

At the Simpson Store Today



If You Were to Step Into the Oriental Rug Emporiums Abroad, You Would Find, Perhaps, a Less Attractive Showing of Oriental Rugs Than We Can Still Show You Here Today

But the difficulty of replenishing stocks is so great that if present conditions will not be altered very soon, such beautiful specimens as we are still showing will be altogether unobtainable.

Present prices are in nowise an indication of the actual values of these rugs, for they were purchased a long time ago, when prices were considerably lower, therefore you can get rugs here today that are real art treasures at prices that will appeal to you as quite reasonable.

Small-Sized Oriental Rugs Today for \$29.50

A collection of small, genuine Oriental Rugs, and in a various assortment of different makes, including Bergam, Mossoul, Kazac and Ferahan qualities, and in sizes that are suitable for hall rugs or living-room use. All one price to clear at 29.50

Turkish Surouk---

Handsome design, small medallion in centre; dark blue and terra cotta coloring. Size 9 ft. 11 in. x 6 ft. 8 in. Price 175.00

Kazac---

Large Oriental design, suitable for dining-room or living-room; soft copper shades, with blue and cream. Size 13 ft. 7 in. x 10 ft. Price 410.00

Chinese Rug---

Quaint characteristic design; rose colored ground work, with blue and cream design. Size 11 ft. 8 in. x 8 ft. 10 in. Price 275.00

Hamadan---

Very fine quality; soft putty shade, with green and blue tints. Size 12 ft. 9 in. x 9 ft. 11 in. Price 265.00

Special Showing of Fine Laristan Rugs

They come direct from northern India, where these beautiful rugs are woven; nothing can surpass the deep, rich coloring and wonderful shades of this make of rug, specially noted for the wonderful blues which are to be found in nearly all of them, and which make them so suitable for up-to-date furnishings. We mention a few only, but there are other sizes in stock:

Size 6 ft. x 9 ft. Price 155.00
Size 8 ft. x 11 ft. Price 219.00
Size 9 ft. x 10 ft. Price 225.00
Size 9 ft. x 12 ft. Price 310.50

Fine Anatolian---

Medallion pattern, with soft shades of light blue, rose and cream. Size 12 ft. 5 in. x 9 ft. 1 in. Price 285.00

Yhordies---

Ground work of soft camel shade, with blue, rose and cream colorings in border. Size 12 ft. 2 in. x 9 ft. 6 in. Price 165.00

Mahal---

Very silky rug, with beautiful lustre; all-over design, in shades of deep blue, old gold and brick red. Size 14 ft. 4 in. x 10 ft. 5 in. Price 295.00

Anatolian---

Effective Khurdestan design, suitable for parlor; light cream, soft blue and rose coloring. Size 10 ft. 4 in. x 6 ft. 10 in. Price 167.00

Today---Opening Display of Winter Millinery

Featuring New York Models in Fur Hats and Fur-Trimmed Hats for Now and Later

As usual, the beautiful hats in our Opening Display of Winter Millinery are the very essence of obedience to Fashion's command.

Fine and faithful reproductions of exclusive imported French models by such famous New York designers and makers as Peggy Hoyt, Waters, Bendel and Joseph. They are such a delight to behold and such a joy to wear!

Also over one hundred new tailored models, which we consider some of the finest we have received this season from Rawak, Moorehead & Jardine and Burgess.

Besides these, we are showing some of our own exquisite models, copied from beautifully designed New York hats.

All that carefully selected luxurious fur and other rich fabrics, and all that skilled workmanship can do, have combined to produce these stunning models.

No woman who craves distinctive and charming individuality in her millinery should miss seeing the display today.

Opening Day Specials---\$10, \$12.50, \$15

In the group are exquisite reproductions of exclusive designs that have been inspired by the imported models.

These hats, though generally for more dressy purposes, are suitable for almost any occasion.

Rich velvets and plushes are used in

their development. Many are adorned with fur, the joveliest of all winter trimmings, while others are beautifully decorated with the modish ostrich or pheasant bands.

The excellence of the value is more than apparent in every one of these handsome hats.

Give Us Your Order for Re-Upholstering

Now is the ideal time to have your furniture re-covered or re-upholstered in readiness for the long Fall and Winter evenings.

Our stock of English, French and Italian Tapestries and Damasks was never better assorted, and the prices are surprisingly low, ranging from sturdy English Tapestries at \$1.45 yard up to elegant Italian Silk Metal Damasks at \$8.50 yard.

Phone Main 7841, Drapery Dept., and we will send an experienced upholsterer to give you an estimate on any work of this nature you desire to have done.

Handsome Lace Curtains, \$3.79 Pair

100 pairs of Imported Lace Curtains, in white and ivory, including some extra fine Nottingham weaves, showing lovely new patterns; also a few designs in strong Violet Net with double threads. All are three yards in length. Today, per pair 3.79

Pictures Framed Today for 50c

2,000 feet of Moulding will be made up in sizes up to 11 x 14, complete with glass and back, at this price.

Your choice of mission oak, gilt and mahogany, suitable for soldiers' pictures or supplement pictures50

Pictures, in size up to 16 x 20, framed in 1 1/2-inch mission oak or 1 1/2-inch gilt, complete with glass and back. Today .75

This Beautiful Fixture Only \$22.00

Hairline colonial designs; also variations of same in brass and silver finishes. All pieces bearing patterns to relieve the plainness—the whole presenting a highly pleasing appearance.

These styles are new and extremely attractive. Special prices, today:

Four-light, colonial, brass finish. Regular \$18.00. Today 16.00
Two-light, rose gold finish, a beautiful piece. Regular \$13.95. Today 12.45
Four-light, colonial, brass finish. Regular \$22.50. Today 19.95
Four-light, bronze, gold finish. Regular \$21.50. Today 18.95
Four-light, like illustration, Italian gold finish. Regular \$27.85. Today 22.00



Table Cloths Reduced

Pure Linen Cloths, with satin damask finish, elegant designs. Size 2 x 2 1/2 yards. Slightly mussed from display. Regularly \$5.95 to \$6.95. Today, each 4.95

Towels, Blankets, Etc., at Very Low Prices

Huckaback Towels, hemmed ends, with pretty damask border. Size 22 x 40 inches. Extra special, per pair69

White Union Wool Blankets, pink and blue borders. Size 66 x 82 inches. Regularly \$8.50. Today, per pair 7.35

White English Satin Bed Spreads, soft finish. Size 72 x 90 inches. Regularly \$4.00. Today 3.25

Silkoline Bed Comforters, size 72 x 72 inches; white fluffy cotton filling. Regularly \$3.00. Today 2.45

Hemstitched Sheets, a quality that will launder nicely. Size 72 x 90 inches. Regularly \$3.75. Today, per pair 2.85

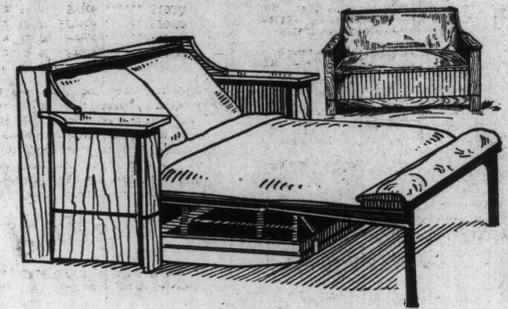
Pillow Cases, size 44 x 33 in., hemmed. Today, per pair48

White Flannelette, lovely soft quality, 29 inches wide. Today, per yard19

Underwear for Women

400 "Watson's" Brand Vests and Drawers, Per Garment, 83c

Made of lovely soft quality cotton and wool mixture. The vests are high neck style, with long sleeves, and the drawers are ankle length, both styles. Colors white or natural. Sizes 34 to 42. Today, per garment83



Beds, Mattresses at Very Special Prices Today

\$41.00 Divanette for \$31.95

A Divanette, the famous Kindel Koday. Can be used during the day as settee and as double bed at night. Frames are extra heavy genuine oak, fumed finish seat and back, upholstered in brown imitation leather. Spring soft and comfortable with helicals at each end. Complete with soft, comfortable mattress. Regular price \$41.00. Today 31.95

Mattresses \$2.95

100 Mattresses, seagrass centre, jute felt both sides and ends. Encased in good grade of art ticking, deeply tufted. All regular sizes. No more than two to each customer. Extra special today, each 2.95

Children's Cribs \$10.95

Child's Crib, complete with mattress, pure white enamel, safety drop sides, link fabric spring, helicals at each end. Mattress fibre centre, jute both sides, encased in good grade of art ticking. Complete today 10.95

Mattresses \$5.95

Mattress, seagrass and jute both sides and ends, full depth border, stitched edges, deeply tufted, all regular sizes. Regular price \$8.00. Today 5.95

Iron Beds \$5.25

Bed, continuous posts, five fillers, brass spindle in centre, supplied in double size. Regular price \$8.00. Today 5.25

Iron Beds (Double) \$2.90

Bed, double size, scroll head and foot, brass caps on posts. Regular price \$5.00. Today 2.90

The Robert SIMPSON Company Limited

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London, Oct. military operati have been attie are carrying ou ments of great which always p an Infantry off troops have car cessful raids, in ties were indic and prisoners a taken.

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Ottawa, Oct. interview toda Dominion food while it is not of potatoes, the price paid the by the consum means of fixing ing dealers th food controller control the poe an extent as is. When asked ine, the food c ments made a week had agr stood. He poi pressing his p es that this admitted free meet the app mained to be

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