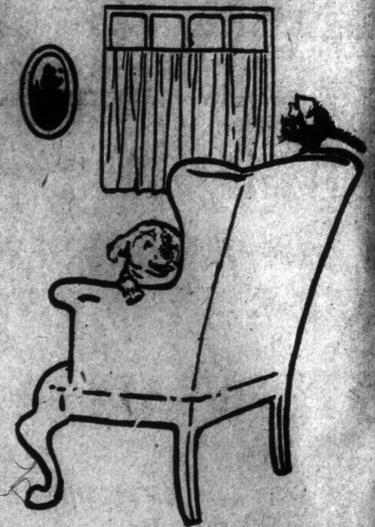


Only One More Week of Simpson's Homefurnishing Sale

Starting Today 'Twill Be a Week of Values Extraordinary

Simpson's August Homefurnishing Sale depends on nothing else but merit to attract and hold your patronage. The reductions are always commendable and inviting, but this year, owing to the unusually favorable co-operation of many large manufacturers the savings offered are bigger than in past seasons. The far-reaching character of the planning enables us to offer values today that compare in every way with those offered the first day of the sale.

No matter how humble your purchase, you'll find in it the same comparative standard of quality as that expressed in the real expensive pieces. We select everything with the utmost care.



Today's Floorcovering Savings Command Every Home-lover's Attention

Seamless Axminster Rugs
Reduced to \$31.95
These handsome Axminster Rugs are woven in one piece in rich Oriental patterns and medallion centres, suitable and up-to-date in every way for living-rooms or dining-rooms anywhere. Special clearance of one size only—9 ft. x 12 ft. Today, each \$31.95

Reversible Smyrna Rugs,
Regular \$5.50, for \$3.95
Extra good value in these Reversible Rugs, both sides alike, and in shades of blue, tan and cream mixtures, and in a quality that will stand lots of hard wear. Size 30 in. x 60 in. Regularly \$6.50. Today special \$3.95

Tapestry Rugs, Regular
\$11.50, for \$8.95
Two hundred only, real Scotch Tapestry Rugs, in good conventional and floral patterns, in two sizes only, 2 1/4 yards by 3 1/2 yards and 2 1/4 yards by 2 yards. Regular values up to \$11.50 each. Today special \$8.95

Heavy Printed Oilcloth, 42c
Per Square Yard
Only a few dozen rolls of this well seasoned, reliable Oilcloth. May be had in good designs and in various colors. Two widths only, 36 and 72 inches. On sale today special at, per square yard 42c

English Bath Mats Reduced

Closely-woven Bath Mats, in fast colors, such as old gold, mauve, cream and rose, with conventional pattern or plain centres, with band borders.

27 x 54 in.	Regularly \$3.75	Today, special 1.49
22 x 45 in.	Regularly \$2.75	Today, special 1.19
18 x 34 in.	Regularly \$1.75	Today, special .89

Today is a Good Day to Buy Curtains

275 PAIRS SCRIM CURTAINS IN A FRIDAY SALE
At \$1.49 Per Pair—Dainty Scrim Curtains, in both ivory and ecru colorings, in the popular sill length, 2 1/2 yards. Some are finished with hemstitching, and others have attractive lace edgings. Suitable for bedrooms and dining-rooms. Today, per pair 1.49

At \$1.95 Per Pair—Fine Curtains of scrim and voile, well-made and cut by the thread so that they will always hang evenly. Choice of ecru or light cream shades, with lace insertion and lace edges. Today, per pair 1.95

At \$2.39 Per Pair—125 pairs of fine quality scrim, voile and marquisette curtains, in white, ivory or ecru colors, presenting a splendid range of desirable styles to choose from. All are neatly finished with double hems and lace edging, or pretty lace insertion and edging to match. Especially appropriate for your parlor or living-room. Today, per pair 2.39

Save on Mourzouk Rugs Today

The entire stock of our Mourzouk Fibre Rugs in the better quality and in the closest weaves, are offered to you at greatly reduced prices. Obtainable are plain centres, with plain band or key borders, or handsome Grecian designs. Shades of blue, green and natural tints.

- Size 8 x 10, Regularly \$13.50, Today Special \$9.95
- Size 6 x 9, Regularly \$9.25, Today Special \$7.45
- Size 6 x 7.6, Regularly \$8.50, Today Special \$6.95
- Size 4.6 x 7.6, Regularly \$6.50, Today Special \$4.95
- Size 3 x 5.3, Regularly \$2.75, Today Special \$1.95

Certainly an Advantageous Time to Buy Brass Beds, Mattresses, Parlor Suites, Etc.

- Brass Beds**, with heavy 2-in. posts. Regular price \$15.75. August Sale 12.75
- Brass Beds**, with heavy 2-in. posts, in bright, polette or satin finish. Regular \$26.00, for 20.65
- Brass Beds**, with heavy 2-in. posts, in bright, polette or satin finish. Regular \$29.50, for 22.50
- Satin Finish Brass Beds**, with heavy posts and top rail. Regular \$32.00, for 22.95
- Brass Bed**, with heavy 2-in. and continuous posts, bright, polette or satin finish. Regular \$31.50, for 25.45
- Brass Bed, Spring and Mattress**, complete. Bed has heavy 2-in. posts, 1-in. top rod. Mattress of seagrass and jute felt. Closely-woven wire fabric rope edge spring. \$24.75, for... 19.85
- Divanette**, frame of genuine oak, in fumed finish; settee or double bed. Divanette complete with spring and mattress. Regular \$39.00, for..... 30.98
- Art Ticking Mattresses**, of seagrass centre, jute felt sides and ends, deeply tufted. \$4.50, for 2.95
- Art Ticking Mattresses**, of seagrass centre, jute felt sides, full depth border. \$7.50, for... 6.45
- Art Ticking Mattresses**, all filled with jute felt, built, not stuffed, deeply tufted. \$9.75, for 7.50
- Art Ticking Mattresses** of pure cotton felt, built in layers, not stuffed. Regular \$13.00, for 10.95
- Closely-Woven Wire Fabric Spring**, with heavy iron frame and heavy cable supports. Regular \$4.50, for 3.55
- Metal Frame Spring**, of double woven wire, with rope edge, and heavy cable supports. Regular \$5.50, for 4.25
- Guaranteed Not to Sag Spring**, with iron frame, made of extra closely-woven wire fabric. Regular \$5.25, for 4.35
- Box Spring**, of oil tempered spiral springs, covered with canvas, heavy layer of jute felt. Regular \$15.75, for 13.95
- Children's White Enamel Cribs**, with patent sliding side, made with link fabric spring. Price 6.25



The Home-Lovers' Club Places Opportunity Squarely Before You

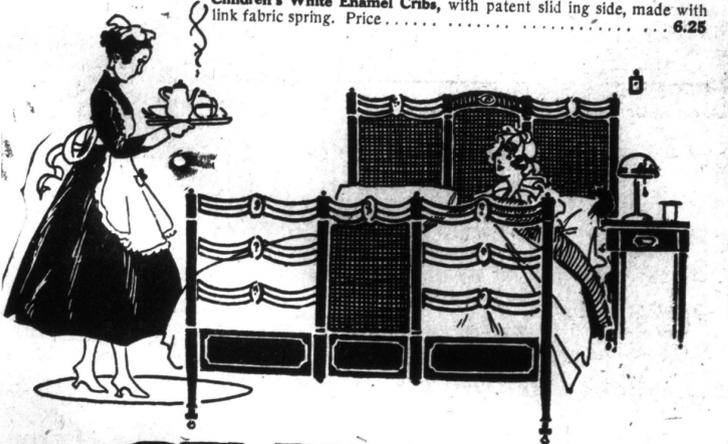
By becoming a member of the Home-lovers' Club you are privileged to buy when buying is the best, paying the same low price as that paid by the cash patron, only having your payments deferred. Instead of "paying out" the lump sum of the purchase amount at one time, you may have your payments spread over a stipulated period.

Not one penny is charged by the store or the club for this liberal advantage, not one penny do you pay in interest or in dues---it is absolutely free to join.

Furniture, Carpets, Rugs, Draperies, Phonographs, Baby Carriages, Wall Papers, Paints and the like are purchasable on the club plan.

Any responsible person may be enrolled in the Home-lovers' Club.

Consult the Club Secretary Today, Fourth Floor



SIMPSON

"Anne's House of Dreams" Ready Today A New Story By L. M. Montgomery

Isn't it a bewitching title? And when you see the special colored design on the cover of the book you will enthuse about it. The story is sweet, wholesome and certainly intensely interesting. Anne is now married, and her new home and her new friends form a tale of surpassing interest. On sale now. Price 1.25



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