

Store Opens at 8.30 a.m.

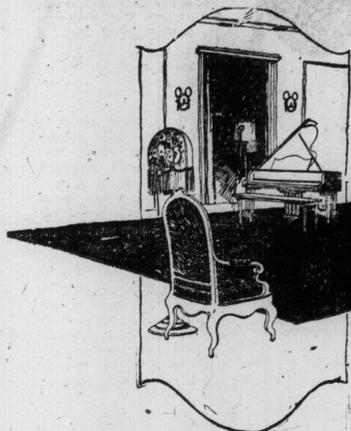
SIMPSON'S

Telephone Main 7841
Connects With All Departments

SIMPSON'S

Store Closes at 5.30 p.m.

October Sales in the Home Departments for Today



Treat Your Rooms to New Rugs Today When
\$18.75 Tapestry Rugs Are at \$14.95

Seamless Tapestry Rugs in good designs, Oriental effects and light and dark shades. 7' 6" x 9'. Regularly \$18.75. Special, \$14.95.
Scotch Velvet Rugs, Regular \$39.50—Woven with short, close pile, and made in one piece. A dozen designs, in quality that will stand lots of wear. Size 9' x 12'. Regular \$47.50 and \$49.50. Special, each, \$39.50.

Heavy Brussels Rugs, \$29.75—For living-rooms or bedrooms, many are English made rugs, in conventional and Oriental designs, and strong quality. Size 9' x 12'. Regular \$32.00 to \$39.75. Special, each, \$29.75.

Heavy Quality Prairie Grass Rugs—bound all around—green and brown shades. Plain centres, with assorted borders. Size 6' x 9'. Regular \$6.50 each. Today, special, \$4.95.

2,000 Yards Felt Base Oilcloth at 59c Square Yard—A serviceable floor covering—well seasoned. Good tile, block and wood designs, suitable for all purposes. Heavy glazed finish—sanitary and easy to clean. Today, square yard, 59c.

Portiere Materials, Curtains, Chintzes, Nets, Lamp Shades

New Portiere Materials

Ready-made and made to order. Tapestry, damask, velour, Egyptian cloth, chenille and other new materials. Fully reversible chenille velour portieres are in rich self-tones of rose, green, blue and brown, having heavy silk cord down one side and across the bottom. Priced at pair, \$20.50.

New Marquisette Curtains

The new season's collection includes the very latest American makes—trimmed with cluny, filet and guipure laces and insertions. Prices, pair, \$3.98 to \$17.50.

The New Chintzes

Lovely chintzes, imported direct from the foremost British manufacturers, also big assortments of bright-hued American chintzes.

At 98c we are showing high-grade chintzes, in light, medium and dark colors, with verdure, bird and shadow effects.

Bungalow Nets

At 59c yard you can select a suitable net for any room in the house; 36 to 44 inches wide, in white, ivory and ecru.

In the Lamp Shade Section

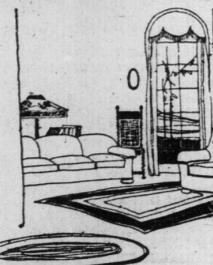
We design and make our own lamp shades. Our salesladies will always be glad to advise on choosing the materials, and as to the making of any shade you require. Large stocks of the newest silks, trimmings of all kinds to select from.



Get Your Victrola at Simpson's
Dozens of Styles—Club Terms Arranged.
This One \$174.00

The Home-Lovers' Club Is Open to Enroll Members

This announcement is probably more opportune just now than ever, presenting as it does the unusual possibility of buying Home Furnishings at Strictly Cash Prices on a Payment Plan that does not too seriously disturb available cash. That there are lots of comfortable home needs before winter sets in is inevitable—at Simpson's you may choose in comfort from everything marked in plain figures—one price for all—and the Secretary on the Fourth Floor is there always ready to explain how easy the payments can be made to reliable home lovers.



See What the October Fixture Sale Offers



Electric Bulbs and Gas Mantles
25 and 40-watt Tungsten Bulbs. Regularly 38c each; 3 for \$1.00.
Upright Gas Mantles. Regularly 12 1/2c for 10c.

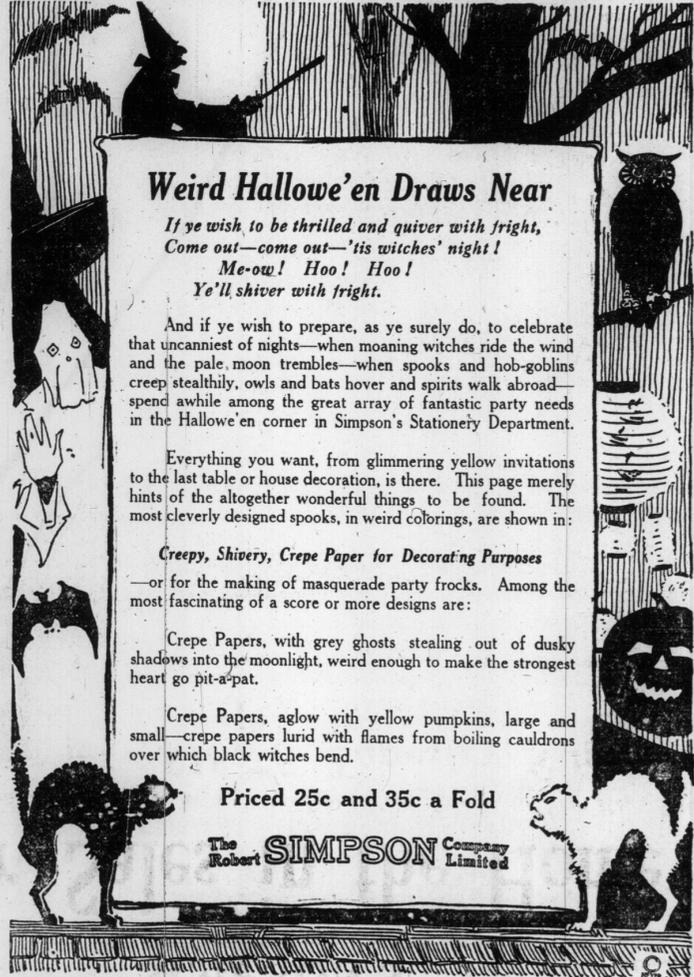


Brush Brass Wall Light
Two ft. long, with white or tinted shade, as shown. Reg. value \$3.65. Today, \$2.19.

Brush Brass Wall Light, with key socket and holder, and tinted shade, blue, pink or amber. Regular \$2.15 value. Today, \$1.75. Installed free in city. Fees extra.

Spooky, Hallowe'en Novelties in Fantastic Array — At Simpson's

Mystic Favors and Lurid Decorations
COMIC CAPS, in orange, yellow and white, for your guests to wear at the Hallowe'en party table. Price, 10c.
NOVELTY TIES, in gay designs and colors, to match the caps. Price, 10c.
INVITATIONS, with the spookiest rhymes imaginable, calling the guests to meet the ghosts of Hallowe'en. Priced, 20c, 50c and 75c a dozen.
PLACE-CARDS, in fantastic shapes, featuring all the symbols of the night. Price, 30c a dozen.
MASKS, in ghastly shades of pink, yellow, blue, green, lavender, etc., have just arrived—a most important addition to the frolic of the Hallowe'en party. They are very moderately priced, too, at 10c each.
CUT-OUTS, for decorating the table, the curtains, the guests, and a dozen and one such needs, take the forms of pumpkins, sinister coal-black cats, bright red imps and witches. Priced from 3 for 5c to 10c each.



Weird Hallowe'en Draws Near
*If ye wish to be thrilled and quiver with fright,
Come out—come out—'tis witches' night!
Me-ow! Hoo! Hoo!
Ye'll shiver with fright.*

And if ye wish to prepare, as ye surely do, to celebrate that uncanniest of nights—when moaning witches ride the wind and the pale moon trembles—when spooks and hob-goblins creep stealthily, owls and bats hover and spirits walk abroad—spend awhile among the great array of fantastic party needs in the Hallowe'en corner in Simpson's Stationery Department.

Everything you want, from glimmering yellow invitations to the last table or house decoration, is there. This page merely hints of the altogether wonderful things to be found. The most cleverly designed spooks, in weird colorings, are shown in:

Creepy, Shivery, Crepe Paper for Decorating Purposes
—or for the making of masquerade party frocks. Among the most fascinating of a score or more designs are:

Crepe Papers, with grey ghosts stealing out of dusky shadows into the moonlight, weird enough to make the strongest heart go pit-a-pat.

Crepe Papers, aglow with yellow pumpkins, large and small—crepe papers lurid with flames from boiling cauldrons over which black witches bend.

Priced 25c and 35c a Fold

The **SIMPSON** Company
Robert Limited

Owls, Bats, Goblins and Ghosts Galore
—decorate the paper tablecloths that are made to add interest and fantasy to the party. Borders of pumpkins are also seen, while many boast wild-looking witches. Orange, black and red are the predominating shades. Price, 35c.
TABLE NAPKINS to match are priced at 7c a dozen, or 15c and 35c a package.
PAPER TABLE SETS, unique and witching, in similar designs and colors and wrapped in sealed sanitary packages, are priced at 90c.
LAMP SHADES, in two cunning shapes. Price, 5c.
ICE CUPS AND NUT BASKETS. Each, 5c.

The Hallowe'en Party
—will have no problems for the woman or miss who lives out of town, if she leaves the buying of all the decorating necessities, etc., to "Connoisseur." Write, giving the number of people you expect to entertain, and your needs—enclose the approximate amount you wish to spend, and an expert shopper will choose for you. There is plenty of time to inquire if you do not wish to order at once. Always address—

\$97.75 Dining-Room Suite for \$71.60

Dining-room Suite, of quarter-cut oak, fumed or golden finish. Buffet is a heavy colonial design, has 48-inch case, raised panels on doors—2 cutlery drawers and linen drawers. Diners have shaped panel backs and full leather seats. Extension Table has heavy pedestal, 45-inch top, extending to 6 feet. Regular price \$97.75. Today, \$71.60.
8-piece Dining-room Suite of solid oak, golden and fumed finish. Buffet, 48-in. case, shaped top, with bevelled mirror. Extension Table, 42-inch top, pedestal base, extends to 6 feet. Diners have shaped panel backs and top rails, upholstered in genuine leather. Regular price, \$80.75. Today, \$64.50.
8-piece Dining-room Suite, quarter-cut oak, fumed and golden finish. Buffet has one long and two small drawers, bevelled plate mirror. Diners, full box frames, panel backs, slip seats, upholstered in genuine leather. Extension Table, has 45-inch top, with deep rims, massive pedestal. Extends to 6 feet. Regular price \$102.75. Today, \$74.85.

Artistic Wallpapers in All Manner of Designs

Reproductions of Old Designs—Novel Treatments Out of the Ordinary.
Bird of Paradise Design, in tones of rose, mulberry and green on fawn fabric ground, roll, \$2.00.
Stanwood-Mansfield Reproduction — Chippendale motif, in rich colors of blue and rose on grey ground, roll, \$1.50.
Shand-Kydd Hand-blocked Paper, all-over leaf design, in grey and ivory; this paper comes with burnt orange or blue background, roll, \$3.00.
Japanese Leathers and Grass Cloths for Living-rooms, Halls and Dining-rooms.
Grass Cloths, iridescent and plain shades of blue, greys, tans, buffs and browns; 36 inches wide, roll, \$6.00.
Adams Panel Design, for dado use, 36 inches wide, finely lacquered in gold and tan, yard, \$1.50.
Oriental Chrysanthemum Design, hand tooled in rich color effects on green metallic background, 36 inches wide, per yard, \$1.75.
Tapestries in New Subdued Color Effects—Desirable neutral tints and mellow tones. Castle and scenic patterns in wonderful perspective—carefully worked out in color arrangements; 28 inches wide, 5-yard roll, \$1.75.

Extra for Today, 1,200 Rolls Imported Wall Papers, 40 Patterns.

8.30 a.m. Special, 25c Single Roll, regularly 40c to \$1.50. (No phone or mail orders)—Balances of the season's popular selling wall papers. Fabric weaves, silks, tapestries, chintzes and stripe patterns. Good choice of newest colorings. Enough in each style for a room or hall. Simpson's—Sixth Floor.

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