

# SIMPSON'S

**In the Optical Department**  
 you can be fitted with the proper eyeglass that best suits your particular requirements. Experts trained in eye testing and fitting are in attendance. Second Floor.

# SIMPSON'S

Store Opens at 8:30 a.m.

Telephone Main 7841, Connects With All Departments.

Store closes at 5:30 p.m.; Saturdays at 1 o'clock.

### Dining in the Palm Room

will reveal why it is pre-eminently popular with the discriminating.  
 Canada Food Board License No. 10-4322.  
 BREAKFAST, 8:30 a.m. to 11:00 a.m.  
 DINNER, 11:30 a.m. to 2:00 p.m.  
 AFTERNOON TEA, 3 to 5:30 p.m.  
 A LA CARTE LUNCHEONS, at all hours.  
 —Sixth Floor.



The More You Know About Market Prices the More You Will Appreciate These Big

People Are Coming From Far And Near to Share in the Important Savings At the

## August Homefurnishing Sale

The wisdom of purchasing homefurnishings today, will be strongly apparent to every thrifty homekeeper who carefully studies the value-giving items on this page. The way our patrons have responded to the sale is unmistakable proof of genuineness of the values.

The savings on rugs, draperies, pictures and wallpapers are especially noteworthy. These departments, which usually hold an annual sale during the entire month of August, have been limited to two weeks this time. But the qualities and price inducements are the more extraordinary on that account.

### It is Seldom One Sees Fine New Draperies in a Sale

**50-INCH REVERSIBLE SHADOW PRINTS AT \$1.49**—Dainty floral patterns in rose, blue, yellow, and so on. 50 in. wide. August Home Furnishing Sale, yard, \$1.49.

**ARTISTIC CHINTZES, 79c YARD**—Black and white stripe, with roses and leaves in rich bright colorings—heavy weight English repp; 30 inches wide. Also one or two popular small patterns, in 36-in. width. August Home Furnishing Sale price, yard, 79c.

**50-INCH EGYPTIAN CLOTH, \$1.98 YARD**—Mercerized fabric, for portieres or over-curtains. Rose, green, brown or blue. 50 inches wide. August Home Furnishing Sale price, yard, \$1.98.

**TAPESTRY BANDINGS, 30c YARD**—Verdure pattern, to apply on plain materials, for portieres or over-curtains. August Home Furnishing Sale price, yard 30c.

### Reductions on Rugs for Today!

Can you see where you'll need a rug within the next year? Then you ought to provide for that occasion right now. Prices will never be lower—chances are they'll be higher, and very much so. Now is the day of opportunity.

**\$26.95 FOR SEAMLESS AXMINSTER RUGS**—Heavy quality—rich designs in Oriental colors, and handsome medallion effects. Size 6.0 x 9.0. Special Sale price, \$26.95.

**\$49.75 FOR WILTON RUGS**—Size 9.0 x 12.0. Regularly \$55.00 to \$69.75. Special Sale price, \$49.75.

**\$19.75 FOR USEFUL WILTON RUGS**—Oriental patterns, small designs in tan, brown and blue. For den or hall use. Size 4.6 x 7.6. Regularly \$25.00. Special Sale price, \$19.75.

### 3-Piece Brass Bed Outfit \$30.45

You Save Exactly \$7.30

**BRASS BED**—2-inch posts, heavy top rail, 5 fillers. All regular sizes and finishes. Spring, all metal frame, closely woven wire fabric. Mattress, deeply tufted, encased in art ticking. 3 pieces complete. Regular value \$37.75. August Sale price, \$30.45.

**BRASS BEDS**—In bright, polette or satin finish. All regular sizes. Regular value \$31.00. August Sale price, \$24.95.

### \$3.50 Damask Table Cloths Are \$2.50 Today

Count your linens, madam, then come to the sale. In this day and age, such price reductions on quality linens are not to be disregarded. These table cloths are of serviceable quality, mercerized damask. Assorted bordered designs. Size 2 x 2 1/2 yards. Today, \$2.50.

**DAMASK TABLE NAPKINS**. Less than mill price. Bleached plain weave—good washing and wearing quality. 70 inches wide. 1,000 yards to clear today, yard, 45c.

**FACTORY COTTON**, 34 inches wide. Medium weight—will bleach easily. Regularly 20c. Today, yard, 17c.

**CIRCULAR PILLOW COTTON**, 42 inches wide. 45c value. Today, yard, 38c.

### Today's Furniture Specials

Will Create Unusual Activities on Fifth Floor

- |  |   |   |
|--|---|---|
| <b>BUFFETS</b> —Solid quarter-cut oak, colonial design. \$33.75, for <b>\$24.15</b>  | <b>DRESSERS</b> —Solid mahogany base. Plate mirror. Reg. value \$30.00, for <b>\$19.45</b>                    | <b>SPRINGS</b> —All metal frame, closely woven wire fabric. Regular value \$7.75, for <b>\$6.25</b> |
| <b>BUFFETS</b> —Solid quarter-cut oak—fumed or golden finish. \$36.00, for <b>\$25.35</b>  | <b>CHIFFONNIERS</b> —To match above. Reg. value \$24.50, for <b>\$18.15</b>                                   | <b>MATTRESSES</b> —Fibre centre, deeply tufted. All regular sizes. For <b>\$4.95</b>                |
| <b>EXTENSION TABLES</b> —Solid oak, fumed or golden finish. \$16.25, for <b>\$11.95</b>  | <b>SPRINGS</b> —Wood frame, selected hardwood, double woven wire fabric. All regular sizes. For <b>\$3.95</b> | <b>MATTRESSES</b> —Wood fibre centre—full depth border, deeply tufted. For <b>\$7.20</b>            |
| <b>SIX DINING-ROOM CHAIRS</b> —Solid quarter-cut oak, golden finish. Slip seats, in genuine leather. \$27.75, for <b>\$21.45</b> | <b>SPRINGS</b> —All metal closely woven wire fabric. All regular sizes. For <b>\$5.00</b>                     | <b>MATTRESSES</b> —Deeply tufted—jute felt. All regular sizes. For <b>\$10.25</b>                   |

### Simpson's Market Today Phone Adelaide 6100

- MEATS.**  
 Stewing Beef, lean, boneless, lb., 28c.  
 Brisket Boiling Beef, best cuts, per lb., 25c.  
 Fresh Veal, for stewing, per lb., 22c.  
 Round Steak, choice, per lb., 32c.  
 Family Sausage, our own make, per lb., 25c.  
 Breakfast Bacon, mild, sliced, lb., 48c.
- FISH.**  
 Ontario Government Whitefish and Trout, per lb., 16c; if delivered, 17c.  
 Smoked Boneless Fillets, per lb., 20c.  
 Finnan Haddies, per lb., 16c.
- GROCERIES.**  
 Simpson's Big Bar, per bar 14c.  
 P. & G. Naptha Soap, 4 bars 25c.  
 Ammonia, 3 packages 25c.  
 Old Dutch Cleanser, 3 tins 25c.  
 Sapolio or Bon Ami, cake 12c.  
 Rabbitt's Cleanser, 5 tins 25c.  
 Taro Tablets, 6 packages 25c.  
 Cleanall Soap, 6 packages 25c.  
 Comfort Lye, package 10c.  
 Soap Chips, in bulk, 2 lbs. 25c.  
 Lux, 3 packages 32c.  
 Laundry Starch, package 12c.  
 Farowax, 1-lb. package 20c.
- CHOICE RICE**, 3 lbs., 35c.  
**QUAKER OATS**, large package, 20c.  
**GOLDEN KIPPED HERRING**, per tin 19c.  
**PURE COCOA**, in bulk, per lb., 24c.  
**GOLD DUST CORNMEAL**, 7 lbs. 33c.  
**MARSH'S GRAPE JUICE**, bottle 21c.  
**QUAKER CORNFLAKES**, 3 packages 33c.  
**FELS NAPHTHA SOAP**, 3 bars 24c.  
**LENOX SOAP**, 7 bars 46c.  
**SUNLIGHT, SURPRISE, COMFORT, BORAX and GOLD SOAP**, 4 bars 30c.

### Your Attention is Directed to the Home-Lovers' Club

This plan offers the greatest possible assistance to patrons interested in the furnishing of a home.

No longer need you hold back, owing to limited spending money—the convenience of deferred payments is at your service the minute you say so.

You may carry out whatever plans you had in mind regarding the fixing up of home.

Nothing extra is charged for the use of the Home-Lover's Club. Simply join the Club, then select the things you wish and obtain immediate use thereof upon making a first nominal payment. The balance is spread over an arranged period.

Nothing complicated about it. Transactions are made in strictest confidence. See the Club Secretary—Fourth Floor.

### Have You Some Pictures to Frame? Here's a Sale of Picture Moulding

**4-INCH HAND CARVED ANTIQUE GILT**—Special design. Suitable for large oil paintings. Reduced to 75c foot.

**4-INCH ROSEWOOD VENEER MOULDING**—For old prints and steel engravings. Reduced to 45c foot.

**3-INCH FLEMISH AND BROWN OAK MOULDINGS**—For photogravures, etchings or prints. Reduced to 12c foot.

**2-INCH FLEMISH OAK**—Plain patterns, for supplements, college groups. Reduced to 9c foot.

**2-INCH ANTIQUE GILT**—For water colors, hand-colored prints or supplement pictures. Reduced to 20c foot.

**1-INCH ANTIQUE GILT**—Suitable for small water colors, colored prints or photos. Reduced to 9c foot.

**FLORAL STRIPE BEDROOM PAPERS**—August Sale price, 6c single roll. Pink and blue, in light grounds, for bedrooms and sewing-rooms. 9-inch border to match, yard, 1c.

**TAPESTRY PAPER**—Latest type. Regularly \$1.00. August Sale, 39c. New tones of grey and rose, in subdued effect, for living-rooms and halls.

**SPECIAL BLEND PAPERS, 33c YARD**—60 inches wide. Hand-some mottled grounds, in greys, greens, tans, blues and browns. Regularly 60c. August Sale price, 33c.

**WIDE BLEND BORDERS**—Special designs in stencil color treatments. Regularly \$1.50. August Sale price, yard, 28c.

### Majestic White Enamel

Extra high quality, for inside and outside use. Pints, 63c; quarts, \$1.18.

**Rubber Set Brushes**—1 1/2 inches wide. Selected black bristles, securely bound. Special value, 17c.

**1,000 QUARTS R. S. Co. Porch Floor Paints**—Light grey and slate grey. Order your supply early at this low price. Spreads easily, and dries over night. Quart, 55c.

The **SIMPSON** Company Robert SIMPSON Limited