THE TORONTO WORLD

SEPTEMBER 4 1914

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FRIDAY MORNING

To-morrow will be everybody's busy day, preparing

for visits and for visitors coming next week, the big

week of the Exhibition. For your wardrobe, for your

larder, and for your guest chamber we've planned

abundant supplies and attractive economies. In this

way we relate the IMMENSE STOCKS OF NEW

FALL GOODS we have on exhibition to Canada's

great Exhibition now in progress. The store hours

change back after three months of Saturday half-

holidays to our Fall and Winter programme, so you can

SHOP TO-MORROW FROM 8.30 to 5.30

To get off to a good start we suggest your being here

as near 8.30 as possible. There are some week-end

wonders in the way of values you might as well secure

# GET READY FOR THE BIG RUSH --- STORE OPEN ALL DAY SATUR Early Season Millinery Snaps Saturday

In the face of a rising price tendency we are keeping our prices extremely low in our black velvet and plush stocks. There is real urgency to early buying in the present situation, and we recommend your seeing our display and making your selection now.

230 Black Velvet and Plush Hats in over twenty-one different shapes, trimmed with hackle feathers in mounts and bands, fancy ostrich mounts, white popp es, gold and silver trimmings, ribbon and fancy or and the state of the st 

Twenty-two Cases of New Shapes, in black Lyons velvet. Among them are the very newest of the season

\$1.50 Values for Children-Plush hats and velvets, silk hats and bright felts, all daintily trimmed. Saturare now ready at moderate prices. day .....

## Sample Mantle Values for Saturday

Balmacaan Coats, of tweeds, in light or heavier weigh s; 40 coats are included in this lot at \$5.65. The materials are soft imported tweeds in greys, greens, tans and browns; misses' or women's sizes. Saturday 5.65 A LIMITED QUANTITY OF SERGE SUITS AT \$6.95.

NEW FALL DRESSES IN SERGES AND SILKS, \$10.95.

In the very latest styles; made from serviceable mate tals for street wear, such as all-wool imported serges, in the very latest styles; made from serviceable mate tais for street wear, such as all-wool imported serges, in black and navy, and soft messalines in saxe, green, navy and black; basque and long open tunic styles, with sash; also shirred basque, with tunic all round, or basque with three-flounce skirt; particularly de-sirable dresses for present wear or late fall. This special price does not cover the cost of making 10.95 A LIMITED NUMBER OF SKIRTS AT \$3.49.

Just received from the manufacturer; the styles are the newest, having long tunics, with combinations of black and white checks or stripes; some have accord on pleated underskirt; material is an excellent serge, in black, navy or Copenhagen; all stock sizes. Regularly \$5.00 and \$6.00. Saturday ... ... 3.49 GIRLS' AUTUMN COATS, \$1.95.

Toric Eveglasses The Deep Curved Lenses. Regularly \$5.00 3.50 to \$7.00. Special With gold-filled frame or mounting. Any eyes fitted. No extra charge for special grinding.

September Blanket Sale \$8.65 SCOTCH BLANKETS, \$6.95. Beautiful All-wool Blankets, made in Scotland:

closely woven, and evenly napped; finished and whipped singly, with pink or blue borders, and thoroughly shrunk; weight 8 lbs.; size 72 x 90 inches. Regularly \$8.65 pair. Sale price Saturday, pair .... 6.95

\$3.25 WHITE BLANKETS FOR \$2.45 PAIR. White Union Wool Blankets; size 64 x 84 inches. Regularly \$3.25. Sale price Saturday, pair 2.45 \$6.50 GREY BLANKETS CLEARING AT \$4.85

Silver Grey Blankets; made from the finest qual-ity of pure Saxony wool; weight 10 lbs.; size 72 x 92 inches; a warm, cosy, serviceable blanket. Regularly \$6.50 pair. Sale price Saturday, per 

Fancy Bordered Fawn Couch Covers; bound all around; size 70 x 90 inches. Sale price Saturday ... ... ... 2.75 White English Satin Bed Spreads; good designs;

will launder nicely; large double bed size; 78 x 94 inches. Sale price Saturday ...... 1.98 14c WHITE FLANNELETTE, 10c YARD.

White Saxony Flannelette, with a nice soft finish; 33 inches wide. Regularly 14c yard. Sale price wide, Clearing Saturday, yard ... ... ... .61/2

## Military Wrist Watches 6.50

7-jewel nickel American movements, plain heavy figured dial, with second hand, sterling silver case, tan or black leather straps. Special, each .... 6.50 tan or black leather straps. Special, each .... 6.50 7-jewel "Elgin" Military Wrist Watch, with heavy Arabic figured dial and Sterling silver case. 9.00 15-jewel "Elgin" Military Wrist Watch, in Sterling silver case, with leather straps. Price .... 11.50 We also have "Waltham" Military Wrist Watches. with 7 and 15 jewels.

## **Bulletins for Men's Clothing**

\$15.00 to \$22.00 Fall Suits, \$12.95-Suits made from English worsteds, tweeds and cheviot finished cloths, in greys and browns, narrow stripe patterns and a few almost plain. The coats are single-breasted, three-button style; the vests in single-breasted. Excellent business made from choice English tweeds, in light greys and browns, and in English cheviots, in dark Oxford greys and plain blacks, in young men's style, with belted backs and buttoning through, in singlebreasted fly-front style. The linings are good. Sizes 34 to 46. 9.95 Men's \$10.00 Guaranteed Waterproof Coats, one of the most reliable waterproof coats, cashmere finished, double texture English paramatta, in fawn; roomy, 50 inches long; both motor and raglan style; all seams sewn, cemented and stitched; guaranteed. Sizes 34 to 46.

yoke Norfolk suits. 218 suits purchased at less than making cost. Of browns and greys in rich dark shades and novelty Scotch and English tweeds. Sizes 26 to 34. Regularly \$7.00 to \$9.00. . 4.95 Boys' Fawn Whipcord Reefers, for early fall wear, double-breasted with brass buttons and fancy emblem on sleeve. Sizes 2 to 10 years 

### Men's Silk Ties at Men's Derby or **Stiff Hats** Half Price

Silk is scarce in the Canadian marce the importance of this offering. Extra large shape, strong lining, every design good. Regularly HAND MADE SWEATER COATS, \$5.00. ---

Manufacturers' samples and a job-ber's overstocks, 1914 styles, fine quality fur felt, black only, s

to 7%. Regularly \$2.00. Saturday

Men's and Youths' Soft Hats-Navy,

Week End Wonders This group of items

a share of.

constitutes our special greeting to those who accept the invitation to shop early on Saturday.

GIRLS' AUTUMN COATS MILLINERY HOSE WAISTS WATERPROOFS WASH GOODS ALUMINUM

GIRLS' AUTUMN COATS, \$1.95 Splendid tailored coats, in frieze cloth; loose or belted backs; Balkan styles, with Raglan or set-in sleeves; turn over or roll collars; ages 6 to 14 years. Regularly \$8.75. Rush spe- 1.95

FROM THE MILLINERY.

\$1.50 Petticoats 95c Of imported sateen, in black, emerald, grey, cerise, King's blue, Copenhagen and brown, flounce of knife pleating, lengths 36 to 42. Regularly \$1,50. Satur-95 imported Moreens, splendid quality; black, navy and emerald; neat short flounce of fine crimping, length 36 to 42. Saturday BLANKET ROBES, \$2.95. Fancy Figured Double-faced Blanket Cloth Lounging Tobes, cut full, collar and sleeves finished with effe-ing of messaline silk, rope girdle at waist; grey, helio and Copenhagen, sizes 34 to 44. Saturday 2,95

## Gorgeous Range of Fall Fabrics

our nuge stocks. Crepe Suitings, in all-wool and silk and wool, soft and pliable, in rare autumn and fall shades. Rich Velour Finished Suitings, in soft, deep tones of green, blue, mole, tan, brown, Copenhagen, etc.

Broadcloths are much in vogue on ac-count of their charming rich finish and adaptability for prevailing modes. All the newest shades are featured.

2,000 Yards Dress Fabrics, 57c Yard-Including fashionable crepe de chine, 2,000 Yards Dress Fabrics, 5/c Yard—Including fashionable crepe de chine, Bendon cords, San Toy, poplin, diagonal, serges, check suitings, worsteds, epingle cords, cashmeres, etc., in a splendid variety of colors, but not a com-plete range in any line, but most of the new fall shades are represented; ideal fabrics for evening, party or street wear; 42 to 50 inches wide. For rush sell-

Meeting Enormous Demand for Black Silks

Triscotine Suitings, in a lovely color range. Beagaline Cord Suitings, in all the new-est fail shades. Cashmere Finished Serges, in shades of Indigo and black. Botany Serge, very fashionable and popular for tailored suits, dresses and capes.

Broadeloths are much in vogue on ac-count of their charming rich finish and adaptability for prevailing modes. All the newest shades are featured. Roman Stripes. Leading costumers are adopting Roman stripes for fascin-ating fall modes in combination with self colors, an almost unlimited variety in exquisite color effect. New Gabardine Suiting, in worsted and velour crepe finish, ideal suitings, in all the latest shades. Wool Meired Suitings, in charming tones. Velour Honeycomb, in self tones; Zibe-line Suiting, in creped and tartan de-EXTRA SPECIAL BARGAINS FOR RUSH SELLING.

for Half

ing Saturday, per yard .....



Sale of Raincoats, \$6.75 Women's and Misses' Coats, samples from one of the best houses; in fawn, green and shot effects; very special value. Come early 6.75

Black Silk Velvet Hats are the most sought item on the millinery list, and accordingly more hard to get at prices such as we paid for these; come at 8.30 a.m., as there is considerable choice, and in many cases only a limited quantity of a block; every shape is one of the latest blocks. In all 360 hats that have just come in, and were bought to sell at \$3.00. Saturday, 1.90 8.30 a.m....

WOMEN'S SILK THREAD HOSE, SATURDAY 350 PAIR. 3 PAIRS \$1.00.

They come in tan, white and black; sheer weave; firm, strong finish; deep lisle thread top; double lisle garter hem; imported stock; clean, fresh stock; double lisle thread ankle, heel, toe and sole; sizes 81/2 to 10. Regularly 50c pair. Saturday 8.30 a.m., 3 pairs \$1.00. pair 35c.

PURE BLACK SILK MESSA LINE WAISTS.

Made up in the newest style; open front, with jewelled buttons; low roll collar; short setin sleeves, and roll cuffs; sizes 34 to 44-inch bust; at about half their value. Satur- 1.33 day 2.30 a.m. ... .....

MEN'S \$8.90 WATERPROOF COATS TO CLEAR AT \$5.95. English' Waterproof Coats are the most reliable, and this one will give service of the best; the material is an English double texture paramatta cloth, in fawn and greenish fawn colors Coats are made single-breasted roomy, in motor and Raglan shoulder styles; all seams sewn, cemented and taped. Sizes 34 to 46. Saturday 8.30 5.95 a.m.....

WASH GOODS.

A jobber's stock of useful Wash Fabrics; ratines, kimono cloths, voiles, linens and crepes are represented in the lot; widths 28 in., 36 in. and 40 in. Regularly 25c to 50c. 8.30 a.m., while they last Saturday, per .121

ALUMINUM COOKING WARE 85c and 95c Handled Covered Straight Saucepans; sanitary, safe cooking ware, including a whole warehouse stock; all im ported, and of the highest qual ity; size for family use; positively only one of each size to a customer. Regularly 85c and 

No phone or mail orders received for these early bargains.

tity was purchased by our London representative from a Swiss maker just previous to the advance in price-an advance of fully 25 per cent. The assortment comprises rich raven black satin duchesse, duchesse paillettes, satin messalines, satins de chine, silk-satins, satin charmeuse duchesse.

The new crepe satin and various finishes in the liberty satins all are skein dyed silks, satins; guaranteed by the maker and by this Store exactly as repre-sented. Widths are 36, 38 and 40 inches. Prices as follows, \$1.10, \$1.24, \$1.38 and \$1.46.

### Wash Goods for Early Shopping

30-inch Persian Lawn, about 500 yards, for early shoppers, at less than one-Special offer for early shoppers at about one-fourth of their regular value. 

heavy kimono cloth, 28 inches wide. Less than half price Saturday, at. . .111/2

The New Shadow Laces Washable Chamoisette In new patterns and in all the needed widths, dainty floral designs, 12 inches wide, for 20e yard; 18 inches wide for 25e yard; 24 inches wide for 35e.

### Gloves

Women's Natural and White, 2 dome fasteners heavy self-stitched back, pique scam, extra fine cloth, washes and wears splendidly. Saturday .50 lected kid skins, 2 dome fastener self-point, gusset fingers: black, ta and white, sizes 5½ to 7½, \$1.0

value. Saturday ... 

## Fall and Winter Boots for Men and Women LESS THAN FACTORY PRICES ON THESE.

Warm dry feet are a first consideration of a Canadian winter outfit. Therefore, one of your largest expenses. Here is a chance to make some substantial reductions in this expense account Saturday. Come in the morning. WOMEN'S AND BIG GIRLS' FALL BOOTS, \$1,95.

1,250 pairs High-grade Boots, including many well-known brands, made on new and popular lasts, in button and laced styles, patent colt, gunmetal, tan Russia calf, black velours, calf and vici kid leathers. Goodyear welted, flexible McKay and hand-turned soles, Cuban, military and low matron heels. Sizes 21/2 to 8. Regularly \$3.00, \$3.50, \$4.00 and \$4.50. Less than factory cost prices, 1.95

MEN'S \$4.00, \$4.50 AND \$5.00 BOOTS, \$2.95. Two thousand three hundred pairs of "Simpson's Special," "Maximum," and other high-grade button and laced boots for men, tan Russia and winter calf, black velours calf, gunmetal and patent colt. They are made by the Goodyear welt process, better than handmade, on new and popular lasts for fall dress and business wear. Sizes 5 to 11. Regular prices were \$4.00, \$4.50 and \$5.00. 

BOYS' SOLID LEATHER BOOTS, \$1.99.

This is just the boot for school or where a boy is out in the weather, made from strong box kip, laced Blucher style, double solid leather soles and double sewb. Sizes 1 to 5, \$1.99; sizes 11 to 13, \$1.69.

GIRLS' CALF BOOTS, \$1.99.

Misses' and children's laced school boot of splendid wearing box calf leather, medium weight sole and low heel. Sizes 11 to 2, Saturday \$1.99; sizes 8 to 101/2; Saturday \$1.69; sizes 5 to 71/2, Saturday \$1.49.

CHILDREN'S BOOTS, 79c.

600 pairs child's fine dongola kid boots, laced Blucher style, patent toecaps and WOMEN'S LOW HEEL SLIPPERS, \$1.29.

240 pairs women's fine kid, one-strap slippers for house wear, wide easy fitting

last, hand-turned soles and comfortable low heels. Sizes 21/2 to 8. Saturday ..... 1.29 to give the new corsetless figure, 4 strong garters, bust draw cord, dainty embroidery and ribbon trim, sizes 18 to 26 inches. Regularly \$2.25 a pair. Saturday ..... Women's Knitted Outing Coats, just the coat for present wear; not too heavy and right to the min-

Stylish Corsets of Famous

Make 95c

COME EARLY OR 'PHONE. 326 Pairs of Fine French Batiste Corsets, very low

bust, long skirt finest duplex steels, free hipbone

ute in style. No 'phone or mail orders. 52 only, Women's Golf Coats, fine mercerized quality, fine rib knit, vest neck, 2 pockets, white pearl buttons; colors, white, white with sky trim, grey, brown and heather mixture, sizes 32 to 42 bust. Regularly \$3.00 each. Saturday ..... 1.00 Little Boys' Suits and Girl's Dresses, clearing several pretty styles for little boys and girls; come early Saturday. No 'phone or mail orders filled. Little Boys' Percale and Chambray Suits, dress with separate pants. in splendid patterns and colors, for ages 1, 2 and 3 years, also pretty dresses for girls, in tan, pink or blue repps, with fancy Oriental trim-ming, for 2, 3, 4 and 5 years. Regularly 75c, \$1.00 fants' Bonnets, 2 very dainty styles, fine white bengaline silk, trimmed with satin cording and silk ribbons and ties, sizes 11 to 16 inches. Regularly many exquisite styles to choose from, sizes months, 1 and 2 years. Saturday, Less Than Half Price.

Women's Flannelette Nightdresses, one of our regular dollar qualities to go Saturday for sixty-nine cents; worth while saving on splendid gowns. 'Phone orders taken.

600 Women's Nightdresses, fine white flannelette, high neck, long sleeves, yoke has 16 small tucks, and 2 rows silk embroidery, neck finished with ruffle, sizes 56, 58 and 60 inches. Regularly \$1.00 each.

### New Silk Blouses Reduced

Three distinct styles; all shown in black, navy, champagne, ivory, Copenhagen and sky blue. Style 1-Open front, fastened with small fancy but-

tons, and beautifully tucked; low collar, and cuffs of figured white pique; finished with cord and tassel; short set-in sleeves; sizes 34 to 44 inches. Sat-

urday ..... 1.95 Style 2-A beautiful blouse, with open front; has a very cute rounded vestee and roll collar of figured white pique; yoke, front and vest all finished with white pearl buttons; long set-in sleeves, with white cuffs to match vest. Sizes 34 to 44 inches. Satur-with a deep pointed waistcoat and roll collar of figured white pique; pearl buttons; short set-in sleeves, with pique cuffs; all sizes to 44 inches. 

#### **Dinnerware Bargains** Best quality English semi-porcelain Dinnerware;

choice of pink key and rosebud festoon design or blue key and rose decoration: and Butter Plates, each .... ...

Bread and Butter Flates, cach it the
Tea Plates, each
Paus Plates, each
Dinner Plates, each
Meet Platters, 19c, 29c and 69c.
Coverad Vegetable Dishes, each
Gravy Boats, each
Bakers, each
Cream Jugs, each
Slop Bowls, each
Salads, each
Butter Dishes, each
Cups and Saucers, each

Our hand-finished coats are made in Toronto from pure wool English yarns. Large assortment of colors. Sweaters in any special club colors can be made to order in three days. No extra charge. All sizes to 44. Saturday ..... 5.00

#### BARGAIN SHIRTS, 69c.

Clearing all lines which are in the least broken in size ranges to make space for our new stocks, soft double or starched cuffs; some have separate collar; a host of designs. Regularly \$1.00, \$1.25 and \$1.50. 

### Pastels \$3.95

### REGULARLY \$7.50 TO \$9.00.

These pictures are framed in gilt swept gold, burnished mouldings. Some of the pictures are mounted on white mats, others are framed close. The sizes average about 20 x 28. A special wall space will be given to these pictures for Thursday's selling at ..... 3.95

### **Tinware** Items on Sale in Basement

Japanned Bread Boxes, with the word Bread nicely labelled, the most sanitary way to keep bread fresh and clean, size regular for home use and made to sell at 50c. Saturday early sale ..... .25 No 'Phone or Mail Orders.

500 Granite Preserving Kettles, 12quart size, grey granite, hard-wearing quality, worth 50c. 8.30 sale .25 No 'Phone or Mail Orders.

An Enormous Teddy Bear-500 only of these beautiful Teddy bears, dressed with a heavy furry winter suit, in brown or pure white shades, big dark eyes, good expression on face, movable arms and legs, worth \$3.00. Saturday sale only .... 1.98

#### A BIG DOLLAR DOLL.

Beautiful Jointed Dolls-22 inches high, with every use of jointed arms, jointed legs, movable head, and eyes to open and go to sleep, large wavy head of curls, natural expression, a doll to take home for out-of-town visitors, \$1.50 value. Saturday morn ing special .... 1.90

brown, slate, dark grey, green or black, self or contrasting bindings. Saturday \$1.50 and \$2.00. Christy's, King, Battersby and Other First-grade English Made Hats, in Derby and new styles of soft hats. Extra good values at ..... 2.50 English and Scotch Tapestry Rugs Here are two qualities in seamed tapestries which are particularly good values: 7.6 x 9.0 ..... 5.95 and 6.65 9.0 x 12.0 ..... 9.48 and 10.48 Seamless Tapestry Rugs in beautiful new designs and colors. 7.6 x 9.0 ..... 6.85 and 8.95 9.0 x 9.0 ..... 8.25 and 10.25 9.0 x 12.0 ..... 9.45 and 12.50 New Designs In Moderately Priced

Brussels Squares—A choice of sev-eral good oriental and small conven-tional designs, in greens, blues and rose. 6.9 x 9.0 ..... 11.50 6.9 x 10.6 ..... 13.50 9.0 x 9.0 ..... 15.25 16.75 9.0 x 10.6 ..... 19.25 9.0 x 12.0 ..... 9.0 x 13.6 ..... 23.00 Carloads of New Inlaid Linoleum Are 23.00 Arriving—Some of the best patterns we have ever shown are included in this season's new shipments. Different makers' goods are well represented in a large variety of patterns Best quality, per square yard .. 1.26 Second quality, per square yard 1.10 Third quality, per square yard .. .85

Saturday Groceries TELEPHONE DIRECT TO GROCERY DEPARTMENT, ADELAIDE 6100.

CANDY SECTION.

The Robert Simpson Company, Limited