SEPTEMBER 2 1910 THE TORONTO WORLD FRIDAY MORNING H. H. Fudger, President, J. Wood, Manager. Probabilities- much change in temperature. R.SUMPSON SIMIPSON Store Opens 8 a.m. Closes at 5.30 p.m. Mothers, please take note-and make your plans accordingly. opens promptly at 9 gelock next/Tuesday September 6th. morning. 57

Girls' New York Dresses for Fall Wear are Here

They consist of very pretty and fashionable styles that are made specially for "Simpsons" by New York's leading makers of Girl's Fall and Winter Dresses.

Girls' New Fall Dresses, in black and white shepherd's check goods, prettily trimmed with plain red and other contrasting ef-fects. Sizes 6 to 14 years, \$2.00 to \$6.50 each. Girls' New Fall Dresses, made in all-wool Scotch plaids, beau-tifully trimmed in different ways with silk pipings and fancy but-tons. Sizes for 6 to 14 years, \$5.00 to \$6.50 each. Girls' New School Dresses, in heavy linen or gingham, fall weight, very pretty and perfect fitting; will give great wear. Sizes 's to 14 years, \$1.50 to \$3.00 each. Girls' Dresses all-wool serge colors navy, brown or green:

Girls' Dresses, all-wool serge, colors navy, brown or green; everal new and natty styles; some have plaid skirt, braid and ancy buttons for trimming. Sizes 6 to 16 years, \$3.75 to \$6.50

Cosy Sweater Coats for Girls

Girls' Sweater Coats, a pretty Russian style, fine, heavy knit-ted wool; colors all white, grey with red, and navy with red trim-ming. Sizes 2 to 6 years, \$1.75 each; sizes 7 to 12 years, \$2.00

Little Girls' Sweater Coats, fine knit wool, vest neck, belt at waist; colors all white or red, and grey with red trimming. Sizes to 6 years, 75c; sizes 7 to 10 years, \$1.00 each.

Complete Stocks of Children's Warm Underwear

Infants' Vests, Rubens' patent style, ribbed wool and cotton mixed: color white. Sizes 3 months to 1 year. Each 25c. Infants' Vests, Rubens' patent, finest ribbed all-wool; color white. Sizes 3 months to 1 year. Each 35c. Infants' Vests, "Pixie" pattern, double in front, fine white rib-

Take these Flowers to Teacher

Asters, large flowers, long stems. Per dozen 15c and 25c. Bouquets of Garden Flowers. Each

Fern Pans, well filled. Each 40c. Phone direct to department. All orders carefully filled.

A Sale of West of England Suiting Serges

3,000 yards Fashionable West of England Admiralty Suiting Serges, in medium and large, bold twills, specially purchased from one of the largest makers of this class of serge in England; guaranteed all pure wool; thoroughly shrunk, correct weight and finish for suits, coats, etc.; every new autumn shade in the collection, including the new navys and blacks. On sole Saturdary, 52

and blacks. On sale Saturday: 52 inches wide, 75c; 54 inches wide, \$1.00, \$1.25, \$1.50 per yard. Phone and mail orders filled for blacks.

Plain Colored and Fancy Silks 47c

Many Weaves and Styles to Choose from. Worth 65c and 75c Yard. French Silks, in satin de chine and

chiffon taffetas. Swiss Silks, in duchesse satin paillette and satin messaline. English Peau de Soie, a guara

Stockings and Socks, to Withstand the Knocks

Children's Socks, fine imported lisle and cotton, in fancy tops, plain and fancy feet; all sizes. Regular 20c. Saturday 10c, 3

pairs 25c.

Children's "Little Darling" Stockings, fine ribbed cashmere, with silk toe and heel, black, white, tan, pink, sky, cardinal. Sizes 4 to 7. Special Saturday, pair 25c. Boys' and Girls' Ribbed Black Cashmere Stockings, fine all-wool, double spliced heel, toe and sole. Sizes 6 to 8½. Regular 30c. On sale Saturday, pair 19c.

Gloves for Boys and Girls

Boys' and Girls' English Cape Leather Gloves, tan, dome fas-tener, pique sewn, dressy, splendid wearing. All sizes. Ages 1 to 15 years. Regular 75c. Saturday 59c. Girls' and Misses' Fine French Kid Gloves, Elite quality, French made, oversewn seams, dome fasteners, gusset fingers, perfect fitting; black, tan, brown, navy, green. Sizes 5 to 6¼. Special Saturday, pair \$1.00.

Two Items for Grown-ups

Women's Fine Imported Lisle Thread Hose; in the lot a large variety of kinds and colors; plain and fancy opera colors; broken lines from regular stock. All sizes. Regular 35c to 50c. On sale

Saturday, pair 19c. Men's Imported Lisle and Cotton Socks, black, tan and fancy colors; broken lines from regular stock. Regular 25c and 35c. On sale Saturday, pair $12!/_2c$.

Half-Price Boots for School Children

ALL SIZES 5 TO 10. REGULAR \$1.00, SATURDAY 490.

Switches! Switches! But not the school variety. These are real Hair Switches, 22 inches long, and we are going to offer them for sale on Saturday at the very low price of, each \$1.58.

Special Saturday Millinery at \$6.50

You will find all the new ideas of siguant Paris reproduced by our wh milliners in this lot of one hundred hats that we have prepared for Saturday morning. Our special workroom organization enables us workroom organization enables us to specialize in refined trimmed mil-linery at these popular prices. You will notice the difference between this millinery and the kind sold elsewhere at five or six dollars, fresh from factories, and turned out like doughnuts. There is a style-tone in this collection impossible to dupli-cate at the price. One hundred new ones Saturday \$6.50.

Whalebone Hair-Brushes \$1.00

\$2.50 Whalebone Hair Brushes, Sat-urday Selling \$1.00.

144 only Pearson's Excelsior Hair

Boys' New Fall Clothing FOR SCHOOL WEAR.

Countpany

Boys' English Tweed Three-piece Suits, in a handsome and olive green mixed ground, with neat fancy colored a and thread intermixture; cut in the stylish double breasted lined with strong durable linings. Sizes 28 to 33. Saturday

Boys' Fine Quality English Tweed Three-piece Suits, i medium grey mixed ground, with a black hopsack weave, at and faint fancy colored thread stripes; cut in the favorite do breasted style, splendidly tailored and finished with best qua-linings and trimmings. Sizes 28 to 33. Saturday price \$7.00. Boys' Strong, Durable Tweed Two-piece Suits, in a rich grey ground, with neat black and blue hairline stripes; cut in popular double breasted style; well made and perfect fitt pants bloomer style. Sizes 25 to 30, \$3.75; 31 to 33, \$4.25. Boys' English Tweed Two-piece Suits, a soft smooth finite provide the stripes of the

Boys' English Tweed Two-piece Suits, a soft, smooth fin material, in a handsome dark grey shade, with neat black faint blue alternate stripes; cut in the latest two-button d breasted style, slightly form fitting, and with neat, long st lapels; pants bloomer style, with strap and buckle at knee. 26 to 28, \$5.00; sizes 29 to 32, \$5.00.

Boys' Extra Quality Tweed Two-piece Suits, in the new b shade, with neat, fancy, colored stripes; cut from the lates trican models, in three-button double breasted style, with shoulders, close fitting collars, and long shapely lapels; bloomer style; made full and roomy. Sizes 27 to 33. Price Boys' Durable Canadian Tweed Two-piece Suits, in a mixed ground, with faint colored stripes; cut in single by Norfolk style, with loose box pleats and belt; plain knee lined throughout with strong white cotton. Sizes 25 to 28,

Boys' English Tweed Eton Blouse Suits, in the new tones, with neat faint fancy colored thread stripes; cut in the est double breasted style, buttoning close up to the throat, a with inverted pleats down the front, finished with detached white Hnen collar; pants elastic bloomer style. Sizes 4 to 9 year Price \$4.75. Price \$4.75. Boys' English Covert Cloth Reefer Coats, in a handsome fawn shade; cut in the latest double breasted style; splendidly tailored and finished with best quality linings and trimmings. Sides 22 to 28. Price \$4.00. Boys' English Tweed Fall Overcoats, in a handsome dark grey diagonal stripe pattern; cut in the popular topper style, with close fitting collars and neat shaped lapels; lined with fine qual-ity twilled mohair linings. Sizes 24 to 28, \$5.00; sizes 28 and 30, \$5.75; sizes 31 to 33, \$6.50.

bed wool mixture. Sizes 3 months to 1 year; each 25c. Finest all-wool quality, 35c each.

Infants Vests, coat shape, buttoned down front, white wool inixiure. Sizes 3 months to 1 year. Each 25c. Finest all-wool

(ualit, 35c.)
Infants' Bands, fine ribbed pure wool, buttons on shoulders, diaper tabs, color white. Sizes 3 to 18 months. Each 25c.
Children's Sleepers, heavy fleece lined, natural color, feet attached; small sizes have drop seat. Sizes 1 to 3 years, 50c each; sizes 4, 5, 6 years, 55c; sizes 7, 8, 9 years, 60c; size 10 years, 65c. Girls' Vests and Drawers, Watson make, heavy semi-fleece lined, ribbed cotton, natural color. Vests high neck, long sleeves. Drawers ankle length. Sizes 2 to 5 years, 25c each; sizes 6 to 14 years. years, 30c each.

Girls' Vests and Drawers, Watson unshrinkable ribbed allwool, high neck, long sleeves, ankle length, color natural. Sizes 2, 3 years, 55c; sizes 4, 5 years, 65c; sizes 6 to 9 years, 75c; sizes 10 to 14 years, 85c.

Girls' New Coats and School Suits

Girl's Full Length Coat of frieze cloth, in navy or red, turn-over collar of black velvet, trimmed with narrow gold braid and military buttons, fancy patch pockets, single breasted style. Ages 6 to 14 years. Price \$4.25.

Girl's Blanket Cloth Coat, in navy or red, double breasted style, with fancy brass buttons; has stitched tabs on cuffs and back; fancy patch pockets and college collar; the collar, cuffs and pockets are piped with contrasting shades, trimmed with military buttons. Ages 4 to 14. Price \$5.25. Girl's Long Cordury Coat in green payr and grimmer col

Military buttons. Ages 4 to 14. Frice soles. Girl's Long Corduroy Coat, in green, navy and crimson, col-lege collar, double breasted style, with fancy buttons, turn back cuffs, band round waist, which is finished off at back with fancy tabs. Ages 6 to 12. Price \$8.75. Girl's School Suit, a very practical and useful school suit and

dress combined; coat is smartly made in single breasted style, semi-fitted back, with tailored collar; the dress is made so that it can be worn without coat; the collar buttons close up to neck and fastens down front; the material is a fine imported navy serge. Sizes 8 to 14 years. Price \$9.50.

Moreen Petticoats for Young Women \$1.50

Misses' Petticoats of fine quality moreen, black, navy or brown; made with a deep two-piece flounce; trimmed with rows of pin tucking and stitching. Lengths 30, 33 and 36 inches. Saturday \$1.50.

Hats, Caps and Tams for Boys and Girls

Boys' Varsity Caps, unlined, with taped seams, or silk serge lined. fine navy and black serges, worsteds and beavers. Splendid values at 25c, 35c and 50c.

Boys' Bulldog and Golf Shape Caps, newest patterns of fall wear tweeds, worsteds and serges. Values hard to beat, at 15c, 35c. 35c and 50c.

Boys' Felt Hats, in telescope, trooper and crusher styles, fine fur felt, colors navy, slate, green, brown or black. Special at \$1.00. Children's Tam o'Shanters, plain or named bands, in fine navy

cloth, small or large crowns: Special at 25c, 35c, 50c and 75c. Children's Velvet Tams, in navy, brown, cardinal, green, or in

black, fine quality and finish, at 25c, 35c, 50c and 75c. Children's Corduroy Tams, in navy, brown, cardinal or myrtle colors, at 50c and 75c.

Hair Bows for Girls

Hundreds of pretty Hair Bows made of a rich 6 inch taffeta ribbon, to sell Saturday, in all colorswhite, cream, sky, rose, mexique, navy, tan, brown, myrtle, reseda and Copenhagen, 25c.

English Feat at Sole, a guaran-teed wearing silk. French and Swiss Novelty Silks, stripes, checks, black and white, etc. There is no end of new colorings in the collection; every new and wanted shade, including ivory and black

black. In this offering you will find silks suitable for afternoon, evening, street or reception gowns; all are qualities we recommend for wear, and are reduced from 65c and 75c, for Saturday selling 47c yard. BONNET'S BLACK PEAU DE SOIE

1,000 yards only of C. J. Bonnet's Rich Black Peau de Soie and Rad-isiner Silk, double face, and "Wear Guaranteed" stamped on every yard. Coat, suit or dress quality. Regular price \$1.10 per yard. Special price

Mill-Purchase of

Printed Wrapperette Purchase from a mill of all their ends, half pieces, etc., of a splendid

ends, half pieces, etc., of a spiendid line of Printed Wrapperette. 2,400 yards altogether of 28-inch Fine Printed Wrapperette, a spien-did washer; just the right thing for children's school dresses, warm and comfortable; black, navy, cream and red grounds, with pretty polka dots, figures, leaves, sprays, stripes, etc. To buy these in the regular way we would have to sell them at 12¹/₂c.

Special price 71/2c. Pure Irish Linen and **Tailored Waists**

Saturday we make a special display of our "Challenge"

The trade we have built up round these Waists is enormous; customers have been quick to recognize the intrinsic value of the-linen from which they are made, and to the fact that no matter what price is paid, we show the best cut man-tailored linen waist in the Dominion at \$1.95, \$2.50, \$2.75, \$3.50 and \$3.95.

Groceries

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 26c. Toasted Corn Flakes, 3 packages 25c

Loaf Sugar, 4 lbs. 25c. Crosse & Blackwell's Marmalade, 2-1b. jar 25c.

Imported French Peas, per tin 12c. Clarke's Pork and Beans, in Chili

sauce, per tin 10c. Baker's Cocoa, ½-lb. tin 22c. Pure White Clover Honey, per section 24c.

Jersey Cream, 3 tins 25c. Maconochie's Pickles, mixed chow and walnuts, pint bottle 22c. Choice Red Salmon, Emblem brand, per tin 15c. 500 lbs. Fresh Peel Cake, regular 20c per lb., 15c.

Telephone direct to department.

500 pairs Boots for school children, in all sizes from 5 to 10, made from fine, strong Dongola goatskin leather, Blucher cut, patent toecaps, heavy sole, medium wide toe, easy fitting. Regu-lar value \$1.00. Saturday 39c. Note—Only two pairs to each customer.

"Don't Forget Your Handkerchief"

Boys' and Girls' Lawn Handkerchiefs. Saturday 4 for 25c, 8 for 25c, 6 for 25c.

Boys' and Girls' Colored Border Handkerchiefs, 4 for 25c, 6 for 25c, 8 for 25c, 8 for 25c.

Boys' and Girls' Colored Border Handkerchiefs, with colored initial on corner, three in a box, for 18c. Girls' Genuine Linen Handkerchiefs. Saturday 48c dozen and

69c dozen.

Black Lisle Elastic Hose Supporters, with the don't tear rub-ber button clasp and C. M. C. clasp. Pair 10c and 20c.

Sweaters, Shirts and Underwear for Boys

A pure wool coat, made in the cardigan style; colors come in grey trimmed red and navy trimmed red. These coats will give great satisfaction, and stand a lot of hard wear; all sizes, 75c

Better quality Coats, made of much softer and finer wool, with fancy knitted fronts, frimmed with good contrasting colors; some have collars that will fasten close to the neck; others are made in the cardigan style; all these coats have two pockets, and fas-ten with good quality buttons; several different colors to select from; all sizes. Prices with collars \$3.00; without collars \$2.25. Boys' Cambric Neglige Shirts, always look nice on a boy at school, and we can supply them in several different designs; all the newest colorings; the kind that wear well. Our fifty cent shirts have had that reputation for many years. Saturday 50c. Penman's Pure Wool Fleece Lined Underwear is the kind the boys' like, because it is soft, comfortable to wear, and keeps them warm; these are made in the blue shade, trimmed with slik braid, and fasten with good quality pearl buttons; all sizes 22 to 32. Sat-Better quality Coats, made of much softer and finer wool, with

and fasten with good quality pearl buttons; all sizes 22 to 32. Saturday 40c garment.



Limited, is now ready and on sale in our Book Department. Also a full line of Public and High School Books, and a large assortment of school

Ask to see our 25c and 50c School Bags-great value.

Brushes; these are made with 20 Brushes; these are made with 20 rows of whalebone set in a rubber cushion, and the backs are highly polished, and come in olive and fox-wood; this is the best style of brush for cleaning the scalp and curing dandruff. Sold regularly at \$2.50. Saturday morning, each \$1.00.

Low-Priced Baby Carriages (Fifth Floor.)

If you need a Baby Carriage or Folder be here sharp Saturday morn-ing. All these bargains are new, but we must have the space for other

11 Carriages and Go-Carts, reed bodies, natural and tan, parasols and reed hods, rubber tires, brakes, 1910 styles. Regular to \$18.50. Sat-urday, to clear, \$8.95.

12 only Baby Steel Folding Car-riers, handy for street cars or trav-elling, leatherette hoods and upholstaring, spring seats, rubber tires. Regular \$7.00. Saturday clearing \$4.95.

Call on our Wall Paper Depart-ment on 5th Floor. We have the best western light for examining the different color blends.

SEE OUR SPECIALS FOR SATUR-DAY.

2,650 rolls Imported Parlors and Dining Room Effects, in reds, greens, blues, greys, old rose, etc., in two-tone or two-color effects. Regular to 25c, Saturday 11c; regular to 50c, Saturday 24c; regular to 75c, Satur-dev27c dav37c.

No trouble to show combinations to suit any style of room.

School Tumblers and Chinaware

Tumblers, table size, clear glass-ware, melted edge, conical shape, medium weight. Saturday 60c doz. Celery Holders, tall shape. Saturday 15c.

Steins, from the Rhine, with all their quaint German folk lore of the medieval period, rich assortment, from 25c to \$7.63.

Dinner Set, 97 pieces, in the fam-ous Grindley porcelain ware, hand-some Greek key border design, china teas, kermiss shape, complete dinner and tea service. Saturday special \$16.42.

Tucked Chiffon

Black and White French Tucked Chiffon. Regular \$1.00 yard. Saturday 35c.

Blouse Fronts of a yard of Swiss Embroidery Blouse Fronting on Saturday for 15c.

street entrance.

On sale at Bargain Counter, Queen

And a Few Good Items for Men MEN'S NEW FALL WEIGHT OVERCOATS.

MEN'S NEW FALL WEIGHT OVERCOATS. Fine quality English tweet coating, purely all-wool materials, in a medium grey diagonal stripe, also lighter grey, fancy herring-bone pattern, cut on the latest single breasted Chesterfield model, with close fitting collars and broad chest effect, body slightly form fitting, lined with a fine twill mohair lining, splendidly tall-ored. Sizes 35 to 44, \$10.50. Men's English Cravenette Raincoats, in a dark Oxford grey and fawn shade, a very closely woven, smooth, soft finished ma-terial; cut long and roomy, lined throughout; a very useful gar-ment, which can be worn as a light overcoat, or will protect you from the rain in wet weather. Sizes 34 to 46. Special price \$10.00. \$10.00.

MEN'S NEW FALL SUITS.

The fashionable brown shades, in fancy worsteds, also some dark grey tones, in neat patterns, fancy weaves and herringbone twill effects; heavy weight, suitable for fall or winter; cut on the latest three-buttoned single breasted model; made up with best linings and trimmings; carefully tailored. Sizes 36 to 44. Satur-day \$15.00 day \$15.00.

A Good School Watch

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7-jewelled nickel movement, with spring-over regulator, com-pensated balance, double roller escapement, exposed winding wheels, fitted in gold filled open face case, guaranteed reliable timekeepers. Regular \$7.50. Special price \$3.95.

Blankets to Keep the Kiddies Warm

Even the Blanket Sale has something special for youngsters, beside many items that their parents will appreciate.

SCOTCH BLANKETS FOR THE LITTLE PEOPLE \$2.79 PAIR. 36 x 54 inches, for the little cot, very fine, pure wool Scotch Blankets, finished single, pink or blue borders, or no border at all; will not shrink, as soft as down. 36 pairs at sale price, per pair Saturday \$2.79.

WHITE UNSHRINKABLE WOOL BLANKETS \$2.34 PAIR. Beautiful, soft, clean, white Blankets; made from selected yarns, dainty borders, for double beds, 66 x 32 inches; blanket values such as you seldom see even in our Blanket Section. Only 85 pairs. Regular \$3.00 per pair. Sale price Saturday \$2.34.

BEAUTIFUL WHITE SAXONY WOOL BLANKETS \$3.48 PAIR. Less than the price of the commonest wool blankets, and these are pure Saxony wool, the finest nap, the most durable weave, the most perfect cleansing, the best finish possible to put on a blanket, pink or blue borders, 7 lbs., 64 x 84 inches. \$4.90 blank-ets. Sale price, per pair, Saturday \$3.48.

FINE ALL-WOOL GREY FLANNEL 250 YARD. Made from long, clean, soft wool, finest non-irritating finish, plain or twilled; 27 inches wide; a most excellent flannel for men's shirts, children's underwear, etc. 600 yards. Sale price Saturday 25c.

TABLE NAPKINS CLEARING 500 DOZEN.

About 19 x 19 inches, bleached Irish damask, assorted designs, a rare opportunity for restaurants, lunch counters, etc. Only 100 dozen. Saturday, dozen 50c.

VERY FINE ODD TOWELS, CLEARING LOTS. We have a lot of very fine pure linen bleached Irish Huckaback Towels, spoke hemstitched ends, some plain borders, some beautiful damask borders, some damask border all around, good large sizes; only single towels in many cases. On sale Linen Department, up-stairs; grouped into four prices each Saturday 49c, 62c, 88c, 98c.

This Store will be Open All Day Saturday, but Closed All Day Monday (Labor Day)

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