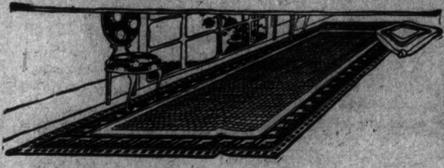


Only Two More Days of the Homefurnishing Sale



This Sale will close Friday night—the low sale prices now in effect will then go into history. There are two more days for you to benefit by this record-breaking Homefurnishing Sale. Make every effort to attend this great Sale today.

RUGS

Store Hours

Store opens daily, including Saturday, at 8.30 a.m. Closes at 5.30 p.m.

We Pay Freight

and Express Charges on purchases of \$10.00 or more to any station in Ontario.

Dine

in the Palm Room, on our Sixth Floor. Breakfast, Dinner and Afternoon Tea are served at moderate prices.

Use This Store's Conveniences

Free Parcels Check Room, Rest Room in which to meet your friends and write your letters, Post Office, Telegraph Station, Telephone and Information Bureau.

The **SIMPSON** Company Limited

Featuring a Few of the Many Bargains in Room-sized Rugs for Today

Wilton Rugs at Cut Prices
This Rug is very suitable for living-room or dining-room, being an all-over Chinese design, on a red ground, with small green and tan figure. Size 9 ft. x 10 ft. 6 in., regular \$49.75, special, \$39.75; size 9 ft. x 12 ft., regular \$57.25, special, \$47.25.

Axminster Rug, Special, \$19.95
In shades of cream, old rose and green; very rich and mellow in tone; suitable for parlor or living-room. Size 6 ft. 9 in. x 9 ft. Regular \$23.75. Special 19.95

\$13.50 Tapestry Rugs for \$11.95
Three designs only in this very serviceable and inexpensive rug; suitable for bedrooms or dining-rooms; floral effects, in fawns and greens; also conventional designs, in blues and tans. Size only 9 ft. x 9 ft. Special 11.95

Extra Special in Mottled Axminster Rugs
This Rug is very closely woven and will give good, hard wear; it has a mottled centre, with plain band borders of blue, green and brown at each end. Size 4 ft. 6 in. x 7 ft. 6 in. Regular \$10.75. Special 7.65

Big Savings in Brussels Rugs
Three very useful sizes in Brussels Rugs, suitable for dining-room or bedroom; small conventional figure, in shades of green, fawn and old rose. This rug is a very popular weave, well-known for its durability, and is easily kept clean. Size 6 ft. 9 in. x 9 ft., special, \$13.95; size 9 ft. x 10 ft. 6 in., special, \$21.95; size 9 ft. x 12 ft., special, \$23.95.

Wool Bordered Cocoa Mats, \$2.69
A very fine quality English-made Cocoa Door Mat, with heavy wool border in green or crimson; suitable for inside use; has a very closely woven brush. Size 20 in. x 33 in. Regular \$3.50. Special 2.69

Out-of-town Folks

Are Also Eligible for Membership in the

Home-lovers' Club

Any responsible person may become a member—and members have the privilege of buying furniture, rugs, pictures, phonographs, etc., with part cash payment, and have the balance spread over an extended period.

This is a cash store, and we have only one price for everybody—the lowest cash price. Home-lovers' Club members pay no interest, and enjoy the same low prices as those who pay all cash. See the Club Secretary, Office on Fourth Floor.



Do It Now--

Buy the Furniture You Need From

This List of Big Values---These Prices Will Prevail Only Two Days More

- \$24.75 Extension Table, \$18.75**
Extension Table of solid quarter-cut oak, fumed or golden finish, twin pedestal base, 48-in. top, double locks, 8 ft. when extended. Regular price \$24.75. August sale 18.75
- \$29.50 Extension Table, \$22.45**
Extension Table of solid quarter-cut oak, fumed or golden finish, 48-in. top, 8 ft. when extended, heavy dividing pedestal. Regular price \$29.50. August sale 22.45
- \$30.00 Buffet, \$23.95**
Buffet of solid oak, fumed or golden finish, colonial design, base fitted with dolly, cutlery and linen drawers; good cupboard space; back has colonial pillars, fitted with large plate mirror. Regular price \$30.00. August sale 23.95
- \$41.50 Buffet, \$29.85**
Buffet of solid quarter-cut oak, fumed or golden finish, colonial design, 55-inch case, heavy plank top, cross band veneer edges; dolly, cutlery and linen drawers, good cupboard space. Regular price \$41.50. August sale 29.85
- \$46.00 Buffet, \$34.00**
Buffet of solid quarter-cut oak, 54-inch case, top drawer shaped, good cupboard space, large linen drawer, heavy plank top, cross band veneer pillars, heavy plate mirror on back. Regular price \$46.00. August sale 34.00
- \$54.50 Buffet, \$37.75**
Buffet of solid quarter-cut oak, Jacobean design and finish, 52-in. case, twisted pillars, heavy shaped glass on back, case fitted with linen and lined cutlery drawer, good cupboard space. Regular price \$54.50. August sale 37.75
- \$15.75 Brass Bed, \$12.75**
Brass Bed, in bright, polished or satin finish, all regular sizes, heavy 2-in. posts, 5 fillers, 1-in. top rod, special caps. Regular price \$15.75. August sale 12.75
- \$33.50 Brass Bed, \$21.95**
Brass Bed, satin ribbon finish, only 4.6 size, has heavy 2-in. posts with special caps, extra heavy trimmed, 5 fillers with gallery. Regular price \$33.50. August sale 21.95
- \$36.00 Brass Bed, \$23.95**
Brass Bed, heavy 2-in. posts and top bars, special ball corners, 5 heavy fillers, supplied in satin ribbon finish, 4.6 size only. Regular price \$36.00. August sale 23.95
- \$31.50 Brass Bed, \$25.45**
Brass Bed, 2-in. continuous posts, five 1-in. fillers with gallery; supplied in bright, polished or satin finish. All regular sizes. Regular price \$31.50. August sale 25.45
- \$28.00 to \$29.50 Settees, \$14.95**
3 only, Parlor Odd Settees, frames of genuine mahogany, panel and slat backs. Regular \$28 to \$29.50. August sale 14.95
- \$11.00 Dresser, \$8.45**
Dresser of surface oak, golden finish, three large drawers, brass trimmed, back fitted with beveled plate mirror. Regular price \$11.00. August sale 8.45
- \$28.50 Dresser, \$19.45**
Dresser of solid quarter-cut oak, golden finish only; good drawer space, wood trimmed, back fitted with large beveled plate mirror. Regular price \$28.50. August sale 19.45
- \$20.00 Chiffonier, \$11.65**
Chiffonier, slightly imperfect, pure white enamel, four large drawers, back fitted with large plate mirror. Regular price \$20.00. August sale 11.65
- \$23.50 Chiffonier, \$17.95**
Chiffonier to match above dresser, solid quarter-cut oak, golden finish, three large drawers and two small drawers. Regular price \$23.50. August sale 17.95
- \$17.25 Kitchen Cupboard, \$14.15**
Kitchen Cupboard, of hardwood, golden finish, base is fitted with cutlery drawer, and good cupboard space, top has 2 glass doors, fitted with shelves for china. Regular price \$17.25. August sale 14.15
- \$39.50 Kitchen Cupboard, \$34.95**
Kitchen Cupboard, in genuine oak, roll shutter front, white enamel interior, nickeloid extension top, linen drawer, cutlery board, metal bread or cake box, detachable four bins, glass spice jars. Regular price \$39.50. August sale 34.95
- \$4.50 Mattress, \$3.20**
Mattress, deeply tufted, encased in good grade of art ticking, full depth border, sea grass centre. Regular price \$4.50. August sale 3.20
- \$5.00 to \$6.50 Mattresses, \$3.95**
15 only, Damaged Mattresses, 4.0 and 4.6 sizes, deeply tufted, encased in good grade of art ticking. Regular price \$5.00 to \$6.50. August sale 3.95
- Mattress, \$4.95**
Mattress, wood fibre centre, good grade of art ticking; all standard sizes. August sale 4.95
- \$7.50 Mattress, \$5.95**
Mattress, half eagress, jute felt both sides and ends; encased in good grade of art ticking; roll edge; deeply tufted; all regular sizes. Regular price \$7.50. August sale 5.95
- \$10.00 Mattress, \$7.50**
Mattress, jute felt, built in layers, not stuffed; deeply tufted; full length border; soft, comfortable mattress. Regular price \$10.00. August sale 7.50
- \$13.00 Mattress, \$10.95**
Mattress, cotton felt, built in layers; deeply tufted; full depth border; all regular sizes. Regular price \$13.00. August sale 10.95
- \$4.50 Spring, \$3.55**
Spring, iron frame; very closely woven wire fabric; heavy cable supports; high angle; can be supplied in all regular sizes. Regular price \$4.50. August sale 3.55
- \$5.50 Spring, \$4.25**
Spring, all metal frame; high angle; double wave in wire, with rope edge, with heavy cable supports underneath. Regular price \$5.50. August sale 4.25
- \$5.25 Spring, \$4.35**
Spring, iron frame; extra closely woven wire fabric; rope edge; guaranteed not to sag; secured in all regular sizes. Regular price \$5.25. August sale 4.35
- \$15.75 Box Spring, \$13.95**
Box Spring, oil tempered spiral spring, covered with canvas; heavy layer jute felt on top, covered in good grade of art ticking; all regular sizes. Regular price \$15.75. August sale 13.95
- \$21.00 Dining Chair, \$17.35**
Dining-room Chair, of solid oak, fumed or golden finish; box frame, pad seats; upholstered in genuine leather; set consists of 5 small and 1 arm chair. Regular price \$21.00. August sale 17.35
- \$22.50 Dining Chair, \$19.10**
Dining-room Chair, of solid oak, fumed or golden finish; panel backs, shaped top rail, box frame, claw feet, pad seats; upholstered in genuine leather; set consists of 5 small and 1 arm chair. Regular price \$22.50. August sale 19.10
- \$25.50 Dining Chair, \$20.95**
Dining-room Chair, of solid quarter-cut oak, fumed or golden finish; panel backs, shaped top rail, box frame, block corners, slip seats, upholstered in genuine leather; set consists of 5 small and 1 arm chair. Regular price \$25.50. August sale 20.95
- \$31.00 Dining Chair, \$22.95**
Dining-room Chair, colonial design, solid quarter-cut oak, golden finish only; box frames, movable seats, upholstered in genuine leather. Regular price \$31.00. August sale 22.95
- \$13.75 Extension Table, \$9.85**
Extension Table of solid oak, fumed or golden finish; pedestal base; shaped feet; 6 ft. when extended. Regular price \$13.75. August sale 9.85

Buy Drugs and Toilet Goods at Simpson's

- Hydrogen Peroxide, Regular 25c. Special, 3 for 49
- Pain's Food (1-oz. size), Regular 25c. Special, 2 for 49
- Iron and Manganese Tonic, Regular 75c. Special, 3 for 49
- Antiseptic Foot Powder, Regular 20c. Special, 3 for 49
- Sabadilla Powder (for trench vermin), Regular 10c. Special, 6 for 49
- Epsom Salts, Regular 10c. lb. Special, 6 lbs. 49
- Powdered Borax, Regular 20c. Special, 3 lbs. 49
- Chloride of Lime, Regular 10c. Special, 4 for 49
- K. A. S. Disinfectant, Regular 10c. Special, 6 for 49
- Household Enema, Regular 90c. Special, 49
- Household Rubber Gloves, Regular 75c. Special, 49
- Enamel Douche Can, Regular 75c. Special, 49

Ingram's Preparations

(Now Being Demonstrated)
Rouge, Brunette and Blonde
Complexion Tablets; Zedenta Tooth Paste, Zedenta Tooth Powder; Elettine, for sunburn and chapped skin; Calla Cream; Lavender Ice; Shaving Cream; Perfumes, Toilet Water, etc.



Save Five Dollars on a Wardrobe Trunk

Wardrobe Trunks, heavy construction, all fibre bound, strong spring lock and bolts; size 40. These trunks have been used as samples and some are slightly soiled, therefore they will be sold today at 12.95

Great Clearance Sale of Pictures

To make room for other goods we are clearing several lines of high-grade Framed Pictures. They include carbon photos of the best subjects, also photographs of Canadian scenery, and other pictures in hand coloring, suitably framed in cirsianian walnut, rosewood, solid walnut, antique gilt and mission; all medium sizes. Regular \$1.49, \$2.00, \$2.50 and \$3.50. Today, each 89

The September Blanket Sale at Simpson's Begins Today and Offers Many Savings

\$18,000 Worth of Best Blankets Made in Canada Very Much Underpriced

A last January purchase of the season's overmakes and odd lots, from two of Canada's largest and best blanket mills are responsible for many of the low prices that will obtain during this sale. Hundreds of pairs of blankets will be offered below today's mill price, and hundreds of other pairs will be priced at a closes margin of profit than is usual, so that this big sale may afford attractive saving opportunities to our customers.

- The Sale Begins Today With These Five Tremendous Special Offerings**
- White Union Wool Blankets**, closely woven and evenly napped. Size 64 x 82 in. Regularly \$5.75 a pair 4.45
 - All-wool Blankets**, white, with pink or blue borders; warm and cosy; large size, 72 x 92 inches. Regularly \$16.00 a pair. Sale price today, a pair, 11.95
 - Flannellette Blankets**, of best Canadian quality and largest size, 70 in. x 84 in.; white or grey. Rush price today, per pair 1.69
 - White Saxony Blankets**, light weight and easily washed; size 70 x 84 inches. Sale price today, a pair 2.95
 - White Wool Blankets**, with a cotton mixture; very serviceable quality; size 60 x 80 inches. Regularly \$5.00. Sale price today, a pair 3.95
- Other Staples Reduced**
- White Saxony Flannellette, 27 inches wide, 2,500 yards to clear today, 10 yards for 1.29
 - Cream Ceylon Flannel, for women's and children's wear, 31 inches wide. Regularly 50c a yard. Clearing today at 35
 - Plain Wool Elderdown, 54 inches wide; fawn, light blue, Copenhagen, dark crimson, cream, dark grey and pink colorings. Price, per yard 1.39
 - Pillow Cases, size 45 x 83 inches, hemmed and hemstitched. Today, a pair 50

The August Hosiery Sale Directs Your Attention to These Leaders Today

- \$1.00 Silk Hose, 69c**
Women's Thread Silk Hose, extra long silk boot, with lisle thread garter top; strong double spliced heel, toe and sole; black, white and grey. Regular value \$1.00. Today, 69
- 50c Llama Hose, 33c**
Women's English-made Black Llama Cashmere Hose, seamless, with spliced heel, toe and sole; double welt for garter. Regular 50c. Hosiery Sale price today 33
- \$2.00 Silk Hose, \$1.59**
Women's Pure Thread Silk Hose, finest American-made; full-fashioned, with extra solid splicing at heel, toe and sole; black, white, and all the wanted shades and colors; nice weight, in clear weave. Hosiery Sale price 1.59
- 50c Fibre Silk, 39c**
Women's Fibre Silk Boot Hose, seamless; deep length of silk, with lisle top, and deep double garter welt; black, white and a large range of colors. 50c value. Hosiery Sale price, 39c, or 3 pairs for \$1.10.
- 39c Lisle Hose, 29c**
Women's Lisle Thread Hose, in white only; a special clearing lot. Hosiery Sale price today 29
- Men's Lisle Thread Socks**
Fine, smooth, even thread, spliced heel, toe and sole; elastic ribbed top; black, white, grey, tan, navy and Palm Beach. Sizes 9 1/2 to 11. 50c value. Today, 35c, or 3 pairs for \$1.00.
- Socks for Soldiers, 3 Pairs for \$1.00**
Made from extra good quality all wool hand twisted yarn, in grey only, strongly spliced foot. All sizes. Regular 50c. Hosiery Sale price, today, 35c, 3 for \$1.00.

Men's and Young Men's Light Weight Overcoats at \$13.95

These coats are well-made and well-fashioned, and light enough for present wear. They will also prove valuable for fall wear, and they have been reduced for today to this exceedingly interesting price. Designed with smart pinch-back and patch pockets, in three-button single-breasted style. Your choice of grey and brown herringbone and heather mixed tweed coats. Sizes 34 to 42. Today 13.95

Youths' First Long Trousers Suits

At \$15.00
We call these "College Days" Suits because they are quite similar to the higher-priced suits sold under another name. They have plenty of "swing and go," and are finely tailored from blue worsted finish cloth.

At \$18.00
Suits of a type that are distinctly youthful. Designed with a view to giving the very young man a smart, mannish appearance.

The two-button coat is single-breasted and shows needle-pointed lapels and form-fitting back.

Youthful cuff trousers and single-breasted vest. Sizes 33 to 35.

The dark, plain grey worsted finish materials from which they are developed may be seen in the more expensive suits.

Two and three-button coats have pinch-backs and are single-breasted.

Vests and trousers cut youthful. Good value and moderately priced. Sizes 33 to 36.

This Store Opens Every Day, Including Saturdays, at 8.30 and Closes at 5.30 p.m.

The **SIMPSON** Company Limited