

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

STORE OPENS 8.30 a.m.

CLOSES 5.30 p.m.

OPEN ALL DAY SATURDAY

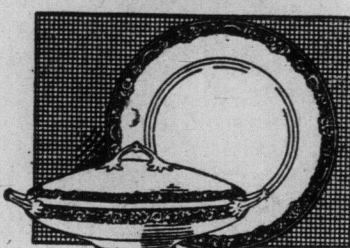
# SIMPSON'S OCTOBER CHINA SALE

**The Greatest China Sale in the History of the Simpson Store Begins Today**

The sale is remarkable not only for lowness of prices but for the acknowledged high standard of the china. Such well-known names as COALPORT, THEODORE HAVILAND, JOHNSON BROS. and BERNARDAUD & CIE occupy a prominent place in these assortments. The graceful shapes and beautiful decorations are intrinsic parts of the china in the sale. The exquisite hand-painted designs are worthy of special note, as also are the comprehensive varieties of other decorations in simple and striking colorings.

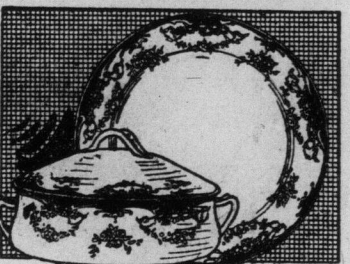
The Simpson Store enjoys the distinct privilege of buying direct from the pottery and saving substantially right at the beginning. OPEN STOCK DINNERWARE is featured in French and English china and English Semi-Porcelain Dinnerware, which may be selected in sets of any size or by the individual piece.

**\$25.00 Dinner Sets at \$19.95**



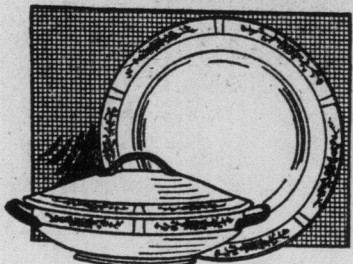
Shop early for these sets. Excellent grade of Wood & Sons' English ware, with a very pretty pink rose floral border decoration. Gold line on handles and edges. 97 pieces. October China Sale, today, \$19.95.

**97-Piece Dinner Set \$13.95**



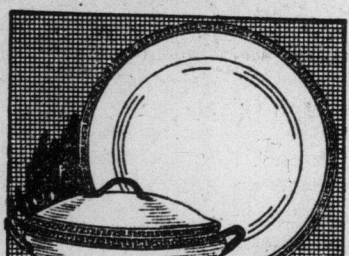
An exceptional offering in face of the ever-increasing cost of English earthenware. Forty dinner sets offered at today's laid down cost. Excellent quality thin English ware with a pleasing green border decoration. October China Sale today, set \$13.95.

**These \$50 Sets at \$37.50**



**Black Key Design, \$37.50**

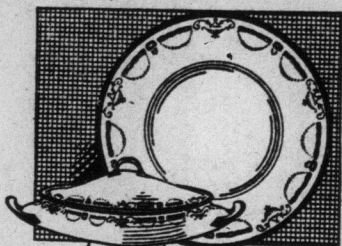
Excellent quality thin, translucent china. Pretty black key border design. Gold line on edges. Full gold handles. 97 pieces. Regularly \$50.00. October China Sale, today \$37.50.



**Floral Decorations, \$37.50**

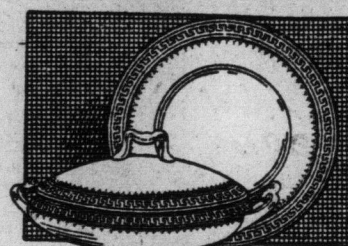
Dainty pink floral border decoration. Finest quality thin china. Gold line on edges. Full gold handles. 97 pieces. Regularly \$50.00. October China Sale, today \$37.50.

**3 Important Values in Bernardaud & Cie Limoges Sets**



**"Patricia" Limoges China Set, \$119**

A new production from Limoges. Wide gold band border with a black dice over-design and rosebud festoon border. Full gold handles. 97 pieces. October China Sale, today, \$119.00.



**"Countess" Open Stock Dinner Set, \$149.50**  
Regularly \$165.00

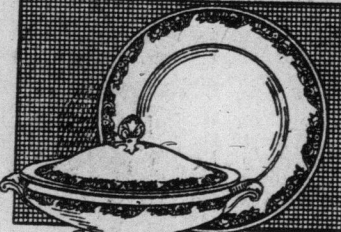
Gold band border over-design, block Greek key. Finest grade Bernardaud and Cie Limoges china, full gold handles. 100 pieces. October China Sale, today, set, \$149.50.



**A New Limoges Dinner Set, \$85.00**

Pretty brown French panelled border design, Bernardaud and Cie Limoges china, full gold handles. 97 pieces. October China Sale, today, \$85.00.

**3 Remarkable Offerings in Johnson Bros. Famous Dinner Sets**



**"Rosemary," \$28.50**

97 pieces. Dainty rosebud border decoration. An open stock pattern. October China Sale, \$28.50.



**"Plaza" Dinner Set, \$35.00**

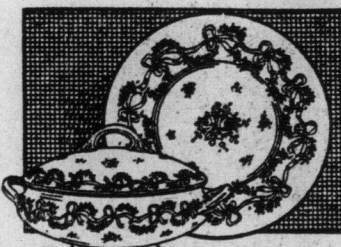
97 pieces. A handsome reproduction of an old English design. An open stock pattern. October China Sale, today, \$35.00.



**"Bellaire," 97 Pieces, \$35.00**

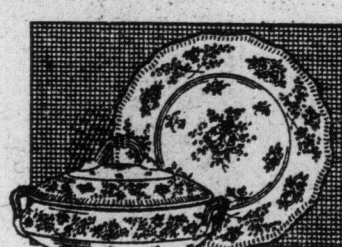
New decoration—a reproduction of English ware of a rich old Oriental design. An open stock pattern. October China Sale, today, \$35.00.

**"Coalport" China Sets**  
2 Open Stock Patterns



**"Coalport Ribbon" Set, \$169.00**

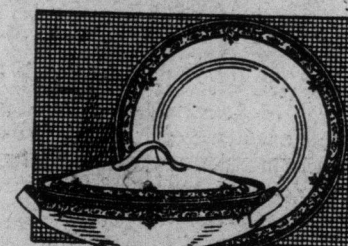
Regularly \$225.00. England's premier make of china dinnerware. Famous rosebud (hand-painted) and ribbon engraved decoration. Perfectly modelled shapes. 100-piece dinner set. Regularly \$225.00. October China Sale, today, \$169.00.



**"Coalport Rose" Set—\$169.00**

Regularly \$225.00. Hand-painted Coalport China. Famous old English rose decoration in all-over effect. Beautifully modelled, coin gold edges and traced handles. 100 pieces. Regularly \$225.00. October China Sale, today, \$169.00.

Theodore Haviland  
**Limoges China "Arvon" Set**



Complete 97-Piece Set

**\$85.00**

This handsome set is done in a new and handsome panelled French border decoration. It has full coin gold handles and coin gold line on edges. 97 pieces. October China Sale, Today, \$85.00.

**Extra! 15 "Savoy" Limoges China Dinner Sets \$49.50**

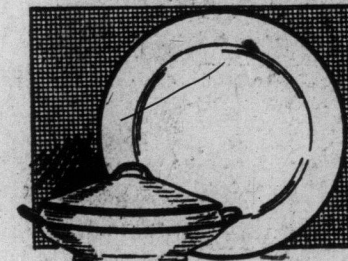
Regularly \$75.00



Bernardaud & Cie Limoges China. Handsome green border, with over design of black Greek key. Full gold handles. Gold line on edges. Kermit's or ovide shape cups. An open stock pattern. 97 pieces. Regularly \$75.00. October China Sale, today, set, \$49.50.

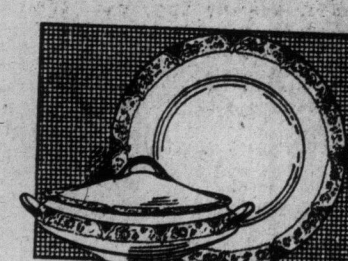
**2 Specials in Open Stock China 97-Piece Sets at \$59.50**

Two Open Stock China Dinner Sets at Sale Prices Today



**"Bordeaux" Dinner Set \$59.50**

Handsome border decoration (a reproduction of an old French design). Full gold handles. 97 pieces. October China Sale, today, set, \$59.50.



**"Alexandra" White and Gold Dinner Set, \$59.50**

The ever-popular plain gold band border, all finest grade thin white china. Full gold handles. 97 pieces. October China Sale, today, set, \$59.50.

**Opportunities in the Semi-Annual Notion Sale Today**

- Smart Set Hooks and Eyes, white and black, all sizes. Sale price, 2 cards 9c.
- Women's Finest Quality Boot Laces, 72 in. long, for high boots, in black, tan and grey. Sale price, 2 pairs for 25c.
- Women's Sateen Pad Hose Supporters, white and flesh, 65c value. Sale price 43c.
- Wooden Shoe Trees, flexible. Sale price, 2 pairs 23c.
- Folding Wire Coat Hangers. Sale price, 2 for 13c.
- Dressmakers' Pins, plated, 1/2-lb. box. Sale price 38c.
- Marcel Hair Wavers. Sale price 35c.
- Cash's Embroidered Edging, white with colored edges, six-yard bolt. Sale price, bolt 28c.
- Mending Wool, in skeins, white, black and tan. Sale price, 2 for 11c.
- Men's Elastic Garters. Sale price, pair 23c.
- Men's Elastic Armbands, 25c value. Sale price 16c.
- Black Mohair Boot Laces, 36 in. Sale price, 6 pairs for 13c.
- Erect Hose Supporters, for children, all sizes up to 14 years, 30c.
- Wooden Stocking Dryers, children's sizes up to 5, sale price 22c; men's sizes, 10 1/2 to 11, sale price 32c.

Simpson's—Main Floor.

**Household Hardware Specials**

- The "Marvel" Washing Machine, \$7.49**  
Simpson's—Basement.  
Easy to operate — washes clothes thoroughly and quickly, oblong shaped with rocker motion washer. 38 only to sell today, \$7.49.
- Ash and Garbage Cans, \$2.95**  
Galvanized iron, rustproof. Size 15 x 25 inches, wood slats on side, with cover, side handle. 72 to sell today, \$2.95.
- Universal Polish Mop, 89c**  
For use on hardwood floors, linoleums and oilcloths. Cleans, dusts and polishes at one operation. Today, 89c.
- Aluminum Double Boilers, \$1.98**  
2-quart size. 144 to sell today, each, \$1.98.
- Sprutex Cedar Oil Polish**  
Quart cans, today, 79c. Half-gallon cans, today, \$1.29.
- Floor Wax, "Matchless" \$49c.**  
A high-grade Canadian make. 1-lb tins. Today, 49c.

**"Florence Rotary" Sewing Machine \$55.50**

A good grade machine, equipped with the newest features, which make for efficiency and ease of operation—stitch regulator, double spool pins, steel dust caps. The cabinet is handsomely finished from selected quarter-cut golden oak—colonial design—with four large drawers and automatic lift. The machine is fully guaranteed—may be purchased through the Home-lovers' Club, \$55.50. We repair all makes of sewing machines and guarantee satisfaction.

Simpson's—Sixth Floor.

**Furniture, Draperies, Wall Papers and Fixtures**

**Save \$11.00 on This Buffet at \$53**

Regularly \$64.00

Genuine cut oak, fumed and golden finish. 52-inch case. Colonial design. Regularly \$64.00. Today, \$53.00.

**\$62.00 Buffet, \$49.00**

Quarter-cut oak, golden finish, colonial design, lined cutlery drawer with sliding tray, shaped bevelled plate mirror. Regularly \$62.00. Today \$49.00.

**Set of Dining Chairs, \$46.50**

Quarter-cut oak, fumed finish, shaped panel backs, slip seats, covered in genuine leather, set consists of 5 small and 1 arm chair. Today, \$46.50.

**\$37.00 Set of Dining Chairs, \$31.25**

Quarter-cut oak, William and Mary design, turned legs, shaped panels and top rails, box frames, seats upholstered in genuine leather. Regularly \$37.00. Today \$31.25.

**Extension Tables, \$37.00**

Quarter-cut oak, fumed finish. 45-inch top, with deep shaped rims, pedestal base with shaped legs—extends to 6 feet, \$37.00.

**Extension Table, \$41.50**

Solid quarter-cut oak, massive barrel pedestal, 48-inch top with deep rims—extends to 6 feet, \$41.50.

Simpson's—Fifth Floor.

**6-Room Set, Fixtures and Shades**

Comprising 11 fixtures, finished in brush brass and trimmed with suitable shades. Today, \$29.50.

We install these fixtures free of charge in the city limits—inspection fees extra—joints, if needed, free.

25 and 40-watt lamps, 27c each, if bought with the set.

Simpson's—Sixth Floor.

IMPORTED

**Tapestry Wall Papers 29c**

Artistic foliage design, nicely colored with soft shades of grey and rose, for use in halls and living-rooms. Special value, single roll, 29c.

**23c MULTI-TONE STRIPE WALL PAPER, 12 1/2c SINGLE ROLL.**

For use in dining-rooms and sitting-rooms, printed with soft tones of green and brown on a neutral colored background. Single roll, 12 1/2c; 18-inch frieze to match, yard, 5c.

**PRETTY BEDROOM PAPERS, 25c SINGLE ROLL.**

Chintz designs showing birds and foliage, and pretty floral effects, with appropriate borders, printed with delicate combinations of desirable colorings. Special value, 25c single roll; cut-out borders to match, 5c yard.

**15c Figured Ceiling Papers, 9c Single Roll**

Conventional and figured designs, suitable for use in most rooms and halls. Some patterns are printed with silver mica, others with soft colors to harmonize with neutral colored backgrounds. Special value, single roll, 9c.

**Printed Oatmeal Wall Papers, 19c Single Roll**

Fabric weave effects, and conventional treatments in rich colorings of brown, buff and grey. Regularly 35c to 50c. Special value, single roll, 19c.

**Rich Velours---\$2.95, \$3.95 yd.**

All the season's new colorings in rich silk finished drapery velours, including the choicest tones of green, blue, tan and rose. 50 inches wide. We will make up the draperies for you, at our usual moderate charge, thereby ensuring perfect fit and correct hanging drapes. Today, yard, \$2.95 and \$3.95. No charge is made for measuring your windows.

**Fine Voile and Marquisette Curtains \$5.75 Pair**

Made of superior quality voile or marquisette and trimmed with neat fillet or cluny laces and insertions in several styles—appropriate in the dining-room or living-room—white, ivory and ecru in the collection. Still length, 2 1/2 yards. Today, pair, \$5.75.

Simpson's—Fourth Floor.