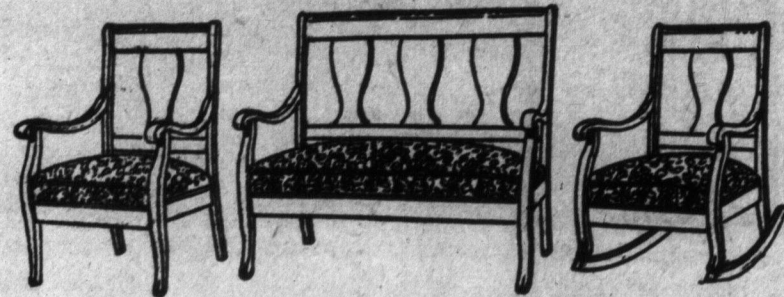
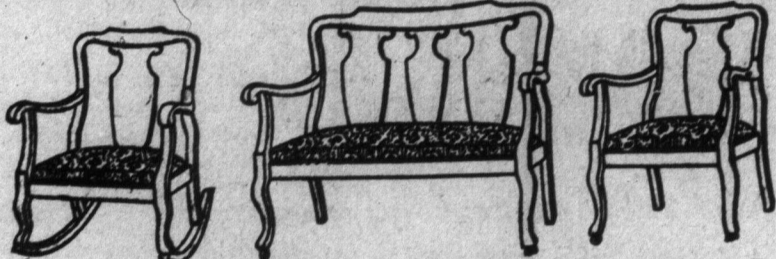


Parlor Suite \$45.50
Regularly \$65.25



As illustrated. Parlor Suite, consisting of three pieces, settee, arm chair and arm rocker. Full spring edge; button bands tufted; backs and top rails veneered mahogany. Seats and backs covered in mixed tapestries. Regular price, \$65.25. August Sale price, \$45.50.

This \$57 Parlor Suite \$44.75



Parlor Suite, illustrated—Frames, top rails, arms and panels of solid mahogany—deep, comfortable seats—frames highly polished. Seats covered in mixed silk tapestries. Regular price, \$57.00. August Sale price, \$44.75.

Picture Framing Reduced

1,500 gilt 1/4-inch flat Circassian walnut and rosewood, very suitable for photos or colored prints. Regularly 15c. Today, foot, 7c.
250 feet 1/2-inch bright gilt, with gold burnished tips, suitable for water colors or hand-colored prints. Regularly 20c. Today, foot, 9c.
2,500 feet of 3/4-inch and 1-inch antique gilt, choice patterns. Regularly 15c, 18c, 20c and 25c. Today, foot, 11c.

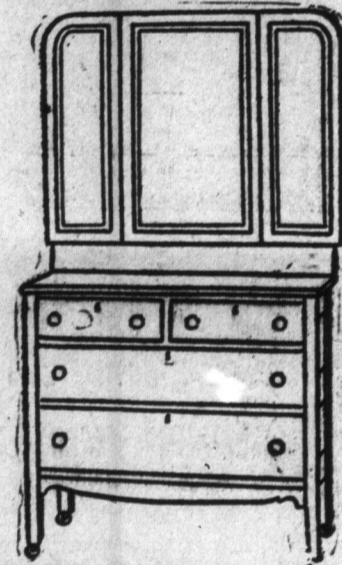
Brass Beds \$14.65

12 only, Brass Beds. Heavy 2-inch posts, 5 fillers, 1-inch top rails, special caps supplied, in polette and satin finish. Double size only. Regular \$21.00. August Sale, \$14.65.
Brass Beds, 2-in. posts; heavy top rod; 3/4 fillers; special mounts. Double sizes only. Bright and polette finishes. Regularly \$25.75. August Sale price, \$21.50.

Springs and Mattresses

Spring, hardwood frame, fabric of closely woven wire—heavy steel supports, with helical spring, cable edge; regular sizes. Value, \$5.00. August Sale, \$3.95.
Spring, all-metal frame; closely woven wire fabric, interlaced, heavy wire rope edge—fully guaranteed; regular sizes. August Sale, \$6.95.
Box Spring, has heavy cone coil springs, highly tempered; mounted on frame of hardwood—heavy layer of felt on top, covered with good quality art ticking. August Sale, \$18.65.
Mattress, wood fibre centre, with jute felt both sides and ends; full depth border; deeply tufted; good grade of art ticking. August Sale, \$7.20.
Mattress, blown cotton; soft and comfortable; full weight; roll edge; full depth border; deeply tufted; good grade of art ticking. August Sale, \$10.65.
Mattress, full weight, roll edge, full depth border, deeply tufted; good grade of art ticking. Regular price, \$14.75. August Sale, \$12.95.
Mattress, pure cotton felt; built in layers; deeply tufted; good grade of art ticking. Regular price, \$14.35. August Sale, \$14.35.

Dresser \$25.75
Regularly \$33.75



As illustrated, Dresser of pure white enamel and Empire mahogany finish, two top drawers, shaped—triple bevelled plate mirrors, panel ends. Regular price, \$33.75. August Sale price, \$25.75.
Dresser in genuine quarter-cut oak, fumed or golden finish—4 deep drawers. Wood trimmed—heavy standard on back fitted with bevelled plate mirror. Regular price, \$29.00. August Sale price, \$18.85.
Dressers, surface oak, golden finish—good drawer space, brass trimmed, bevelled plate mirror on back. Regular price, \$13.25. August Sale price, \$10.60.
Dresser, mahogany finish, mission design, 2 large, 2 deep drawers, full finish, heavy standards on back, large bevelled plate mirror. Regular price, \$29.50. August Sale price, \$19.45.
Chiffonier, solid quarter-cut oak to match above dresser; drawer accommodation. Fumed or golden finish. Regular price, \$23.75. August Sale price, \$17.45.
15 only, Kitchen Cupboards, special base fitted with linen and cutlery drawers—large cupboard, top has glass doors and fitted with shelves. Regular price, \$22.50. August Sale price, \$17.45.
14 only, Side Tables, solid quarter-cut oak, fumed or jacobean finish—drawer accommodation—large shelf, some in period design. Regular price, \$18.50 to \$30.00. August Sale price, \$6.95.

SIMPSONS AUGUST FURNITURE SALE

Unless you are an expert in furniture, take no chances.

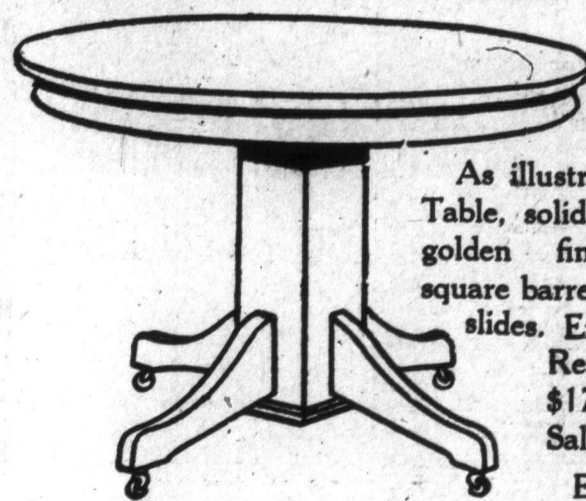
Simpson furniture is made as well as it possibly can be made, and is priced lower than ordinary furniture of inferior standard.

And what is the result? The implicit confidence of the buying public has placed Simpson furniture in the forefront for unmatched quality at the price.



At the Sign of Great Opportunity

The furnishing of the average Toronto home has undoubtedly improved during the past few years, and one great contributing cause for this improvement has been The Home-Lovers' Club. This Club has made the finest stocks of home furnishings in Canada available to people who did not feel justified in making a big hole in their cash reserve, and were, therefore, compelled to pay the long prices charged by "instalment" houses, and this on inferior merchandise.
Our Fourth and Fifth Floors hold a collection of high-class home-furnishings chosen with excellent taste and marked at unmatchable prices. These prices are strictly cash, but a member of the Home Lovers' Club is allowed to spread his payments over a certain number of months and is charged not one cent for the privilege. This applies on all sale values as well as on our regular values.
To become a member of this Club, come to the Fourth floor and see the Club Secretary. He will enable you to get your things delivered just as soon as you pick them out.
N.B.—Out-of-Town Customers will find that the saving and convenience enjoyed by members of the Home-Lovers' Club will make a trip to Toronto well worth while. They can join the Club and make their selections at the same time.



Just \$12.35

As illustrated, Extension Table, solid oak, fumed or golden finish—heavy square barrel. Easy running slides. Extends to 9 feet. Regular price, \$17.75. August Sale price, \$12.35.

or golden finish, pedestal base, shaped feet, deep rims. Regular price, \$16.25. August Sale price, \$11.95.

Extension Table, solid quarter-cut oak, golden finish only; 48-inch top; heavy pedestal base; shaped feet. Extends to 8 feet. Regular price, \$29.50. August Sale price, \$23.25.

Extension Table, solid quarter-cut oak; fumed or golden finish; octagon barrel; heavy shaped feet; 45-in. top. Extends to 6 feet. Regular price, \$26.50. August Sale price, \$19.85.

Extension Table, solid quarter-cut oak; fumed or golden finish—deep rims; dividing pedestal; double locks. Extends to 8 feet. 48-inch top. Regular price, \$36.00. August Sale price, \$30.75.

\$1.00 Silk Wall Papers at 33c

Heavily embossed Sottette Wall Papers—moire designs—pale green, rose, blue and champagne, for parlors and reception rooms.

New Tapestry Wall Papers 49c

Foliage patterns in newest color arrangements of old blues, buff, grey, tan and varied shades, for halls and living-rooms.

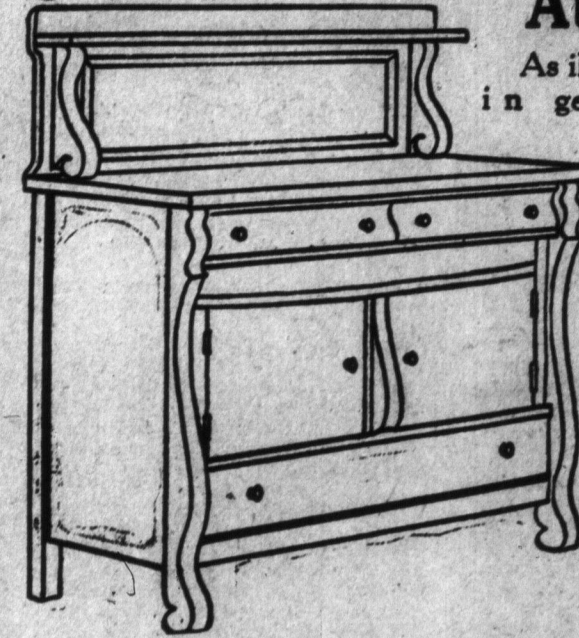
New Stripe Papers for Bedrooms 15c

Dainty white and grey stripe, with fine silver lines—festoon rose border. Already cut out. Wall paper, single roll, 15c. Border, cut out, yard, 3c.

Floor Coverings

Axminster Rugs, rich oriental designs, two sizes—size 4 1/2 x 7 1/2, \$14.95; size 6 1/2 x 10 1/2, \$21.50.
Tapestry Stair Carpet, two widths, good patterns and colorings, 18 in. wide, 85c; 22 1/2 in. wide, 98c.
Matting Rugs, medallion and allover effects for bedrooms, sunrooms and verandahs. Sizes 6 0 x 9 0 and 6 0 x 8 0. One price, \$1.95.
Heavy Felt Base Floor Covering, 59c Square Yard—Shipment just arrived. Lies perfectly flat. For kitchens, halls and passages. Two yards wide. Square yard, 98c.
Sea Harbor Rush Rugs, ideal for summer cottages, sunrooms and verandahs. Very heavy, lies perfectly close to the floor. Size 3 0 x 6 0, special \$4.75; size 4 4 x 7 6, special \$6.75; size 6 0 x 9 0, special \$11.75.

Save \$11.35 on This Buffet At \$28.65



As illustrated—Buffet, in genuine quarter-cut oak—fumed or golden finish—colonial design. Doily and cutlery drawers, shaped—good cupboard and linen space. Heavy pillars on back. Regular price, \$40. August Sale price, \$28.65.

Sale Tags on These Buffets

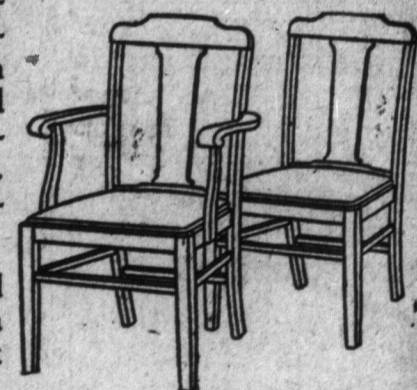
Buffet, solid oak, fumed finish; 48-inch case; 2 small cutlery drawers, 1 long linen drawer—good cupboard space. Regular price, \$30.00. August Sale price, \$17.95.

Buffet, solid quarter-cut oak, fumed or golden finish. Heavy 50-in. case. Mirror 8 x 44, bevelled—good drawer and cupboard space. Reg. price, \$42.75. August Sale price, \$26.95.

Buffets, solid oak, mission design. Heavy square posts and top back—large mirror with panels at sides, 2 small drawers, 1 lined for cutlery; good accommodation for linen, also large cupboard space. Fumed or golden finish. Regular price, \$35.50. August Sale price, \$25.15.

Set of Dining-Room Chairs \$26.95

As illustrated, Dining-room Chairs, solid quarter-cut oak, fumed or golden finish. Heavy frames, well braced. Slip seats upholstered in genuine leather. Regular price, \$35.50. August Sale price, \$26.95.



Dining-room Chairs, solid quarter-cut oak, Jacobean design and finish. Full box frames, upholstered seats. Covered in genuine leather. Set consists of five small and one arm chair. Regular price, \$32.50. August Sale price, \$21.50.

Simpson's Market Today

Canada Food Board License No. 9-025
MEATS.
Best Cuts Brisket Boiling Beef, per lb., 30c.
Minned Shoulder Steak, per lb., 28c.
Best Round Steak, per lb., 38c.
Fresh Veal Chops, off loin or rib, per lb., 38c.
Fresh Pork Chops, off loin or rib, per lb., 45c.
Family Sausage, our own make, per lb., 28c.
FISH.
Fresh Whitefish, per lb., 17c.
Finnan Haddies, per lb., 16c.
Smoked Pillets, per lb., 25c.
Shredded Salt Cod, per packet, 12 1/2c.
GROCERIES.
2000 lbs. Finest Oleomargarine, special, per lb., 32c.
Monarch Flour, 24-lb. bag, \$1.69.
Orange Marmalade, 4-lb. pack, 83c.
Yellow Cooking Sugar, 5 lbs., 50c.
Choice Rice, 3 lbs., 35c.
Quaker Oats, large pails, 30c.
Herring, in Tomato, per tin 19c.
Pure Cocoa, in bulk, per lb., 24c.
Finest Gold Dust Cornmeal, 7 lbs., 59c.
Vegetable Soup, Dominion Brand, 3 tins, 27c.
Fels Naptha Soap, 3 bars, 24c.
Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars, 30c.
Lenox Soap, 4 bars, 30c.
Simpson's Big Bar Soap, per bar, 10c.
P. & G. White Naptha Soap, 4 bars for 30c.
Ammonia, 3 packages, 25c.
Old Dutch Cleanser, 3 tins, 33c.
Sapolio or Bon Ami, per cake, 12c.
Babbitt's Cleanser, 5 tins 25c.
Blue, 2 packages 10c.
Toro Tablets, 6 packages 25c.
Cleansall Soap, 6 packages, 25c.
Comfort Lye, package 10c.
Gold Dust Washing Powder, large package 28c.
PURE CELONA TEA, PER LB., 55c.
2000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, per lb., 55c.
FRUIT SECTION.
Choice California Lemons, per dozen, 35c.
Cooking Onions, 4 lbs., 25c.
California Valencia Oranges, per dozen, 65c.
POULTRY FOOD.
Scratch Feed, 6 lbs., 27c.
Baby Chick Feed, 5 lbs., 27c.
Cracked Corn, 5 lbs., 28c.

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