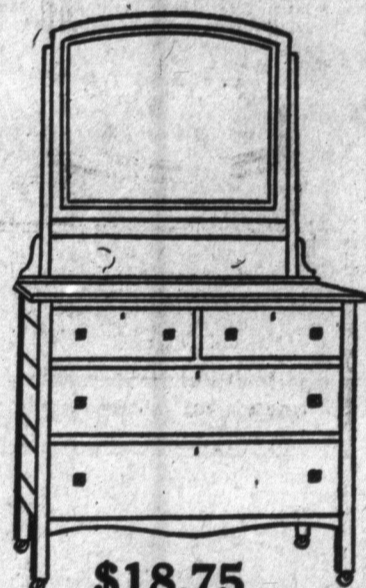
Chiffoniers, \$17.95

As illustrated—Chiffonier—Base of solid mahogany. Bevelled plate mirror. Regularly \$24.50. August Sale price, \$17.95.

Just \$12.65 for This Extension Table

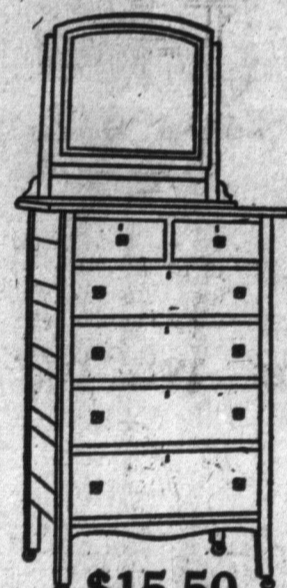


As illustrated—Extension Tables, of solid oak—fumed or golden finish. 44-inch top; extends to 6 feet. Would be \$20.50. August Sale price, \$12.65.



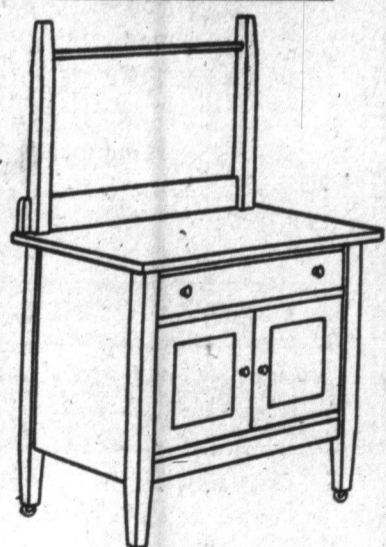
\$18.75

As illustrated—Dresser of pure white enamel; also in empire mahogany finish. Large case—good drawer accommodation; large bevelled plate mirror. Would be \$25.50. August Sale price, \$18.75.



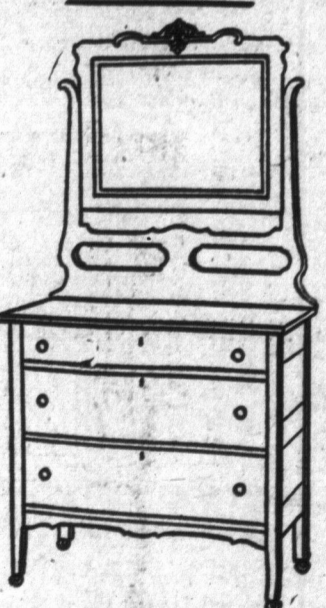
\$15.50

As illustrated—Chiffonier, pure white enamel; also obtainable in empire mahogany finish. Large bevelled plate mirror. Would be \$23.25. August Sale price, \$15.50.



This Genuine Oak \$6.95

As illustrated—Washstand of genuine quarter-cut oak—fumed or golden finish. Extra well made, having heavy back standards, large drawer, and good cupboard space. Would be \$12.75. August Sale price, \$6.95.



Pure White Enamel \$17.25

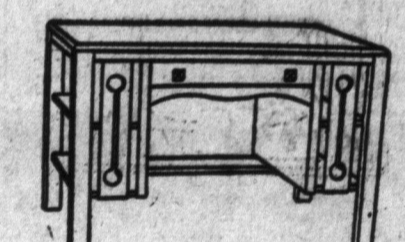
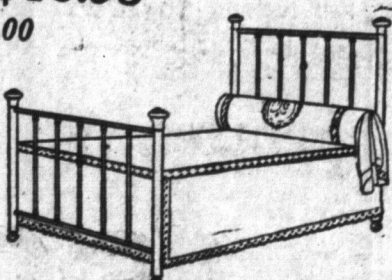
Dresser of pure white enamel and mahogany finish; deep drawers, and locks; wooden pulls; bevelled plate mirror. Would be \$32.50. August Sale price, \$17.25.

Brass Beds at \$16.95

Regularly \$21.00

Brass Bed, similar to illustration—has heavy 2-inch posts, 1-inch top rail, special caps and trimmings. Bright, polette or ribbon finish. All regular sizes. Would be \$21.00. August Sale price, \$16.95.

Brass Beds, with heavy 2-inch posts and top rail; five 1-inch fillers; ball corners. Would be \$31.00. August Sale price, \$24.95.



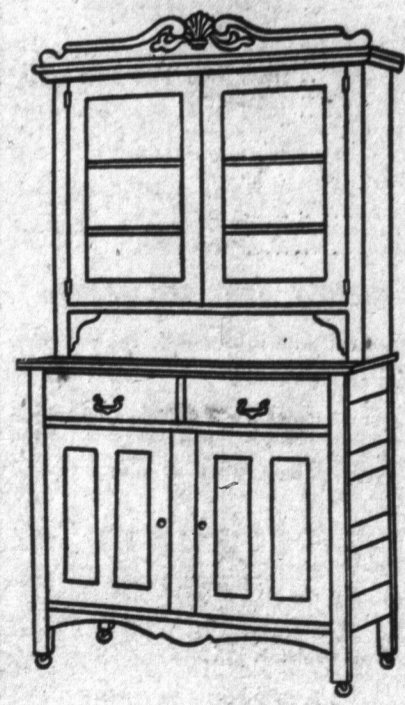
This Handsomely Designed Library Table Only \$16.95

Seasoned Genuine Quartered Oak

As illustrated—Library Tables, in solid quarter-cut oak, fumed finish only. Drawers opening from both sides; double book racks. Size 28 x 42. Regular price \$20.00. August Sale price, \$16.95.

Kitchen Cabinets \$16.95

Opening Special



As illustrated—Kitchen Cupboards, in surface oak, golden finish, 2 drawers small, large cupboards, glass doors on top. Regular price, \$22.50. August Sale price, \$16.95.

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