

Store Opens
8.30 a.m.

The Robert Simpson Company, Limited

Store Closes
5.30 p.m.



Every Kind
of Chinaware
Goes to Make
This

October China Sale

From exquisite Haviland and Crown Derby to serviceable semi-porcelains and quaint bone china, the range of wares for our big October Sale covers the whole range of china needs.

Everywhere in the department deep cuts have been made in the prices, even including those of many of the open stock sets—perhaps the very one you are building up for your home use.

Unless you have visited the department within the last few weeks, you can have no idea of its wonderful growth. Even then you cannot anticipate the huge increase of stocks which has been made for this sale.

Come tomorrow to the greatest event that has yet stirred the China Department, and we can assure you of substantial saving on anything you buy from the Sale lists.

FOR THE SECOND DAY OF OCTOBER SALE
250 good quality Carlsbad China Tea Sets, for six persons, 21 pieces, with neat flower decoration. Special sale price, per set 1.69

Semi-Porcelain Dinner Sets, 95 pieces, good quality hard-bodied ware, with a brilliant glaze, with a green or blue underglaze border pattern, strong and durable, \$7.00 value. Special sale price, per set 4.95

"Furnival" Semi-Porcelain Dinner Set, 97 pieces, clear white ware, hard glaze with handsome border pattern of rich red coloring in Minton style. \$15.00 value. Special sale price 9.75

"Bridal Rose" Dinner Set, 97 pieces, fine clear white Austrian china, with delicate pink rose pattern in artistic design. \$27.00 value. Special price 19.75

Handsome Gold Band Limoges China Dinner Set, 102 pieces, beautiful clear white china of best quality, with a burnished coin gold band. All covered pieces have solid gold handles. \$62.50 value. Special sale price 49.75

CLOVER LEAF DINNER-WARE AT RUSH-OUT PRICES.

Good quality Hard White Ware, with durable glaze, gold clover leaf decoration:
Tea Cups and Saucers, per dozen79
Bread and Butter Plates, per dozen65
Tea Plates, per dozen69
Breakfast Plates, per dozen77
Dinner Plates, per dozen83
Soup Plates, per dozen79

DECORATED ROCKINGHAM TEAPOTS.

Good strong ware, with a variety of designs and shapes; 4 sizes; 3, 4, 5, 6 cups. Choice of any size, each17

CUT GLASS.

Fine quality clear Crystal Glass Water Tumblers, with deep star cutting, \$9.00 value. Special price, per dozen 6.75

Handsomely Cut Water Jugs, 2-pint size, very pretty star cutting, deep mired pattern. Special sale price, each 3.25

(Basement.)

THE HOME MONTH --- OCTOBER

With the summer past and the cool weather here, home and home-making take new interest for you. The needs of the social season, the school season and the season of winter sports all make demands, which the Store is ready to fill. How many price helps we extend you can judge from this page of skeleton descriptions. They're all guaranteed values.

2000 Pairs Women's High Grade Boots at \$1.99

Don't fail to be here at 8.30 tomorrow morning, as this will be the biggest special we have offered this season.

A front street jobbing house needed the room and we bought the entire lot at a big reduction, and offer them to you at less than his regular wholesale price.

TELEPHONE ORDERS FILLED.

2,000 pair women's high grade button and laced boots. In gun-metal, doggola kid, velours calf, tan Russia calf and patent colt leathers, made on the newest and most popular lasts, some have high button tops. They are all D and E good fitting widths and are made in all sizes from 2-1-2 to 7. The regular selling prices would be \$3.00, \$3.50 and \$4.00. Thursday, 8.30 1.99 (Second Floor.)

\$5 to Save on Your Fall Overcoat

\$15 Values to Clear at \$10

An 8.30 event on Thursday. Men's new fall weight overcoat, newest in cut, best in workmanship, of English materials that assure long satisfactory wear, offer an almost unprecedented value tomorrow. A black cheviot, cut in single-breasted, try front style, has good mohair linings and silk facings. The color is between fawn and brown, and the Chesterfield style and tweed weave make it an excellent "young man's" coat. Thursday morning 10.00

Men's New Fall Suits

A very fine line of Men's English Tweed Suits at \$10.00. A number of very good patterns and shades of brown; very well tailored; single-breasted, three button styles. Price 10.00

Simpson's \$15 Men's Suits

We offer unapproachable values in \$15.00 Suits for men, in English tweeds and worsteds; plain blue and black, plain dark gray and a bewildering array of fancy browns and grays; smart single-breasted, three-button styles; twill mohair linings. Thursday's price 15.00

Men's Worsted Suits at \$18

In the better quality of suits we have some great values and many patterns of English worsted in grays and browns; there are single-breasted, three-button styles, with mohair twill linings, and the best tailoring at 18.00

American-Made Suits for Men

We always carry in stock a big range of American Suits, made by the foremost clothing manufacturers in the United States; a worsted cloth, in brown and black mixture, and a diagonal pattern, is a young man's style, with natural width shoulder; medium short coat; slightly body fitting; big cut vest and fashionable trousers; superior grade tailoring. Price 20.50

Boys' Rough Scotch Tweed Suits

A smart single-breasted yoke, Norfolk style, with bloomer pants; box pleats and belt; sizes 34 to 40. Thursday 5.00 (Main Floor.)

Gloves and Hosiery

Washable Chamollette Gloves, natural or white, fine cloth, close weave, 2 dome fasteners, perfect finish. Sizes 5-1-2 to 7-1-2. Thursday39

Women's "Kaiser" Brand Long Silk Gloves, guaranteed quality white, black and all new colors. Sizes 5-1-2 to 7-1-2. Thursday \$1.00 and \$1.25

Women's Fine Black Cashmere Gloves, fleece lined, 2 dome fasteners, seams thoroughly sewn. Sizes 5 to 7-1-2. Special Thursday19

Women's Kid Gloves, real kid skin, French make, soft pliable finish, 2 dome fasteners, gusset finger, black, white, tan and colors, 5-1-2 to 7-1-2. Thursday75

Men's All-wool Plain Black Cashmere Half Hose, Liama or Indiana Brand, full weight, seamless, double heel and toe. 5-1-2 to 11. Thursday25

Men's Wool Worsted Socks, heavy weight black, oxford or heather, seamless, soft yarns, double heel and toe. 9-1-2 to 11. Thursday, 38c pair; 5 pairs \$1.00

Women's Fleece Lined Black Cotton Hose, fine thread, good weight, fast dye, double heel and toe. Sizes 5-1-2 to 10. Thursday15

Women's Plain Black Cashmere Hose, also silk embroidered fronts, neat design, red, white or blue. Sizes 5-1-2 to 10. Thursday29 (Main Floor.)

Salt and Pepper Shakers

29c Each

1000 Cut Glass Salt and Pepper Shakers, handsomely cut patterns in several new and dainty designs, heavy sterling silver tops. Regular value \$1.00 and \$1.25 pair. Thursday, each29 (Main Floor.)

\$2.50 Table Cloths \$1.98

Pure Irish Linen Damask Table Cloths, in pretty bordered designs; size 2 x 2 1/2 yards. Regularly \$2.50. Special, Thursday 1.98

50c White Dress Linen, 35c Yard

White Dress Linen, with pretty corded stripes, suitable for blouses or dresses; 36 inches wide. Regularly 50c. On sale in Linen Department Thursday, yard35

White Flannelette, 15c Yard

White Saxony Flannelette, heavy quality, with a nice soft nap; width 33 inches. Special Thursday, yard15

15c Galatea, 12-1-2c Yard

Striped Galatea, for boys' blouses, men's working shirts, etc.; 27 inches wide; good, serviceable quality. Regularly 15c. Special, Thursday, yard12 1/2

White Cotton, 12-1-2c Yard

Bleached English Longcloth, 36 inches wide. Clearing Thursday, yard12 1/2

Bath Robe Lengths, \$3.25

New Bath Robe Lengths, made from warm, soft, fleecy velours, good assortment of pretty colorings; 2 x 2 1/2 yards in each length, with pretty stripes to match. On sale, Flannel Section, complete 3.25 (Second Floor.)

Derby or Stiff Hats for Men

Famous King English-made Hats, in every new and up-to-date style, finest quality felt, and special grade of trimmings. Extra good values at \$2.00 and \$2.50

Christy's Hats, English and American designs, exclusive shapes and best qualities, none better the world over. Simpson prices \$2.00, \$2.50 and \$3.75. (Main Floor.)



Seasonable Items of Men's Furnishings

Men's heavy weight cotton underwear, with soft, fleecy finish on the inside, spring needle weave, all sizes 34 to 44. Regularly 75c. Thursday, a garment30

Men's genuine lambsdown fleecy-lined underwear, the only underwear which is certified by doctors to be absolutely free from dirt of any description, all sizes in the heaviest weight. Regularly \$1.00. Thursday a garment40

125 Men's heavy sweater coats, fancy and plain stitch, good fitting coats, of pure wool and first-class trimmings, colors are: Plain brown (two shades) and gray, combination colors are, drab and maroon, brown with myrtle, gray with dark gray, black and royal accordron knit, gray with navy, navy with red and gray with cardinal. All sizes in the lot. Regularly \$4.00 and \$5.00. To clear Thursday, each 2.95 (Main Floor.)

Carpets and Rugs

Clearing up a dozen odd Wilton squares in Oriental, self-color and different styles, four useful sizes included and every rug is marked several dollars below the regular price.

9.0 x 10.5. Regular prices \$25, \$30 and \$32, for 19.75
9.0 x 12.0. Regular prices \$32, \$40 and \$45, for 23.75
11.2 x 12.0, and 11.2 x 13.4. Regular prices \$43, \$50 and \$55, for 29.75

Here are twelve odd Brussels Rugs, all good, reliable qualities, choice of Oriental, floral and conventional designs. Four sizes to be cleared at one sweeping reduction, some nearly half price.

9.0 x 9.0, 9.0 x 10.5, 9.0 x 12.0 and 11.2 x 12.0. Regular values from \$14.25 to \$28. At 8.30 Thursday, each 12.95

English Axminster Carpets of fine quality at \$1.25 per yard, also some half roll of Wiltons to be included at this special reduction. Oriental, floral, chintz and self-color effects. Regular values. \$1.75, \$2.00 and \$2.25 per yard. Special Thursday, per yard 1.25 (Fourth Floor.)

Black and Navy Serge Suitings

The popularity of the serge suit never seems to wane. This season the navy serge suit is even more popular than ever.

We carry the finest assortment of black and navy serges in the Dominion, including almost every known weave and finish, imported from the best European makers.

West of England serges in fine, medium and wide twills, all thoroughly shrunken and unspottable mill finished cheviot twill serges, splendid tailoring serges in three splendid shades of navy and black.

English and French chevots in weights suitable for tailored suits or separate coats.

Wide wale and diagonal serges, always popular for full tailored suits and coats.

Men's finished serges, the best tailoring serges made, in fine and medium twills; also in the softer vicuna finish in splendid shades of navy and black, etc.

Very special attention is paid to the dyeing and finishing of our serges, and we guarantee them all fast unfading dyes and thoroughly scap shrunken and unspottable.

—Dress Goods Dept.—Second Floor.

Furnace Shovels

40c VALUE FOR 33c.

3,000 Strong Steel Furnace Shovels, with "D" wooden handle. The correct shape and size for door of furnace. Regular selling price 40c. Special for Thursday morning, each33

Ash Sifters, strong metal ash sifters with wooden handle, in two kinds.

Black Metal—Regular 20c line. Special for Thursday, each14

Galvanized Metal—Regular 25c line. Special for Thursday, each19
Phone Orders to Department. (Basement.)

Pictures at \$1.25

The finest line of photogravures that we've had for a long time; the subjects are the choicest in beautiful landscapes and figure pieces; they come in the sepia tone and are most suitably framed in dark brown oak mouldings. They measure about 12 x 18. A handsome picture for little money. Price 1.25

PICTURE FRAMING.

Now is the time to get your pictures framed. A selection of mouldings that are hard to beat in Canada. Prices reasonable.

(Fifth Floor.)

Special Prices on Black Silks and Black Velvets

1000 yards of a beautiful quality in "Bonnet's Black Satin Riviere," the richest silk-satin obtainable, 40 inches wide. Special on Thursday, per yard 1.44

Black Suitings, in 40 inches, at \$1.44 per yard. This is a regular \$2.50 satin, reduced for one day's selling. Exceptionally rich black, with all silk back and dyed in the skin. Regular \$2.50, for 1.44

In Black Satin Brocades, Black Moire Velours and Black Flowered Duchesse Satins, we have ranges at \$2.50 per yard which give unequalled choice and the very best of values at the price. 40 to 44 inches, per yard 2.50

Black Chiffon Velveteens, in 44 inches, at \$2.50 and \$3.00 per yard. These pile fabrics are specially finished for us and have the appearance of a Lyons velvet at a more moderate price. 44 inches, per yard 2.50 and 3.00

At \$5.50, \$4.00 and \$3.00 per yard we show the best of Black French Chiffon Velvets, in 44-inch rich, deep silk pile velvets that make the most charming of gowns, for both day and evening wear. 44 inches 3.50, 4.00 and 5.00 (Second Floor.)

Groceries

TELEPHONE MAIN 7941.

2000 lbs. Dairy Butter, in print. Per lb.25
Smoked Rolls of Bacon, lean and mild, half or whole. Lb.21
Malta Vita Breakfast Cereal, 3 packages25
Edwardsburgh or Beehive Table Syrup, 5-lb. pails25
Salt, in 5-lb. bags, 3 bags14
Imported Pure Malt Vinegar, Imperial quart bottle20
Rich Red Salmon, Per tin30
Pancy Japan Rice, 3 1/2 lbs.25
Finest Pot Barley, 6 lbs.25
Lima Beans, 3 lbs.25
Stereo Bouillon Cubes, 3 boxes25
Scott-Taylor's Sauce, 3 bottles25
Maggi Soups, assorted, 4 packages25
Finest Spanish Onions, 5 lbs.25
Canned Peas, 3 tins25
500 lbs. Fresh Ginger Snaps, 3 lbs.25
Banner Brand Jams, assorted, 5-lb. pail45
California Seedless Raisins, Per lb.10
Bulbs for fall planting, Tulips, assorted colors. Per dozen17
500 lbs. Fine, Rich, Full-bodied Assam Tea, of uniform quality, fine flavor, 55c tea anywhere. Thursday, per lb.25 (Basement.)

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