

The SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Increasing southerly winds; partly fair and very warm, with thunderstorms.

The SIMPSON

The August Furniture Sale Begins To-Morrow

After Months of Preparation, One of the Biggest Enterprises of Our Entire Year is Ready for Your Inspection on the Fifth Floor

This will be the most important Furniture Sale we have ever held. There is more furniture, better furniture and better bought furniture than we have ever been able to assemble before. About a year ago we completed arrangements that brought us into closest touch with the best Furniture Factories in the Dominion, and now these plans are beginning to bear fruit. Our customers will reap the benefit during August by purchasing all kinds of furniture at small prices.

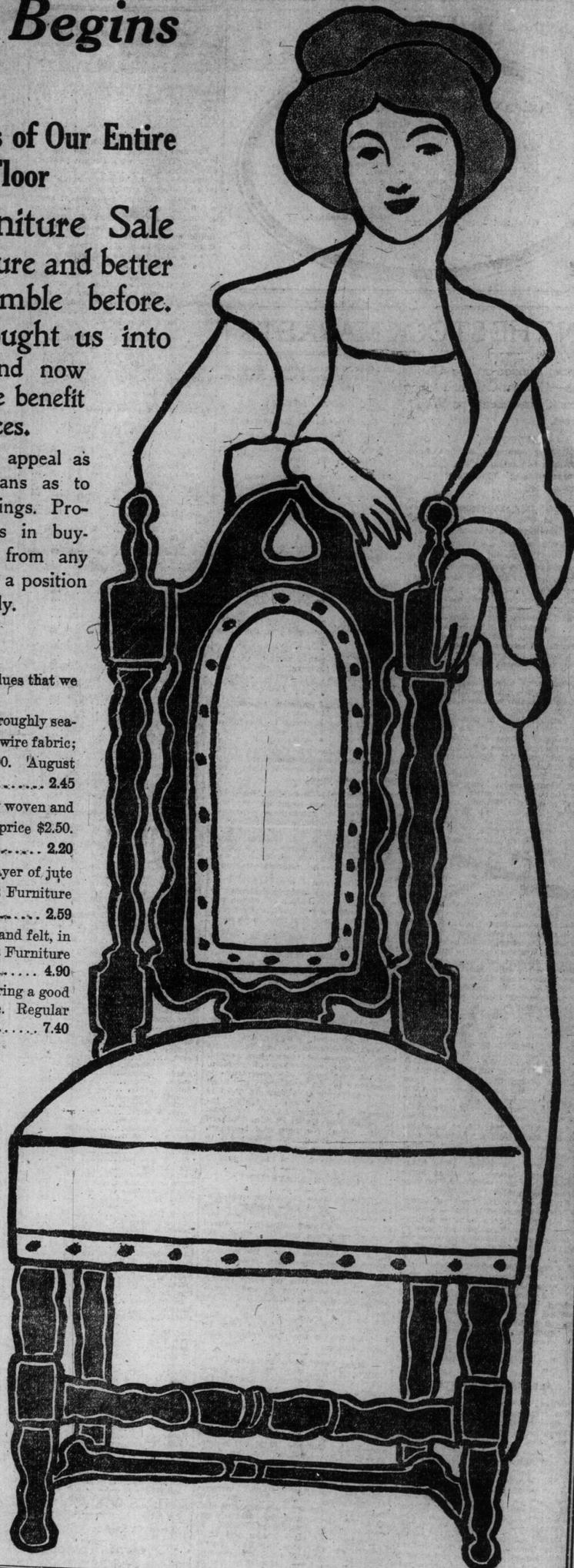
The only kind of furniture you will not find here is that built for Summer sale purposes, the nondescript glued together stuff, that is brought so glaringly to your attention. During this month you will find that our lowest priced pieces are dependable and that the economies they indicate are lasting.

The economies of this sale will appeal as much to the household of limited means as to the man who buys expensive furnishings. Proprietors of hotels will find advantages in buying here that they cannot duplicate from any good factory in Canada. We are in a position to make this statement quite positively.

It Is Impossible to Present in Print

An adequate idea of the Furniture now gathered together on the Fifth Floor, but here are a few representative values that we hope will bring you to this floor to-morrow morning:

- Princess Dressers**, in dull mahogany finish, good drawer space, with large oval plate mirror. Regular price \$28.00. August Furniture Sale **22.90**
- Dressers and Washstands**, in mahogany finish; massive, but good design. Regular price \$35.50. August Furniture Sale **29.90**
- Dressers**, in solid hardwood, quartered oak finish; two long, deep drawers, and long bevelled mirror. Regular price \$10.50. August Furniture Sale **8.95**
- Dressers**, in quartered oak finish; three large drawers, with bevelled mirror. Regular price \$7.50. August Furniture Sale **6.75**
- Dressers**, in solid oak, finished golden; good drawer space, with heavy mirror. Regular price \$20.00. August Furniture Sale **14.95**
- Dressers**, in selected quartered oak, golden finish, highly polished. Regular price \$62.00. August Furniture Sale **41.00**
- Chiffoniers**, in mahogany finish, with circular mirror. Regular price \$18.75. August Furniture Sale **14.90**
- Chiffoniers**, in mahogany, polished finish, good drawer space. Regular price \$21.00. August Furniture Sale **15.90**
- Dressing Tables**, in mahogany, with oval plate mirror. Regular price \$35.00. August Furniture Sale **16.95**
- Brass Bedsteads**, in satin or bright finishes, heavy upright posts, 2 inches in diameter, with filling evenly distributed. Our special price \$11.95. August Furniture Special **10.95**
- Brass Bedsteads**, with heavy continuous posts and filling equally strong, in satin or bright finishes. Our special price \$18.90. August Furniture Special **17.90**
- Iron Bedsteads**, in pure white enamel finish, with brass caps in posts, in all standard sizes. Regular price \$2.60. August Furniture Sale **1.95**
- Iron Bedsteads**, in pure white enamel finish, heavy upright posts, with seven upright fillers, brass rods and caps at head and foot ends. Regular price \$4.75. August Furniture Sale **4.30**
- Library Tables**, in quarter-cut oak, finished early English or fumed, colonial design, with scroll feet and heavy posts. Regular price \$18.00. August Furniture Sale **13.90**
- Woven Wire Bed Springs**, frames made of thoroughly seasoned hardwood, with triple weave, closely woven wire fabric; made in all standard sizes. Regular price \$3.00. August Furniture Sale **2.45**
- Iron Frame Woven Wire Bed Springs**, closely woven and strongly made, in all standard widths. Regular price \$2.50. August Furniture Sale **2.20**
- Mattresses**, with seagrass centre and heavy layer of jute at top and bottom. Regular price \$2.90. August Furniture Sale **2.59**
- Mattresses**, well filled with combination fibre and felt, in all standard widths. Regular price \$5.50. August Furniture Sale **4.90**
- Mattresses**, filled with pure white cotton, covering a good quality of blue art ticking, comfortable and durable. Regular price \$9.75. August Furniture Sale **7.40**
- Buffets**, in selected quarter-cut oak, early English finish, good cupboard space, small cutlery drawer and long, deep linen drawer. Regular price \$26.00. August Furniture Sale **18.90**
- China Cabinets**, in genuine quarter-cut oak, rich golden finish, bent glass ends, lots of display room. Regular price \$27.75. August Furniture Sale **22.90**
- Extension Tables**, in solid quartered oak, golden finish, polished, pedestal design, extending to 8 feet. Regular price \$23.00. August Furniture Sale **19.90**
- Dining Chairs**, in selected quarter-cut oak, with genuine leather upholstered seats; sets of five small chairs and one arm chair. Regular price \$18.90. August Furniture Sale **16.60**
- Kitchen Cabinets**, made in solid ash, finished natural, lots of cupboard and drawer space. Regular price \$22.50. August Furniture Sale **17.90**
- Library Tables**, in quartered oak, finished early English, large size, shaped legs and undershelf. Regular price \$15.00. August Furniture Sale **10.90**



The **SIMPSON** Company Limited

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