

Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR--1919 Market Adelaide 6100



The Exhibition and the Simpson Store

No less surprising than the rapid expansion of Toronto's Great National Exhibition is the tremendous growth of the Simpson Store, which is not only one of the leading factors in Canada's march toward industrial superiority, but is one in the forefront of the Store organizations of the world. From every corner of every department Simpson's offer economies that make for thrift and progress.



Store Conveniences

THE PALM ROOM—On the Sixth Floor.
INFORMATION BUREAU—Main Floor, Centre.
TELEGRAPH STATION AND FREE PARCEL CHECKROOM—In the Basement, Centre.

POSTOFFICE—On the Street Floor, Centre.
WOMEN'S REST ROOM—On the Third Floor, Richmond side.
TELEPHONE BOOTHS—Conveniently located throughout the store.

We Prepay Delivery Charges
On all purchases of \$10.00 or more, to any station in Ontario.

Only 2-1-2 Days left in the August Furniture and Home Furniture Sale

Furniture Sale Specials---Important!

The Home-Lovers' Club

Is particularly helpful just now, when the August Sale of Furniture and Homefurnishings is in full swing. It makes it possible for you to take advantage of the sale specials at cost prices without an immediate cash outlay in full. Instead, deferred payments may be spread over a conveniently arranged period of time. See the Club Secretary—Fourth Floor.

Extension Tables, \$24.50.

Genuine quarter-cut oak, heavy pedestal base, shaped feet, and golden finish. Regularly \$33.50. August Sale price \$24.50.

Mattresses and Springs.

Mattress, cotton felt, built in layers, not stuffed. Roll edges, deeply tufted, soft and comfortable. All regular sizes. Regularly \$17.00. August Sale price, \$14.50.

Mattress, blown cotton, full depth border, roll edge, deeply tufted. All regular sizes. Regularly \$16.00. August Sale price, \$12.85.

Bed Spring, all metal frames, double woven wire fabric, heavy cable supports underneath. Regularly \$7.50. August Sale price, \$6.25.

Bed Spring, steel frame, woven lock weave cable, all regular sizes. Regularly \$9.50. August Sale price, \$8.45.

Buffets, \$50.00.

Genuine quarter-cut oak, fumed finish only. 52-inch case, heavy colonial pillars. Plate mirror. Regularly \$64.00. August Sale price, \$50.00.

Set of Dining Chairs, \$31.85.

Solid quarter-cut oak, fumed finish, shaped feet, movable seats upholstered in genuine leather. 1 arm and 5 small chairs. Regularly \$37.50. August Sale price, set, \$31.85.

Sherwin-Williams

Paints and Varnishes

THE STANDARD OF QUALITY
Half Pints, 50c; Pints, 90c;
Quarts, \$1.65; Half Gallons,
\$3.20; Gallons, \$6.20.

For inside or outside use on all buildings. The colors are ivory, colonial yellow, stone, dark fawn, olive brown, straw, golden brown, antique brown, bronze green, cream, tobacco brown, grey, pale brimstone, golden yellow, tan brown, bottle green, sage green, sea green, lincoln green, lavender, sky blue, blue, rich red, rich maroon, pink, sea green, coral tint, salmon, pearl grey, light lead, slate, dark grey.

Store Hours

Store opens 8.30 a.m.
Closes 5.30 p.m. Saturday, August 30th, store closes 4 p.m. No noon delivery. Monday, Labor Day, store will be closed.

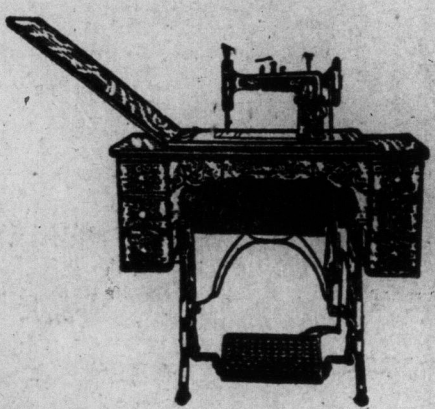
Appointment Register.

In order that our customers may conveniently arrange and rearrange appointments with friends, we have placed an appointment register on the Main Floor, Queen St. entrance—a special benefit for out-of-town visitors.

The Special Rest Room.

Is a delightful and comfortable place to rest or wait for friends. Near the Palm Room, Sixth Floor, Queen street side.

The "Superior" Sewing Machine, \$24.75



A particularly reliable and handsome sewing machine, equipped with all the newest improvements and devices. The cabinet is finished in selected golden oak, the stand in the latest enameled design, equipped with ball bearings, metal pitman and special dress guard.

Vibrating and self-threading shuttle, automatic bobbin, positive feed are among the features which make for efficiency. The machine may be purchased through the Home-Lovers' Club. Price \$24.75.

Repairs for all makes of sewing machines, satisfaction assured.

The Robert SIMPSON Company Limited

Have You Tried Our Self-Service Lunch?

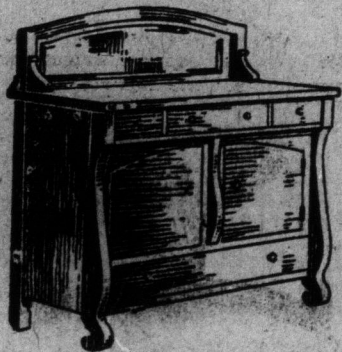
Delicious food, well cooked, cheery surroundings, quick satisfactory service and moderate prices.

The Palm Room Service Will Continue as Usual.

Breakfast 8.30 to 11.00.
Lunch 11.30 to 2.00.
Afternoon Tea 3.00 to 5.30.

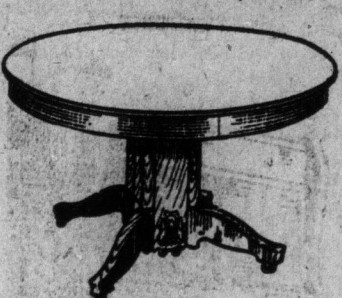
Simpson's—Sixth Floor.

Buffet, \$48.00.



Genuine quarter-cut oak, fumed finish only, 80-inch case, colonial feet. Plate mirror. Regularly \$58.50. August Sale price, \$48.00.

Extension Tables \$35.95.



Solid quarter-cut oak, fumed and golden finish, 42-inch top, pedestal base with pillars on corner. Regularly \$48.00. August Sale price, \$35.95.

Extension Tables, \$15.95.

Solid oak, fumed and golden finish, 42-inch top, pedestal base. Regularly \$20.50. August Sale price, \$15.95.

Annual Blanket Sale Begins Today

An important money-saving event in the Simpson Exhibition Sales Program, offering Blankets, Comforters, Flannel and Flannelette at away less than regular prevailing prices. Visitors in the city, as well as Toronto people, should take advantage of these special values.

Blankets \$18.00 Pair

About 30 pairs in the lot. Some slightly mused. Mostly union, and a few all-wool. All are 10-lb. weight, and come in large size, 72 x 90 inches. Cannot accept phone orders. Annual Sale, today, pair, \$18.00.

Flannelette Blankets \$2.95 Pair

That's Less Than Mill Price.
Largest size, 70 x 84 inches, and best Canadian quality. White or grey. 500 pairs to clear. Not more than 3 pairs to a customer. Annual Sale, today, pair, \$2.95.

Grey All-Wool Military Blankets \$6.45

Size about 56 x 90 inches. Warm and serviceable. A limited quantity to clear. Regularly \$8.95. Annual sale, today, each, \$6.45.

White Union Wool Blankets \$8.95

Closely woven, evenly napped. Size 64 x 82 inches. Regularly \$11.00. Annual Sale, today, pair, \$8.95.



\$5.00 Table Cloths \$3.50.

100 only Satin Damask Table Cloths. Size 66 x 82 inches. Spot, fleur de lis, carnation and scroll designs. Not more than two cloths to a customer. Rush price, today, \$3.50.

Bed Comforter, Special, \$5.95.

Silkoline with pretty sateen panels, light and dark colorings. Size 72 x 72 inches. Well quilted and filled with white fluffy cotton. Annual Sale, today, \$5.95.

Flannelette, 19c Yard

Less Than Wholesale Price
Striped, suitable for pyjamas, shirts, etc. 27 inches wide, 2500 yards reduced to clear. Not more than 20 yards to a customer. Today, yard, 19c.

All-Wool Cream Flannel, 67c Yard.

26 inches wide, for children's petticoats, etc. Regularly 75c yard. Annual Sale, today, yard, 67c.

Grey Union Flannel 69c Yard

Light and dark, 28 inches wide. Reduced to clear, today, yard, 69c.

Simpson's—Fourth Floor.

Clearance of Wilton Rugs at Special Reductions Today

\$75.00 Wilton Rugs Clearing at \$62.95—Wilton Rugs in rich colorings, good Oriental patterns, designs that are suitable for living-room and general wear. Size 9 x 12 feet. Regularly \$75.00. Sale price, \$62.95.

\$39.00 Brussels Rugs, \$34.95—Tough, hard-wearing rugs in neat conventional patterns, in brown, green and fawn colorings, 9 x 9 ft. Regularly \$39.00. Clearing price, \$34.95.

\$17.50 Tapestry Rugs, \$13.95—A few designs of Scotch-made Tapestry Rugs, suitable for bedroom wear or small living-room. Size 7 ft. 6 in. x 9 ft. Regular price \$17.50. Clearing price, each, \$13.95.

\$3.50 Plated Rush Mats, \$1.95—50 of these Bar Harbor Rush Mats, quaint and very serviceable for sunroom or veranda use, size 3' x 6'. Regularly \$3.50 each. Clearing price, \$1.95.

\$1.15 Sunfast Matting, 89c—A tough and durable fibre water-fast and colorfast matting, in two-toned blue for bedroom use, or brown shades for hall, 36 in. wide. Regularly \$1.15. Sale price, 89c.

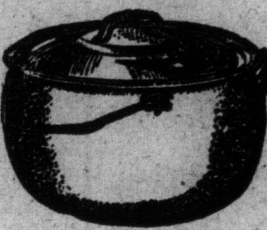
\$1.95 Washable Bath Mats, \$1.69—A heavy, all-cotton quality washable bath mat, small tile designs, two-toned blue coloring. Size 2' 3" x 4' 6". Regularly \$1.95. Clearing price, \$1.69.

Hemp Stair Carpet, 79c—Fine, closely woven quality, Scotch-made Hemp Carpet, reversible, in shades of two-toned brown, green and blue, 27 in. wide. Regularly 95c yard. Sale price, 79c.

\$21.00 Wool and Union Bedroom Rugs \$17.95—Light make of Reversible Rug, woven from wool and union mixture, artistic designs in bedroom colors. Size 9 x 12 ft. Regularly \$21.00. Clearing price, \$17.95.

500 Pieces Pure White Enamelware at Special Prices Today

Preserving Kettles, 5 qt. size, each 95c.
Covered Saucepans, 3 qt. size, each 95c.
Convex Kettles, 4 qt. size, each 95c.
Water Pitchers, 2 and 3 qt. sizes, each 95c.



Tea Pots, 1 1/2 and 2 qt. sizes, each 95c.
Coffee Pots, 1 1/2 and 2 qt. sizes, each 95c.
Dish Pans, 10 qt. size, each 95c.
No Phone, Mail or C. O. D. Orders.

Serving Trays, \$1.25—Dark oak and mahogany finish, wood frames, glass top, brass handles. \$1.75 value, today, \$1.25.

Bath Sprays, \$1.39—Nickel-plated brass fittings, 6 feet of good grade tubing, \$1.75 value, today, \$1.39.

Grey Enamel Daisy Tea Kettles—Holds about 2 quarts. Today, 49c.

Aluminum Lipped Saucepan—A high-grade, well-finished ware:—
2-quart size, today, 69c.
3-quart size, today, 95c.
4-quart size, today, \$1.19
6-quart size, today, \$1.39

Grey Enameled Covered Round Roaster—Size 12 1/2 x 4 1/4. Today, 69c.
Tumbler and Tooth Brush Holder, nickel-plated brass, complete with screws. Today, 79c.

Visitors! Hear This \$100

"Canadian" Remarkable Value Fully Guaranteed.

This model, with its big, beautiful tone, handsome appearance and smooth running mechanism, stands supreme.

Everywhere this "Canadian Instrument" agrees it makes friends, entertainers and is enjoyed by everybody. We know its past performances so well that we stand behind it in every respect. It plays any make of disc record.

This "Canadian" is built to give years of service and is beautifully finished in mahogany and fumed oak, equipped with an automatic stop, double spring motor, universal tone arm, and has set-in compartment to hold 100 records.

Express charges paid anywhere in Ontario.
Photograph Dept.—Sixth Floor.



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