

# A Simpson Economy Page to Help Homekeepers Choose Substantial Homefurnishings at Money-Saving Prices Today

Telephone Orders Given Prompt and Careful Attention---Telephone Main 7841



**The Gateway to Cheery Homes**

The Home-Lovers' Club is a helpful service extended to customers who wish the convenience of deferred payments. No extra charge.

Club Office—Fourth Floor.

## Wall Papers in Special Selling at Less Than Factory Prices

New! Designs, Colors and Styles in Most Extraordinary Variety. Come early for best selection—bring measurements. We cannot reserve any of the quantities. Property owners and estate agents should take full advantage.

### 2500 Rolls for Rush Selling

1000 Rolls Rush Bedroom Papers, Regularly 15c, 6c.

Small all-over design in pink and blue on white ground with fine grey lines. Floral Cut-out Border, 3c yard. Limit of 50 rolls to a customer.

1500 Rolls Rush Conventional Designs, Regularly 12 1/4c, 7c.

Green background with fancy stripe and medallion design, printed in rich colors. Ready Trimmed Cut-out Border, with base Banding, 5c yard. Limit of 50 rolls to a customer.

### Some Other Wonderfully Good Values.

English Leatherette Papers, regularly \$1.25, extra special, 39c—Heavy durable paper for dados and panel work on halls and dining-rooms, striped and hobnail design in lacquer on green, tan, mahogany and brown grounds.

Desirable Shadow, Cloth Re-production for Living-Rooms, regularly 75c, clearing price, 25c—Artistic Japanese drawing engraved to produce the soft colors of grey, old blue, rose and brown intermingled with warmer tones.

Chintz Wall Papers, regularly 50c, sale price, 19c—Three newest designs prettily colored in rose and blue with shadow treatment on light and grey backgrounds.

Fabric Weave Wall Papers, regularly 50c to 75c, extra special, 23c—30 inches wide, five-yard rolls. Two color effects of blue, tan, green, grey and brown, for sitting-rooms, halls and dens—grasscloth and textile weave treatments.

With the advent of the new social season, the home comes into the spotlight of public attention. Your friends and guests will appreciate your home the more for its being bright and cheery. The furnishings need not be expensive to be appropriate—a fact which you can prove to your entire satisfaction by visiting the Simpson home departments on the fourth and fifth floors.

## \$58 Parlor Suites at \$45.95, Chiffoniers \$7.95, Dressers \$10.50 And Other Economy Values in the Furniture Section, Fifth Floor

**Parlor Suites**, top rails and arms solid mahogany, slat backs, shaped legs, full spring seats upholstered in mixed tapestries. Regular price \$58.00. Today, \$45.95.

**Divanette**—Genuine oak frame, upholstered in imitation leather and good grade of tapestries. Settee during day and double bed at night. Link fabric springs, soft comfortable mattress. Prices \$36.50 to \$69.00.

**Baking Cabinet**—Gumwood, natural finish, white top, double bin for flour or meal. Two

small drawers for cutlery and cutting board. Regular price \$11.00. Today, \$8.65.

**Chiffonier**—Surface oak, golden finish, brass trimmed. Special, \$7.95.

**Dresser**—Fumed oak finish, bevelled plate mirror, brass trimmed. Special, \$10.50.

**Mattress**—Half seagrass, half jute felt, roll edge deeply tufted. Full depth border encased in good grade of art ticking. Special, \$8.25.

Simpson's—Fifth Floor.



## Your Chance to Get Draperies Today at Saving Prices

### Comforters \$13.50, Sheeting 59c, and Flannelette Less Than Wholesale Price



Bed Comforters, Special, \$13.50—Covered with good quality English sateen—pure down filling. Size 72 x 72 inches. Dainty designs and colorings. Today, special, \$13.50. Simpson's—Fourth Floor.

**Flannelette, 19c Yard**—2,000 yards Striped Flannelette. All fast colors; 27 inches wide. Clearing today less than wholesale price, yard, 19c.

**\$2.50 Table Damask, \$1.85 Yard**—Bleached Union Table Damask; 70 inches wide. A straight saving to you of 65c on every yard you buy today.

**75c Sheeting, Clearing 59c Yard**—Bleached, heavy quality; 70 inches wide.

**45c Pillow Cotton, 38c Yard**—This material sold remarkably well at its regular price and was good value at that. It is a circular pillow cotton and 42 inches wide. Today it is down to, yard, 38c.

**Blanket Cloth, \$2.95 Yard**—All-wool, in black, red, navy, grey and white; 54 inches wide. Clearing today, yard, \$2.95.

**Reversible Chenille Velour, Yard, \$3.25**—A new fabric especially suitable for archway and door hangings, and being fully reversible, it requires no lining. Lovely self tones in rose, green, blue and brown, 50" wide. Today, per yard, \$3.25. Simpson's—Fourth Floor.

**Insertion Trimmed Window Shades at 98c**—500 well-made shades of strong wearing opaque cloth in either white or cream. Trimmed with attractive insertion and complete with brackets, nails and ring pull. Size 37" wide x 70" long. Today, each, 98c.

**Bedroom Boxes, Special, \$7.50 Each**—A limited number only to sell at this price. Splendidly constructed utility boxes of selected white pine wood, covered with plain Japanese matting. Sizes 32" to 38" long. Today, each, \$7.50.

**Lace and Serim Curtains, Special, \$1.98 per Pair**—250 pairs to sell today. A score of exceptionally good styles in English made Lace Curtains, and a lot of well-made Curtains of durable scrim trimmed with wide lace edges in flat patterns. Still length 2 1/2 yards. Special for today, per pair, \$1.98.

**Fine Downproof Art Sateen, per Yard, \$1.25**—Now is the time to have your Comforters recovered for the cold weather. Assortment of the latest effects in mottled Art Sateen, 38" wide, showing the prettiest of color combinations in floral designs, guaranteed absolutely downproof. Today, per yard, \$1.25.

**"Madras" for Bedroom Curtains, per Yard, 65c**—Genuine Scotch Madras Muslin made in Glasgow, the finest of all curtain materials for bedrooms. It drapes soft and gracefully, wears exceptionally well, and is easy to launder, requiring no starch. This particular line has plain double hems each side, and neat all-over conventional patterns in white and cream, 42" wide. Today, per yard, 65c.

**Reversible Chenille Velour, Yard, \$3.25**—A new fabric especially suitable for archway and door hangings, and being fully reversible, it requires no lining. Lovely self tones in rose, green, blue and brown, 50" wide. Today, per yard, \$3.25. Simpson's—Fourth Floor.

## Display and Sale of Famous "Old Bleach" Linens



The Irresistible Charm of

### Famous Madeira Linens

Nothing in the needleworker's art surpasses the loveliness of Madeira hand-embroidered linens, and the immense variety of exquisite pieces now in stock will be a joy to every housewife. Everything from 6-inch dollies to 20c to handsome 70-inch luncheon cloths at \$125.00 is here. Among them:

Dollies, Traycloths, Centres, Scarfs, Luncheon Cloths and Sets, Serviettes, Pillow-cases, Handkerchief and Glove Cases, Pin-cushion Tops, etc.

### When Making Ready the Guest-Room or Replenishing Any Bedroom Needs Towels---'Old Bleach' and Terry

Beautifully woven from pure linen, grass-bleached and richly finished—what more could any discriminating housewife wish for family or guest than these "Old Bleach" Towels?

Some are in plain linen huckaback—others have lustrous, variously designed damask borders. The ends are carefully spoke-hemstitched or scalloped.

Sizes 18 x 34, 23 x 39, 20 x 40, and 24 x 42 inches. Priced from \$1.75 to \$5.00 a pair.

Guest Towels, \$1.25 to \$1.75 pair.

Soft, heavy, absorbent Terry Bath Towels are here in great variety, in all-white or white with border, block or striped designs, in pink, blue, lavender or gold. Some with initial spaces. Priced, \$1.00 to \$3.95 a pair.

So Necessary to the Furnishing of Every Well-Appointed Home. Telephone Your Order Main 7841

In these days when Fine Linens are as rare as they are elegant, many housewives will be glad to learn that there are still some of the old, rich qualities obtainable at Simpson's.

For instance, the famous and exquisite "Old Bleach" table linen, doubly precious because of its scarcity. Moreover, we cannot duplicate present stocks under much higher prices. Wise women will buy early—enough for years to come. To describe a few, including "Old Bleach" and other qualities:

"Old Bleach" Satin Damask Sets in anemone, cherry, maple leaf, rose ribbon and scroll and stripe designs. Cloth, size 2 x 2 1/2 yards. One dozen napkins, size 22 x 22. Set, \$23.45.

"Old Bleach" double-damask sets of great beauty. Spot and rose, wild rose, myrtle, floral draped and ivy designs. Cloth, size 2 x 2 1/2 yards. One dozen napkins, size 22 x 22 inches. Set, \$27.90.

"Old Bleach" sets of rarely-lovely heavy satin damask in the exquisite lilac or handsomely-conventional Sheraton designs. Cloth, 2 x 2 1/2 yards. One dozen napkins, size 22 x 22 inches. Set, \$32.90.



### Richly Embroidered Linen Pillow Cases

One lovely pair have a fascinating irregular scalloped edge, and show the favored basket design richly embroidered. Price, \$5.95. Daintily worked sprays of wheat form the oval space for your initial on another pair with scalloped edge. Price, \$5.50. Exquisite Madeira-Embroidered Cases, in the rare bird design, with tiny scalloped edge, are priced at \$9.00 a pair.

### Fine Sheets

—are of heavy plain cotton of exceptional quality with an attractive linen finish. Sizes 72 x 90, 80 x 100, and 90 x 108 inches. If hemmed, they are priced from \$2.45 to \$10.00 a pair. Others, strongly hemstitched, are priced from \$4.95 to \$10.50 a pair.

## Wilton Rugs, Tapestry Rugs and Congoleum Rugs Attractively Priced

Heavy Wilton Rugs—In splendid assortment; handsome Oriental designs and rich colors appropriate for up-to-date color schemes in house furnishing. The complete range of sizes offers wonderful choosing today. Get yours while the prices are so moderate.

- Size 4 ft. 6 in. x 6 ft., at . . . \$17.25
- Size 4 ft. 6 in. x 7 ft. 6 in., at \$21.75
- Size 6 ft. 9 in. x 7 ft. 6 in., at \$32.50
- Size 6 ft. 9 in. x 9 ft., at . . . \$39.75
- Size 6 ft. 9 in. x 10 ft. 6 in., \$45.75
- Size 9 ft. x 9 ft., at . . . \$52.50
- Size 9 ft. x 10 ft. 6 in., at . . . \$59.75
- Size 9 ft. x 12 ft., at . . . \$67.50
- Size 11 ft. 3 in. x 12 ft., at . . . \$87.50

**Tapestry Rugs Reduced to \$19.95 Each**—Real Scotch Rugs in good variety of designs and colors, are suitable for bedroom or living-room; heavy quality. Size 9 x 12. Today, special, each, \$19.95.

**Cork Bath Mats, \$1.15 Each**—Useful mats for bedroom or kitchen, in plain natural colors and line borders; extra heavy quality. Size 36 x 20. Today, each, \$1.15.

**Good Prices in Congoleum Rugs**—Handsome rugs in carpet designs with border all around and Oriental colors; sanitary and easy to clean. Size 6 x 6, at \$5.75 each; 6 x 9, at \$8.50 each; 7.6 x 9, at \$10.75 each; 9 x 10.6, at \$15.00.

Simpson's—Fourth Floor.

## Here's a Handy Electric Lamp for Sick Rooms For \$4.95 and \$5.65

This little lamp is just what you want for reading in bed or for the sick room. It is readily adjustable to fit bed or to be used as table lamp. Brushed brass or bronze finish. October sale price, \$4.95 (cord and plug included); bronze, \$5.65.

Shades for electric fixtures at great reductions. In many cases one or two of a kind—all colors, decorations, and a myriad of shapes. October Clean-up Sale, today, 22c to \$1.75.

Simpson's—Sixth Floor.



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