

# Simpson's October China Sale

## Begins Today With the Following Big Values

Our October China Sale is of even greater importance this year than in times past, not only because the values offered are so wonderful, but also because of our ability to offer certain lines of high-grade China that are obtainable in Canada only at this store.

In spite of the curtailment of production in France and England, and in spite of the kaiser's efforts to wipe out the world's shipping, we are ready with our October Sale, placing before you not only big values, but what is even a greater achievement at the present time, big assortments.

### Coalport China Dinner Sets



2 Exceptional Offerings of "Coalport" China Dinner Services

"Coalport," England's most famous make of high-grade china. Here is very rich old English design, "The French Noble." Full 110-piece dinner service. Regular price \$125.00. October China Sale . . . . . 95.00

**\$125.00 Coalport Set, \$89.50**

A very pretty green ribbon and rosebud border decoration, coin gold striped handles and edges, beautiful quality Coalport china. 100 pieces. October China Sale **\$9.50**

### 3 Dinner Set Specials

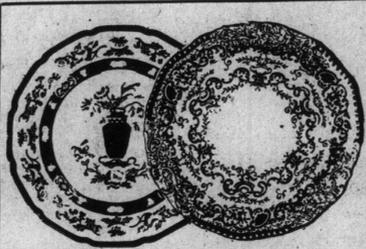
- A Wedgwood & Co. Set . . . . .
- A Dice Border Set . . . . .
- A Pink Fieston Set . . . . .

**13.95**

"Alsace," an open stock pattern, a dainty rosebud festoon decoration, gold line on handles and edges. Choice of ovide or kermis shape cups. 97 pieces. October China Sale . . . . . 13.95

Excellent grade of English ware, pretty black dice and rosebud border decoration. 97 pieces. October China Sale, at . . . . . 13.95

English ware, with a very attractive rosebud festoon border, gold line on handles and edges. 97-piece set. October China Sale . . . . . 13.95



**500 Royal Doulton China Service Plates Each 49c**

Phone Orders Cannot Be Accepted

These are factory overmakes. When the factory receives an order for a dozen of a pattern they make one or two extras to provide for breakage and other possible shortages. After a while these odd singles and odd half-dozen accumulates to quite a large number. We secured 500 of such odd plates—beautiful pieces worth \$1.00, \$1.50 and \$2.00 each. The sale price as a leader in the October China Sale will be, each . . . . . **.49**

### A Complete English Dinner Set of 97 Pieces

at Less Than Present Laid Down Cost



This is a remarkable bargain in face of the ever-increasing cost of English ware. Excellent quality thin English ware. Very attractive green border decoration. Hard brilliant over-glaze, perfectly modeled. A limited number of complete dinner sets of 97 pieces. Today . . . . . **7.95**

### Thirty 40-Piece English China Tea Sets, \$5.95

A variety of new rose, violet and conventional border decorations in this special selection of English China Tea Sets for today's selling. Every set is of finest quality English bone china, and all have gold line handles and edges. Regular values would be \$7.50, \$8.00 and \$9.00. Today, all priced for quick selling at, the set . . . . . **5.95**

### "Noritake," "Royal Nippon" China Dinner Set, \$32.50

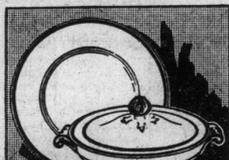
A very new and dainty hand-painted border decoration. Full gold handles and gold line on edges. An open stock pattern of 97 pieces. October China Sale. Today, the set . . . . . **32.50**

## Here Are Eight Beautiful Sets---Each One a Splendid Value



"ROSEMARY," a pretty pink rose border decoration, open stock pattern; 97 pieces . . . . . **22.50**

"Theodore Haviland" Sets, \$105.00  
We offer for today's selling two only Theodore Haviland Limoges China Display Dinner Sets, with the newest of French border designs. 100-piece composition. Today, special, the set at . . . . . **105.00**



"CAMDEN," white and gold decoration; an open stock pattern; 97 pieces. October China Sale **24.50**

"Rheims" Limoges Set, \$42.50  
Finest Quality Thin Clear White Limoges French China, with a very pretty grey and blue border decoration. An open stock pattern. 97 pieces. October China Sale . . . . . **42.50**



Genuine French Limoges china, with a very dainty rosebud border decoration. Gold line handles and edges; excellent quality clear white ware. Complete dinner set of 97 pieces. October China Sale . . . . . **25.50**

Six Only, \$85.00 Theodore Haviland Dinner Sets, \$57.50  
This is exceptional value, and as we only have six sets to offer, we would advise you to be here early today.



"VESTA," a new and dainty rose spray border decoration, open stock pattern; 97 pieces . . . . . **22.50**

"Ruby" Limoges Set, \$42.50  
A very dainty blue and rosebud border decoration, half coin gold handles and edges. Beautiful quality thin Limoges china. An open stock pattern. 97 pieces. October China Sale . . . . . **42.50**

### Burmalo Linen

is our popular family linen writing paper. We bought a big quantity at pre-war prices and are offering it today 50 per cent. below present day values. A beautiful writing sheet, with smooth linen surface: Paper, per pound . . . . . **.25**  
Envelopes, per 75 . . . . . **.25**

### Waterman's Ideal "Self Filling" Fountain Pen

Meets every requirement for business, school or home use. Best quality of rubber in holder, 14k. gold point tipped with iridium; made in fine, medium, coarse and stub points. A splendid stock to choose from in our Stationery Department. Our leader is the "self filler" . . . . . **2.50**

### Suit Case Special

Genuine Leather Suit Case, strong handle, brass lock and bolts; some have pockets. Size 22-inch. Regular \$6.50. Today . . . . . **4.95**

**Army Field Lockers**  
Very strongly constructed, with heavy locks and bolts, brass corners and clamps. Specially suited for Flying Corps. Regulation size:  
Steel covered . . . . . **7.50**  
Fibre covered . . . . . **11.50**

### "Victor" The Popular Boot for Well Dressed Men



We handle Victor Boots because we know they always give satisfaction, not only in quality of materials, but also in their splendid appearance. A few of the new lasts follow:

**New London**  
A black vici kid straight lace boot, with kid top and kangaroo toe-cap; best grade English oak tanned Goodyear welt sole; medium heel. The smart, clean-cut lines of this boot make it a popular seller. For all ages. Sizes 5 1/2 to 10. Per pair **7.50**

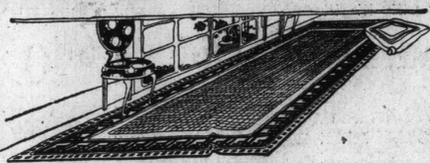
**New Carlton**  
Havana calf, straight lace on new Carlton recede toe last, with neat perforated tip, blind eyelets to top, Oko guaranteed sole, rubber heel. Sizes 6 to 11. Pair . . . . . **8.00**  
Same style, with best oak tanned leather sole. Per pair . . . . . **8.00**

**Freak Last**  
No. 6129, a black vici kid blucher on wide toe last, with kangaroo toe-cap, heavy Goodyear welt sole, low heel. Sizes 6 to 11. Per pair . . . . . **8.00**

**Black-Thorne Recede Toe**  
A smart recede toe lace boot of selected gunmetal calf leather, Oko guaranteed sole and Catspaw rubber heels. Sizes 6 to 11. Per pair . . . . . **7.50**

### This Women's Popular Walking Boot, \$7.00

A handsome boot, suitable for women of all ages. Made of gunmetal leather, with imitation wing tip, dull calf top, blind eyelets, on latest walking last; good weight sole, low heel; widths C and D; sizes 2 1/2 to 7.  
Similar style with Neolin sole and rubber heel. Same price, per pair . . . . . **7.00**



### Great Reductions in Rag Rugs

We are clearing out some of our newest Rag Rugs. There is a big assortment of plain colors, including grey, fawn, rose, green, blue and mauve, with fancy chintz borders. Good heavy quality.

Size 6.0 x 9.0. Regular \$17.50. Today, special . . . . . **10.95**  
Size 6.0 x 10.6. Regular \$15.00. Today, special . . . . . **12.95**

**Splendid Values in English Axminster Rugs**  
Seamless Axminster Rugs of extra heavy quality and very closely woven, of English manufacture. Persian Kirmanshah design with medallion pattern, very rich colors and soft shades of fawn, brown, blue and claret coloring.  
Size 9.0 x 9.0. Regular \$45.00. Today, special . . . . . **39.50**  
Size 9.0 x 10.6. Regular \$32.50. Today, special . . . . . **44.50**  
Size 9.0 x 12.0. Regular \$60.00. Today, special . . . . . **51.95**

### \$1.50 Wear-Ever Aluminum Sauce Pans, 98c

Today we will sell 250 only Three-quart Wear-Ever Covered Saucepans; a regular \$1.50 size. Only one to a customer, and the price will be . . . . . **.98**  
**\$1.75 Wear-Ever Aluminum Preserving Kettles**, 6-quart size. Today, each . . . . . **1.25**

**Wear-Ever Aluminum Double Boilers**, 1-quart size (inside dish), **\$1.75**; 2-quart size (inside dish), **\$2.35**; 3-quart size (inside dish), **\$2.75**.  
**Wear-Ever Tea Kettles**, 5-quart size. Today . . . . . **3.75**  
**Aluminum Salt and Pepper Shakers**, loaded bottom. Today, pair . . . . . **.19**



Phone Main 7841.

## Fascinating Furs

We have now on display the most charming collection of furs possible. Luxuriance, elegance and comfort, combined with the most alluring designs that New York is able to produce, have made them all your heart could desire.



### Our Hudson Seal Coats from New York

Our Hudson Seal Coats are craving particular attention. Straight, loosely belted, or with bolero effects; plain or seen in company with collars and cuffs of rich sable, softest brown beaver or other contrasting furs, unadorned or ornamented with jeweled buttons, they captivate eye and heart. Another interesting feature of these coats is the fact that there are no two alike and that they have no duplicates in Canada. Prices, **\$165.00 to \$465.00**.

### Velvets, Plushes, Velvetens

**French Chiffon Velvets**, in the softest autumn and fall shades. Velvets that were purchased nearly a year and a half ago, and are sold by us at the old prices, **\$3.50, \$4.00, \$4.50 and \$5.00** per yard.

**Lister's Famed Silk Plushes**, 32 inches wide, yard, **\$4.00**; 40 inches wide, yard, **\$5.00**. Taupe and mole greys, greens, wine and Burgundy, purple and amethyst, browns and several shades in blue.

**Black Chiffon Velvetens**, twill back, guaranteed fast pile and "Imperial raven black" dyes. Per yard, **75c to \$3.50**.

"Simpson's" Fast Pile Worral's Dye, 44-inch Colored Chiffon Velvetens have the finish of a Lyons velvet. Every wanted shade and black. Yard . . . . . **2.50**

**King Cord Velvets**, the ideal fabric for suits, separate skirts, sport coats, misses' dresses, boys' suits and pants, etc. Yard, **59c to \$2.00**.

**Millinery Velvets**, in colors at less than present wholesale quotations, "panne," "conche," "erect pile" and the old-fashioned straight pile "Lyons" velvets, in lovely qualities and an enormous shade range . . . . **1.50**  
Blacks from **\$1.00** per yard upwards.

**Big Value for Today Only, 36-inch Ivory Habutai Silk**, our 79c quality, from regular stock, going on sale at . . . . **.59**  
Phone Orders Filled.

### Guaranteed Qualities Fast Dye Serges

**British-made Botany Serges**, in the dark shades of navy and black; soft gloss-proof finish; 50 and 52 inches wide. . . . . **2.50** per yard  
**Men's Wear Navy and Black Serges**, 54 and 56 inches wide. No better tailoring serge known. Per yard . . . . . **3.50**  
**Men's Chevots**, the ideal fall and winter suiting. They are stormproof and glossproof; in three shades of navy and black; 56 inches wide. Per yard, **\$3.00 and \$3.50**.  
**West-of-England Serge**. This extra special quality is stamped with our guarantee every four yards; navys and black; 52 and 54 inches wide. Per yard . . . . . **1.75**

### Women's Fashionable Pure Wool Sweaters

**Extraordinary Value Today at \$4.50**  
One hundred only, Women's Sweater Coats, knit of a lovely quality pure wool, in a very smart weave; they have smart convertible roll collars, two patch pockets and wide sash, with tassels run through belt loops at waist; colors all white or Copen, blue, with smart white trimmed collars and sashes. Sizes 36 to 42 bust in the lot. This offer certainly cannot be repeated, so come early.

### Children's \$2 Dresses, Special at 95c

Children's Dresses, made of a warm plaid material, in rich, soft tones of brown, green, cardinal and blue. They have lined waist and sleeves, pleated skirts, with deep hem, and smart sailor collars and cuffs of white repp, trimmed with pretty pipings. Sizes 2 to 6 years in the lot. No phone or mail orders.  
**Infants' Nightgowns** of softest white flannelette; yokes daintily tucked and silk flossed; deep lace edges on neck and sleeves. Regularly 75c. Today . . . . . **50c**  
**Infants' Coats**, of a splendid woolly cream chinchilla; lined throughout with soft white flannelette; smart collar and sleeve cuffs trimmed with lustrous silk braid. Sizes 6 months to 2 years. Come early. Sale price . . . . . **2.95**

### Padded Vests



**98c**

Just the thing to wear under the lightweight suit or coat. Cozy sleeveless vests of Japanese silk, padded and quilted. Black, lined in black, mauve or white. Sizes 34 to 48. Reduced price for today. On sale at . . . . . **.98**

### New Taffeta Petticoats

Swiss Taffeta Silk Petticoats, in rose, nigger brown, reseda, burgundy, black and pretty shot effects of brown and green, rose and green, Copen, and rose, green and cerise. Cut generously full and have flounce of pleating and tucking and deep percaline underpiece. Lengths 34 to 40. Price . . . **5.00**