



DINNERWARE FOR EVERYBODY

In connection with the October China Sale we are showing the greatest quantity, largest variety and emphatically the most complete assortment of imported Dinnerware ever presented at retail in any Canadian store. Even with the additional selling space of the New Basement we find it difficult to display the stock in detail, and must continually change the patterns to give each particular make the prominence it deserves. The range runs from \$5 to \$500 for complete sets, including handsome new designs in

Royal Crown Derby
Lanterniere's Limoges
Royal Doulton

Bavarian China
Limoges
Royal Bayreuth

Theo. Haviland
Austrian China
English Semi-Porcelain

Royal Vienna
Hand-painted
Doulton Plates

We venture the assertion that you have never seen and never known better bargains than these in goods of first quality and proven merit.

A \$5.50 Set for \$3.80

Specially priced Semi-porcelain Dinnerware, in plain prints; choice of three colors: pink, green and blue; 97 pieces. Regular \$5.50
Sale Price **3.80**

Attractive Dinner Service at \$40.00

Handsome English Dinner Service, in heavy blue band, with gold edge; centre decoration of clusters of pink roses **40.00**

Royal Doulton Set at \$20.00

Royal Doulton Semi-porcelain Dinner Sets of 95-piece composition, full dinner and tea service; ivory finished body, floral festoons. **20.00**

Semi-Porcelain Set at \$11.00

English Semi-porcelain Service in 97 pieces; decoration conventional, in neutral color. **11.00**

Surprising Value at \$10.00

English Semi-porcelain Service of 97 pieces; decorated in combination of conventional clusters; the whole in soft sage green coloring **10.00**

115 Pieces Semi-Porcelain for \$35.00

English Semi-porcelain Dinner Sets, in conventional design of green festoons; heavy gold edge on blue band; full dinner, tea and breakfast set of 115 pieces. Special at..... **35.00**

115 Pieces Semi-Porcelain for \$25.00

Semi-porcelain Dinnerware, in plain white with heavy blue band and gold edges; 115-piece composition. Special **25.00**

A \$11.00 Set for \$6.38

English Semi-porcelain, clover leaf pattern; full dinner, tea and breakfast set of 120 pieces. Regular \$11.00. Sale Price... **6.38**

95 Pieces Royal Doulton for \$25.00

Royal Doulton Semi-porcelain; 95-piece composition; in conventional patterns of greens and yellows; white body **25.00**

107 Pieces Royal Doulton for \$28.00

Royal Doulton, famous "India tree" pattern, of 107 pieces; full dinner, tea and breakfast set **28.00**

95 Pieces Royal Doulton for \$17.50

Royal Doulton, ivory body, conventional design; 95-piece composition; full dinner and tea service; gold edges **17.50**

A \$35.00 Set for \$26.70

Lanternier's famous Coronet "Limoge" China Dinnerware; in full dinner, tea and breakfast sets of 102 pieces. Regular \$36.00. Sale price **26.70**

A \$20.00 Set for \$14.75

Austrian China, "bridal rose" pattern, full dinner sets, 102 pieces. Regular value \$22.50 special at \$16.90, and 98 pieces, regular value \$19.60. Sale price **14.75**

A \$17.50 Set for \$10.95

English Semi-porcelain Dinnerware, in Crown Derby effects, gold edges and gilt handles; regular 115-piece composition. Regular value \$17.05. Sale price **10.95**

A 98-piece set of same design. Sold regularly at \$12.50. Sale price 7.95

A \$125.00 Set for \$50.00

Hand-painted Dinner Set of 102 pieces; full dinner, tea and breakfast sets; antique gold finished edges and bands. Regular price \$125.00. Sale price **50.00**

95 Pieces Royal Doulton for \$12.00

Royal Doulton Semi-porcelain, "Madras" blue; full dinner and tea service of 95 pieces. Big value at **12.00**

Two Extra Specials

3,000 pieces Fancy Japanese China, including Chocolate Pots, Berry Bowls, Nut Bowls, Berry Sets, Bread and Butter Sets, Celery Trays. Regular up to \$4.00. Sale price **.98**

Japanese Cups, Saucers and Plates. Regular \$1.00 value. Sale price **.20**

95 Pieces Old Blue Doulton for \$15.00

Doulton "Old Blue Norfolk," underglaze decoration; full dinner and tea service of 95 pieces. A surprise at **15.00**

97 Pieces Semi-Porcelain at \$12.50

English Semi-porcelain Service of 97 pieces with Greek border and double gold line. **12.50**

97 Pieces Semi-Porcelain at \$11.50

English Semi-porcelain Service of 97 pieces, in conventional design of festooned blue and gold edges **11.50**

Another Handsome Set at \$11.50

English Semi-porcelain Service of 97 pieces in conventional, green festoons and gold edges **11.50**

A \$125.00 Set for \$76.00

Royal Bayreuth, 102-piece combination; beautiful, clear white china body, with en-crustured gold edges in Greek; regular pattern. Regular \$125.00. Sale price.... **76.00**

A Semi-Porcelain Set for \$17.50

English Semi-porcelain Dinnerware; in elaborate decoration, producing Crown Derby effects; full dinner and tea service..... **17.50**

A Haviland Set for \$55.00

Theodore Haviland's famous China, in dinner, tea and breakfast sets of 102 pieces. The name Haviland is a guarantee of the quality of the china, and the decoration is conventional, in brown and green, with antique gold handles and bands. Special price **55.00**

102 Pieces Haviland China at \$47.80

"Apple Blossom," Theodore Haviland, decorated in dainty sprays of pink flowers on green background; antique edges and handles; 102 pieces **47.80**

A \$50.00 Set for \$34.80

Chas. Field Haviland Dinnerware, 102-piece composition; background of sprays in soft natural green tones, with clusters of pink roses; stippled antique gold edges and handles. Regular \$49.90. Sale price..... **34.80**

Three Leaders at \$10.75

"Grindley's" Famous Semi-porcelain Dinner ware; white and gold; full service of 97 pieces **10.75**

"Grindley's" Cobalt blue and gold, in maple leaf design; full service of 97 pieces..... **10.75**

Grindley's" dark blue, illuminated with gold, full service of 97 pieces **10.75**

Equally Attractive Values in Rich Cut Glass.

14-inch Cut Glass Vases, prettily designed in shape and handsomely cut in combination star pattern. Regular \$25. Sale price **10.50**

Cut Glass Sugars and Creams; richly cut pattern. Regular \$14.00. Sale price. **6.20**

Richly Cut Glass Bowls, in beautiful combination of pillar, hobnail, facet and flute cuttings. Regular up to \$13.00. Sale price. **6.98**

Cut Glass Bowls, 8-inch; beautifully cut. Regular \$9.00. Sale price **3.69**

Cut Glass Fruit Nappies, 5-inch plain top star and flute cutting. Regular \$1.75. Sale price **1.10**

THE ROBERT

SIMPSON

COMPANY, LIMITED

TORONTO CANADA