Simpson's October Sale of China



\$125.00 Coalport Ribbon Service, \$89.50

England's most famous make of highgrade china. Pretty green ribbon and dainty rosebud border decoration. Coin gold striped handles and edges, 100 pieces. Regular \$125.00. October china sale price 89.50



French Noble Service Beautiful quality Coalport china, handsome new border decoration (as illustrated). Full 112-piece dinner service. October china sale



A Limited Number of Savoy Dinner Sets, Regular \$59.50, Thursday, \$36.75

102 pieces, finest quality Barnardaud & Co.'s Limoges china, pretty green band border, Greek key over design, full coin gold handles and edges, an open stock pattern. Additional pieces may be purchased at any time. Reg. \$59.50. 36.75 October china sale, the set ...

BEGINNING this morning we will sell dinnerware in sets and odd pieces at prices that will be a revelation in big value giving. This sale will include many of our high priced sets, and the very one that you may have admired may be among reduced priced specials. So you will be well advised if you watch the progress of this sale. Booth's Silicon

A Great Bargain on a Limoges Dinner Set \$18.50

Genuine Limoges French China, pretty rose border decoration, gold line edges, full mat gold handles. Excellent quality thin pure white china, 97 pieces. 25 sets only. October china 18.50

English Semi-Porcelain Sets at These Remarkably Low Prices for This Sale | Two \$15.00 English Sets at \$9.95

Johnson's White and Gold Set, \$18.50

Finest grade English Clear White Semi-Porcelain, popular plain gold band border design. Cups have half gold handles. 97 pieces. 18.50 October china sale price

\$18.50 Johnson's Denstone Set, \$12.50

Handsome rich brown Oriental border decoration, gold line edges and handles, finest grade thin English ware, 97-piece set, Regular \$18.50. October china sale price, 12.50

\$18.50 Wedgwood & Co. Set, \$12.50

Pretty new French floral border decoration, finest quality Wedgwood & Co. ware. 97-piece set. 12.50

\$5.50 to \$7.00 China Tea Sets, \$4.39 40-piece sets of finest quality English china, beautiful new floral and conventional border designs. October china 4.39 ty pink and violet floral spray decorations. Gold line 3.49 edges. 40 pieces. October china sale, Thursday, at 3.49

A Complete Dinner Set of 97 Pieces at Less Than Present Wholesale

This is an exceptional bargain in face of the ever increasing cost of English ware. Excellent quality semi-porcelain, handsome green floral border design. Com-



Cost, \$5.85

plete dinner set of 97 pieces. 5.85

Good quality English ware, dainty rose border decoration, gold traced handles and edges, perfectly modelled ware. 97 pieces. 9.95 Sale price, Thursday

This is one of our most popular open stock patterns, and additional pieces may be purchased at any time. New combination conventional and pink floral border decoration, gold line handles and edges. 97-piece set. October china 13.95

\$4.00 to \$5.50 China Tea Sets, \$3.49 Good quality thin translucent English bone china, several pret-

China Dinner

Sets, \$19.50

Finest quality Booth's English

silicon china; handsome new

English border decorations; new-

est importations. October china sale Thursday, set 19.50

\$39 Victoria Limoges

China Set, \$28.50

Excellent quality thin French

Limoges china, dainty pink rose

border decoration, full gold

handles, 100-piece set. 28.50

Black Border

From the famous potteries of Upper

Hanley, clear white even body, bril-

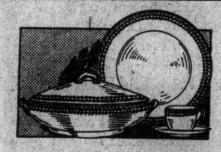
liant overglaze. Dainty new black border design. Gold line handles and edges, 97 pieces. Regular \$15.00. Sale price, Thurs- 9.95

Rose Border Design

Wedgwood & Co.'s

"Lorraine" Dinner

Set, \$13.95



A Bernardaud Maroon Band

Bernardaud & Co.'s Limoges French China, handsome maroon band with over design of coin gold, 102 pieces. Regular price \$125.00. October china sale, Thursday at half price . . 62.50

\$125.00 "Countess" Dinner Service, \$82.50

Bernardaud & Co.'s Limoges French China, gold band border with pretty black Greek key over design. Full coin gold handles. 102 pieces. Regular \$125.00. October china sale, Thursday, the set 82.50



\$125.00 Oriental Border

Bernardaud & Co. Limoges China, hand-Thursday

Service, \$62.50

Men's Furnishings

Men's \$1.50 Cardigan Jackets at \$1.19 — Wool Cardigan Jackets, in plain black, made in fine chain stitched style, V neck, 2 pockets, taped. Sizes 36 to 42. Today 1.19

75c Elastic Ribbed Underwear at 59c-Men's fine elastic ribbed Underwear, natural shade, Tru-Knit make; sateen faced shirts and drawers. Sizes 30 to 46. Regular 75c. To- 59

\$1.50 Elastic Ribbed Combinations at \$1.19-Men's elastic ribbed Combinations, natural and blue grey shade, winter weight, closed crotch style. Sizes 34 to 50. Regular \$1.50. Today ... 1.19

Flannelette Pyjamas, in pink, blue, brown and grey stripes, on light backgrounds; military collar; pearl buttons; silk frogs on coat. Sizes 34 to 46. .98

Men's \$2.00 Sweater Coats at \$1.49 Men's wool Sweater Coats, made in fancy stitch. maroon only, high storm collar, 2 pockets, pearl buttons. Sizes 36 to 42. Regular 1.49 \$2.00. Today 1.49



Fall Hats for Men

WE ARE SHOWING ALL THE NEW SHAPES Smart young men's shapes, with flat set and slightly curling brims, in shades of myrtle, steel, carbon, in shades of myrtie, seed, walnut, navy and black. 2.00

New fall styles for those who wish a conservative shape, in shades of fawn, slate, brown, green and black.

Last Half Week of the September Blanket Sale

\$7.50 WHITE BLANKETS FOR \$5.45 White Union Wool Blankets, pink or blue borders; size 66 x 82 inches; worth \$7.50. Thursday, pair 5.45

White Blankets-Made from best quality long staple Canadian wool, with a small percentage of cotton; weight 9 lbs.; size 70 x 90 inches; warm and serviceable. Thursday, pair 8.25

White Union Wool Blankets, single or threequarter bed size, 60 x 80 inches; worth \$5.95. Thursday, pair 8.95

Reversible Silkoline Bed Comforters, filled with white fluffy cotton; size 72 x 72 inches. Thursday 2.00

Heavy Bleached Twilled Sheeting, made in England; note wide width, 90 inches; worth Damask Table Cloths, assorted designs; size 2 x 2 1/2 yards. Thursday 1.39 Huckaback Bedroom Towels. Clearing Horrockses Flannelette, range of pretty stripes; note wide width, 38 inches. Thurs-White Flannelette, closely woven, soft napped finish; width 33 inches. Thursday,

Crash Roller Towelling, good heavy quality: red border; width 18 inches. Regularly

Novelties and Conservative Styles in Suits for Men

Covering the whole range of your possible needs and preferences are the new Fall Suits piling into the Men's Store. Handsome plain colors and attractive mixtures are shown in the materials and a surprising variety of fashionable models.

Come in and see them today. Here are some of the prices and materials now showing: P 10 1 797

English	worstea, blue	•		•	•		•	•		\$13.50
English	Tweed, brown	•								\$15.00
English	Worsted, brown				•				,	\$18.50
English	Worsted, brown									\$20.00
			Link	7		100	7 4	1		

150 Boys' Tweed Norfolk Suits at \$4.95

Tailored from good solid winter-weight tweeds, in grey and fawn, mixed stripes and broken checks, single-breasted three-button coat, stitched belt, patch or flap pockets, full-cut bloomers, with expanding knee band. Sizes for boys of 7 to 16 years. Sizes 25 to 34. Thursday 4.95

Featuring Boys' Chinchilla Reefers

Our new stock of Boys' Winter-weight Reefers, and particularly our chinchilla lines, are here in full size ranges. Tailored in smart double-breasted model, from imported chinchilla cloth; medium toned grey and dark navy blue: Two rows of brass buttons on front and two flap pockets; black velvet collar; emblem and brass buttons on sleeves and imitation side yents; warm red flannel linings. Boys 3 to 10 years. Sizes 21 to 7.00

These Attractive Boot Values for Today

900 PAIRS OF WOMEN'S BOOTS.

For Fall and Winter wear, made from patent colt, gunmetal and vici kid leathers. Goodyear welt and high-grade flexible McKay sewn soles. High Cuban, medium and Spanish leather heels. Several new toe shapes, about one hundred pairs are

MEN'S GOODYEAR WELT BOOTS, \$3.24.

1050 pairs Men's Boots, Goodyear welted soles, either single or double, Blucher lace and button styles, box calf, patent colt, tan calf and vici kid leathers. Some of the styles are very exclusive and come from a custom grade factory, several easy fitting shapes, with military and low heels. All sizes, 6 to 11

MEN'S "VICTOR BRAND" BOOTS.

450 pairs Men's Heavy Storm Calf Blucher Boot, with bellows tongue, regulation military last, heavy viscolized damp-proof soles; guaranteed all leather counter and heels. Sizes 6 to 11. Regular \$5.00. To- 3.99

BOYS' ACTIVE SERVICE BOOTS. Made of heavy even stock, box kip leather, double weight solid soles, standard screw, stitched with heavy waxed thread, full round toe shape and medium heels. Sizes 11

to 13, \$1.99; sizes 1 to 5, \$2.29. GIRLS' KID BOOTS. Dongola kid boots, with patent toecap, medium weight McKay sewn soles, low heels, button and lace styles. Sizes 4 to 7½, \$1.09; sizes 8 to 10½, \$1.19.

Service at Half Price



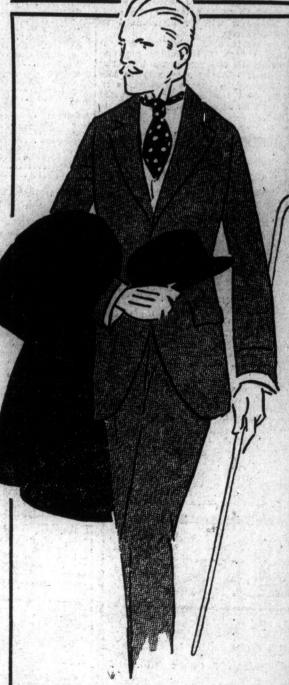


some rich Oriental border decoration, gold edges, full coin gold handles. 102 pieces. October china sale, 62.50

Breakfast in the Palm Room Open from 8.30 a.m.

Our Club Breakfasts have pleased so many of our regular customers, why not try them yourself? Pleasant, large, airy rooms, with the best of service. Prices, 15c, 25c, 80c,

Afternoon Tea.-Try our delightful cup of tea, made fresh for you in individual pots.



Furniture To Clear This Morning

Divanette, in genuine quarter. cut oak, fumed finish, seat and back upholstered in imitation Spanish leather; springs have link fabric, helicals at each en Divanette complete, with cotton mattress. Regularly \$37.00. Thursday 30.75 selling 30.75

White Enamel Beds, in 3 and 3 ft. 6 in. sizes only. Regularly priced from \$3.50 to \$4.00. Thursday sell-' 2.45

Odd Wood Beds, in solid oak, fumed finish, double size only; made with slat and panel ends. Regularly \$14.75. 10.50 Thursday selling ...

15 Only Slightly Soiled Mattresses, in 4 ft. and 4 ft. 6 in. sizes, filled with cotton, encased in good grade of art ticking. Regularly priced from \$9.00 to \$12.50. Thursday selling 6.95

Odd Bedroom Rockers, solid quarter-cut oak, golden finish, box frames, seats upholstered in leather. Regularly 1.65

Library Tables, genuine oak, fumed finish, double drawers, book rack on each end, very massive mission design. Reg. ularly \$20.50. Thurs-day selling 14.9

7 Only Damaged Extension Tables, golden finish, 45 and 48-inch tops, extending to 6 ft. and 8 ft. Regularly priced from \$15.00 to \$23.00. Thursday selling ... 10.95

New Imported Drapery Fabrics A suggestion of the special values being offered now. Never before have we shown such an exclusive and attractive line of merchan-

dise.
FROM THE CHINTZ SECTION
English Shadow Prints, \$1.00 per
Yard.—1,500 yards English Shadow Prints in beautiful soft colorings, equal in every more expensive French prints, 30' wide, making most artistic window curtains or furniture covering for living-room, bedroom or sunroom, the coloring and design being on both sides of the goods, in light and dark colorings, at, a in an extensive variety of color combinations, 36" wide, well printed on light and dark grounds in a variety of designs, at,

yard FROM THE NET SECTION Curtain Nets at 69c.—There are lots of patterns to inspect at this price, including heavy fish nets and some of the more dainty effects. If you require curtains for bedroom, living-room or den you will surely find something in this lot. They are 50" wide in ivory or white, and every piece is excellent value at, a yard Curtain Nets at 79c.—In ivory or white, 36", 48" and 50" wide; small, neat patterns in pretty filet effects for the dining-room or bedroom windows, at, a yard

The Market Direct Phone to Department Adelaide 6100

MEATS. 5,000 lbs. Sirioin Steak, finest quality, 6,000 lbs. Finest Creamery Butter. Spe-

Choice Red Salmon, tall tin...... Peanut Butter, in bulk, our own m

Fresh Buttermilk, gallon FRUIT SECTION.

Slav Guns Ga

of Kirlibaba portant Pas gary-Four Twenty Thou ers Have Fall of General B

PETROGRAD, Ser

The Russian com illoff, has pushed for left during recent d running between Maramaros Sziget. portant Austro-Geri munication some mi ba: After a series tles the Russians turing a mountai highway, which gav ant strategic advant time they took a ra According to the The Novoe Vremya, first time in the the fire of the Rus mediately to the no the Russians forget per reaches of the

the defenders, and been made against

A noteworthy inchieved by Gen. It is neighborhood that the neighborhood kharbuzoff, village Sereth, where the Ran advance in the man reinforcement. Austro-German print A recapitulation obooty taken by Genas sent out by the since the offensive officers and men in the capture of 2,500 mine throwers and

RUSSIANS

Czar's Men La Attacks in

RESISTANC

Germans Hurry Western a

Special Cable to The LONDON. Septibattle for Kovel is sians are hurling at those in masses as the drive in the first the resistance has have not been able Germans constantly forcements to the forcements to the line. Some of thes from the western f from the Balkan fr mitza, the heaviest gress. Here the cz saulting the Germeine.

time.
The Russian los very heavy. Berlin truction of an ent rians, and Petrogra ed attacks made in some of the Germa to another front b heavy allied drive, use many more i

General Alders Toronto O

Canadian Associate
LONDON, Sept. inspector-general chas vacated the employment with Major Lash, Toron ed at the Canadi London,

Breefal to The Tor SARNIA, Sept. Balley of this city injured a few day the barns of the I died here tody as

DIED OF