#### 18 SATURDAY MORNING

E. SIMPSON ET

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### THE TURONIO WORLD.

Oh, Listen to the Press Notices!

### SEPTEMBER 10 1910

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### Exhibition Ostrich Plumes On Sale here Monday

Store Opens at 8 a.m.

Many people during the Fair have looked with admiration on the big case of Ostrich Plumes and Ostrich Novelties that were the exhibit of the Dominion Ostrich Feather Co. These goods were bought by us and we will have them on sale Monday at prices that cannot be duplicated. Along with these there will be shown a large number of imported Ostrich Novelties that an importing house of this city wishes us to sell for them at less than their original cost. They are all very handsome goods, and with our own special values in Willow and Duchess Plumes will make a most attractive sale.

## New Dresses for Women

Women's Dainty One-piece Dress, in taffeta silk, waist is finely braided down front and back, yoke and collar of fine net lace, with fold of self-colored silk. The new piece sleeve, with cuff, part of lace and fold of silk to match collar, skirt is cut in the new modified hobble style; colors navy, brown, green and black. Price, \$22.50.

Effective and Strictly Tailored One-piece Taffeta Silk Dress, waist is trimmed with cord and small buttons, yoke and part of waist finely stitched to form small tucks, the new skirt with deep bias piece around bottom; colors are reseda, brown, navy and black. Price, \$18.75.

Extremely Dainty Dress, made of French net over Jap, silk slip, front and back is daintily trimmed with lace insertions. Skirt has rows of deep lace insertion and fine tucks at bottom; shades are ivory and ecru. Price, \$22.00.

A Stunning Little Dance Dress of French chiffon, waist is trimmed with narrow silk cord, semi-low neck, outlined with messaline silk and fine lace, short sleeves, pleated belt of messaline. The skirt is prettily trimmed with fine lace and silk cord; shades are sky, pink and ivory. Price, \$29.00.

Women's French Voile One-piece Dress, in black only, yoke and collar is made of black and gold net, collar outlined with black silk. The new piece waist, finely tucked down and across waist, tucked belt of silk. The new modified side-pleated skirt. Special value, \$26.50.

A Smart One-piece Dress of all wool cashmere serge, yoke of cream net over Jap silk, outlined with silk cord waist, is trimmed with braid ornament down front; skirt has panel front trimmed with silk design down each side of panel and narrow side pleats; colors are black, navy and goblin. Price, \$15.75.

### Good Values in Winter Waists

New Wool Waists, of fine wash crepe, made in very neat tailored style, group tucking at shoulder, tucked box pleat, front 6, \$1.69. opening, and trimmed in tab effect, with silk piping and small buttons ; black, navy, brown and cardinal. Special sale Monday, \$2.00

New Tailored Waist, of fine quality all wool Panama, Gibson dium Forks, set of 6, \$1.84. pleat over shoulder, fastens at side with large self-covered buttons, tailor stitching on cuffs and collar; sizes 32 to 42; black, navy and cardinal. Special price, \$2.35. Shells and Pickle Forks, each, 25c.

Waist of fine quality mercerized sateen, black only, front of solid <sup>1</sup>/<sub>4</sub>-inch tucking, tucked back, front opening, shirtwaist sleeve, tab, collar and cuffs; sizes 32 to 44. Special value, **95c**.

neat scroll design, each piece \$5.00 Sample Moire Petticoats, \$2.08 stamped with makers' name and

The two big hits of this Exhibition have been the Guards' Band and the Simpson Store Decorations.

The huge place of merchandlas had been decorated with green and bloom so artistically that the visitor was almost begulied into forgetting that he was in the very heart of a bustling city.—NEWS.

Closes at 5.30 p.m.

"It's more like a picnic and holday vacation, than the serious bus iness of shopping," was the verdict of the throngs that yesterday wandered through the woodland; and feit at ease in the soft glow of the myriads of colored lights.--WORLD.

the Band-Don't miss them! these columns with flower baskets and fairy lights, hung daintily from gold brackets. (t' is a Midsummer Night's Dream in which to merchan-dise.-STAR. Building Was Transformed on La-bor Day and Should Be Seen By Every Visitor and Citizen-A Veri-table Floral Forest.--QLOBE. Makes one wonder at the taste as well as enterprise which modern torekeeping has enlisted in its ser-

H. H. Fudger, President. J. Wood, Manager.

Really, shopping under such con-ditions and surroundings must sure-ly lose all its tedium and strain and become a pleasure, if not a pastime. it's not alone an attraction to vis-itors, though it is bringing them in thousands; it's a credit to Toronto, and every citizen should see this decoration scheme without fall.--TELEGRAM. The whole main floor has been turned into a fairyland of flowers. The massive columns have been clothed with verdure and bloom. The artist who wrought this change "Into something rich and strange" has am-plified the Corinthian capitals of

The notes of praise sounded by

every paper in Toronto are as im-

pressive as the sonorous notes of

To day is a good day to see the Store Decorations because THE STORE WILL BE OPEN ALL DAY

Rogers' Spoons Selling at Exceptionand Forks ally Low Prices

Rogers' Tea Spoons, neat scroll Brass Bedsteads, in satin finish, heavy upright 21/2-in. posts with pattern handles, set of 6, 94c.

heavy filling, 4 ft. 6 in. size only. Rogers' Dessert Spoons, set of Price \$35.75. Brass Bedsteads, exceptionally

Rogers' Table Spoons and Megood design, upright posts with 1-in. filling, with double cross rails

at head and foot end. Price \$28.60. Rogers' Butter Knives, Sugar Iron Bedsteads, in white, green, and blue enamel finishes, heavy

posts with fancy scroll filling These are all Wm. A. Rogers evenly distributed, brass rail and silver plate, fancy pattern handle, knobs head and foot end. Price

\$6.35. dare ph and stag -Mattress, filled with cor

(Fifth Floor.)

A good month of Wall Paper selling has left us a few thousand rolls to clear of oddments and balance lots, enough of any kind for a room or two.

6,000 rolls Imported Papers, in room lots to clear. The colorings are green, blue, brown, red, grey, orange, yellow and light shades, for parlors, dining-rooms, halls, libraries and dens. Regular to 35c, Monday, only

Regular to 50c, Monday, only

14c.

Boys' Fall Suits and Overcoats

Probabilities : Fine and comparative

Boys' English Tweed Three-piece Suits, in a handsome medium grey ground, with neat self and black thread stripes, cut in the favorite double-breasted style, well tailored and finished with good quality linings and trimmings: sizes 29 to 33. Price, \$6.50.

Boys' Strong, Durable Tweed Two-piece Suits, in a dark grey ground, with neat self and fancy colored thread stripes, cut in the popular double-breasted style, with belt, lined with good quality Italian cloth; pants Bloomer style, with strap and buckle at knee and belt loops; sizes 25 to 28, \$4.50; sizes 29 to 32, \$5.00.

Boys' Fine Quality Scotch Tweed Two-piece, Bloomer Pants, Suits, in a handsome grey pick and pick pattern, cut from the stylish double-breasted models, slightly conforming to the figure, with broad shoulders and long-shaped lapels, splendidly tailored in every way, and perfect fitting, finished with best quality linings and trimmings; sizes 26 to 33. Price, \$7.50.

Boys' Fine Quality English Tweed Fancy Suits, in a rich, greenish grey ground, with neat fancy colored stripes, cut in the latest Russian style, with sailor collar lapels, trimmed with 5 rows of silk soutache braid, finished with flowing end, silk tie and lea-ther belt to match; pants elastic Bloomer style; sizes 3 to 7 years. Price. \$6.00.

Boys' Fall-weight Tweed Overcoats, in a rich dark grey diagonal stripe pattern, cut in the popular single-breasted Topper style, with well built shoulders and broad chest effect, lined throughout with twilled mohair linings.

Sizes	24	to	28	 					 		\$5.	00	
			30										
Sizes	31	to	33								\$6.	50	in the
the states			Contraction of the								1.7218		

Boys' English Covert Cloth Reefer Coats, in a handsome olive fawn shade, cut in the latest double-breasted style, with silk orna-ments on sleeve, finished with fine quality twilled mohair lining and haircloth sleeve linings; sizes 22 to 27. Price, \$6.00.

### New Underwear for Boys

Boys' Sanitary Fleece-lined Underwear, shirts and drawers, natural color, well made and sized perfectly, the kind that wears well; sizes 22 to 32. Monday, 25c a garment. Boys' "Penangle" Pure Wool Fleece, shell of heavy, good quality cotton, in blue shade, this garment is always a good seller, and is perfectly sanitary; sizes 22 to 32. Monday, 40c. Boys' Flannelette Purement in charge of blue and white

Boys' Flannelette Pyjamas, in shades of blue and white, and pink and white, edges and pockets bound with trimming to match cloth, fastens with boles and good quality white pearl buttons; sizes 22 to 32. Regular 75c. Monday, 69c.

## Boots and Shoes

### For Men.

300 pairs Men's Boots, box calf leather, leather lined, double soles, Goodyear welted, Blucher style, a neat, strong, serviceable boot; sizes 6 to 11. Monday, \$2.79.

#### For Women

400 pairs Women's Boots, samples and floor stock, in all the new Fall and Winter styles, including patent colt, gun-metal, box calf, vici kid, tan calf and velour leathers, button, lace and Blucher styles, velvet, cravenette, dull mott calf and vici kid uppers, military, Cuban and New York heels; all sizes 21/2 to 71/2. Regu-lar values \$3.50, \$4.50 and \$5.00. Monday, \$2.49.

Rare Hosiery Values

Bedroom Furniture Now A Good Oppor tunity to Buy Wallpapers

100 only (manufacturer's samples) Women's Moire Petticoats. black, plain colors, stripes and checks; every one different, pleated Silver Plated Coffee Spoons, 75c and sectional flounces. Regular \$4.00 and \$5.00 values. Monday, \$2.98.

# In the Wash Goods Department

(2nd Floor)

In this department we are showing full ranges of Wrapperettes, Cashmerettes, German, English and American Velours, Prynettes and Eiderdowns. Also a full range of beautiful Crystaline Voiles for evening wear.

Special showing Monday fine English Twilled Cashmerette 28 inches wide, in a great array of useful designs, such as spots, figures and stripes; navy, black, cream and other colored grounds. Nothing better for warm house dresses, children's school frocks, petticoats, house wrappers, etc. Extra special value, 121/2c.

Scotch Tartan, for dresses, 36 inches wide, the real clan designs, Black Watch, Gordon, Mackenzie, Macdonald, etc., 25c.

Pretty Printed Velours, for kimonas, dressing sacques, jackets, etc., for men or women, dainty floral designs, in most exquisite critical comments, argument notes, colorings. Special, 15c.

Soft, Fleecy Eiderdown, in a big range of colorings and de- handsome library set, published at signs, 28 inches wide, 17c.

40-inch Crystaline Voiles and Silk-striped Creped Voiles, all the new and leading shades for evening wear; pale blue, pink, tan, mauve, Nile, reseda, etc. Special, 65c.

## Black That is Not Mourning-

The art of the Modiste is vindicated by her treatment of Black. It's not difficult. Average ability and good taste will produce a successful gown or costume, provided you have the proper material.

Every worthy novelty in black fabrics, as well as every old-time favorite in weave and texture, is here. Fast black, firm weave, first quality, whether silk or wool, or a combination of both, these are essential before recognition can be obtained in our exhibition of the world's product in black for women's wear.

Size, variety and attractiveness make our department of black dress fabrics a veritable exhibition. Situated on the first floor, in the north-west angle, so that you have daylight from two sides, this department, elegantly carpeted and furnished, is itself a sight for visitors, while it caters to the good taste and good temper of the shopping public.

ing

Sedan Broadcloths—A very special quality which we are making 'leader" for Fall Suits and Coats. 52 inch ......\$1.00 French Chiffon Panama-In a fine weave, for the new one-piece dress this is the correct fabric, all pure botany wool and fast perma-

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"Horse Shoe" trade mark.

Set of 6. 100 sets Silver Plated Coffee

Spoons, rose pattern handles, set of 6 in lined case, 75c.

Charles Dickens Works \$16.00 \$40.00 Set for \$16.00. 10 sets only of Charles Dickens'

Complete Works, 18 volumes in gold decorated backs, new plates. etc. University edition. A very \$40.00 per set. While they last, \$16.00 per set of 18 volumes.

(On sale Book Dept.)

tion fibre and felt, covered with good quality art ticking, well 37c. filled and neatly tufted. All stan-

dard sizes, \$5.00. Mattress, filled with white cotton, biscuit tufted, and covered

with a neat pattern blue art ticking, well made and comfortable. \$8.00.

"Kellaric" Mattress, filling of yard. pure white cotton, laid in layers,

extra good quality of art ticking,

has laced and strap handles on sides. All standard sizes, \$12.50.

Solid Mahogany Bedroom Suite of four pieces, dresser, chiffonier, complete Works, 18 volumes in table and somnoe, an extremely set, bound in 3/4 crushed Levant, neat design. Price \$147.50.

> Dresser, in mahogany, highly polished, full swell front, with haped legs, neatly carved toilet with large oval plate mirror. Price \$26.75.

Princess Dresser, in mahogany, extra long deep drawer, heavy shaped British bevel mirror. Price \$27.00.

Regular to \$1.00, Monday, only

125 rolls Embossed Papers in small quantities, for dados in halls and dining-rooms, in greens, browns, and light shades. Regular \$1.50 roll. Monday; 59c roll. 145 yards Japanese Leather, small lots, metallic colorings. Reg-ular to \$1.50 yard. Monday, 69c

(See our new line of Wall Papers, 5th Floor.)

Greenwich Inlaid Blankets Near the Half-price Mark

Linoleum

1,600 Yards Greenwich Inlaid Linoleum.

A splendid range of block, tile," mosaic and marble effects, in greens, browns, terra cotta, creams, blues, and numerous useful colors, suitable for kitchens, bathrooms, halls, bedrooms, etc. Two special qualities at a reduction for Monday shoppers. A. quality reduced to **99c** sq. yd. B. quality reduced to 89c sq. yd.

Not many of them to be sure at this fraction, but every Blanket in this small lot of two hundred pairs is well worth coming for at eight o'clock Monday morning. The five-dollar ones selling at \$2.98, are slightly imperfect, but every good housekeeper would like to have a pair at this price. Don't miss one of these sale items-they're all good.

### \$5.00 White Wool Blankets, \$2.98.

A lot of odd pairs only, about 200 pairs in the lot, some a little off finish, some a little off color, but every pair good honest warm blankets, some have a little cotton mixed in, some are pure wool. all sizes; \$3.85, \$4.00, \$4.80, \$5.00 blankets. Sale price Monday pair, \$2.98.

(No mail or 'phone orders.).

#### Special Purchase

Black Satin Stripe Volles—The latest for evening gowns and re-ception gowns, very effective and dressy fabric. 42 inch......\$1.00 Fancy Permo Shuntung—In a variety of very pretty designs, quite the latest for Fall wear, uncrushable and rich full black. 44

Black Niggerhead Suiting—The latest vogue for suits and the new Black Wide Wale Diagonal Worsteds—In a good heavy weight and coats, in two qualities:—48-inch, \$1.25; 52-inch.......\$1.50 nice, soft quality, and firm weave

BE SURE TO SEE THESE

**Artistic Blacks** 

SPECIALLY IMPORTED BY

egular to 65c, Monday, only 230.

Women's Plain and Ribbed Black Cashmere Hose, English-made, double spliced heel, toe and sole, fine, even yarn; all sizes. Regular 50c. On sale Monday, pair, 29c.

Women's Shot Silk Cashmere Hose, English made, black cound shot, with silk and a variety of colors; all sizes. Regular \$1.00. On sale Monday, pair, 49c.

Women's Real French Kid Gloves, made from good qualit skins, gusset fingers, dome fasteners, over-sewn seams, glace finish, black, white, tan, brown, grey, mode, navy, green; all sizes. Regu-lar \$1.00. Monday, per pair, 75c.

Men's Fine Silk and Cashmere Shot Socks, black ground with a variety of shot silk colors, fine elastic rib, full fashioned, stylis and serviceable; all sizes. Regular 60c. On sale Monday, 35c; pairs, \$1.00.