

WOMAN'S WORLD

Parisian Fashions.

Everyone welcomes the net hat for summer wear; hot days on sunny lawns would lose half their charm without it.

Lace veils are edged on both sides with fancy borders and serve for scarfs as well as for enveloping the hat and face.

Stoles and ecclesiastical designs have crept into the toilette quietly, but with evident intention to stay awhile.

A bit of band embroidery is a dainty touch to the tight fitting shirtwaist sleeve, which is cut pointed over the wrist.

The glimpse of flesh colored tulle, which has received so much comment, has been superseded by a chemise of finest black tulle.

The gray now favored by fashionable women is really a grayish rose color, having a subtle touch of the rose beneath the gray.

A smart little collar and cuff set consists of sheer batiste and Irish lace edged with tiny hemstitched platings of the batiste.

For summer resort wear a great many girls prefer silk bloomers to petticoats. They are quite as cool and far less cumbersome.

Inexpensive Jackets.

An inexpensive present that would be nice either for an engagement or birthday anniversary gift is a coming jacket made of buckaback, that is now such a favorite in fancy work.

A strip of fine huck, a yard and a quarter long, is bought. This is folded double and a small opening cut in the centre for a neck. The front half is then cut in a vertical line to meet this neck.

With a spool, or by using some of the scallops that are embroidered on towels, a graceful, not too deep, scallop is marked across the bottom, sides and up each half of the front opening. The neck may either be scalloped or it can be finished in white linen braid or wash ribbon.

The scallops are heavily padded with darning cotton and buttonholed in either white mercerized cotton or in a color. If the latter is chosen it should be deep in tone, as old blue, a rich red, or deep yellow—something that will not fade away in washing.

Three large crochet buttons, or, if the embroidery is colored, bone buttons to match the scallop, are put on each side of the neck opening. The convenient little garment is fastened by white cord loops.

If preferred the edges of the huck can be hemmed or edged with a flat linen or tuchen lace and a cross stitch or darning pattern in dull rich colorings darned in. This border can be of any desired width, but will look best if about two inches wide, running entirely around the garment.

IN SOCIETY.

Mr. and Mrs. Morley B. Scott, of Boston, are the guests of the latter's sister, Mrs. S. F. Shields, on Wellesley-street.

Mrs. G. E. Stockwell, of Los Angeles, is the guest of her parents, Mr. and Mrs. William MacDonald, Brunswick-avenue.

Miss Hannah Davis, Davisville, has returned from Penetang.

The Misses Cummings were in town en route from Muskoka.

Miss Edgar Jarvis and Miss Carol Jarvis have returned to town.

The Misses Sullivan and Miss Curries, of Youngstown, are visiting the Misses Delaney in Berkeley-street.

Miss Gertrude Park is at Longford Mills for a few days, the guest of Mr. and Mrs. O. W. Hughes.

Mr. and Mrs. J. Curry and daughter are expected home this week.

Miss Kathleen Reaser, of Wright-avenue, Parkdale, is at Jackson's Point.

Mr. and Mrs. D. O'Hanley are the guests of Mrs. Neales in Blecker-street.

Dr. and Mrs. Gee are spending the holidays at Froulin Island, Muskoka.

Miss Hannah Davis, of Davisville, has returned from the Penetang.

Miss Mabeladdy, of Los Angeles, is the guest of her brother, E. L. Rud- dy, in South Drive.

Mrs. W. H. Thorne, of Charles- street, has returned from Muskoka.

Mrs. E. F. B. Johnston, Miss Jessie Johnson, Mrs. J. Dixon, and Mrs. S. Johnson have returned from Niagara-on-the-Lake.

Mr. and Mrs. T. A. Mitchell and daughter have returned to the city.

Mrs. S. Roseburgh, of Palmerston-avenue, who has been visiting in New York, is leaving for New Jersey.

Milwaukee is happy over the showing made by its new directory just issued. The census of 1900 gave the city a population of 25,515. Taking the number of names in the directory as a basis, it is computed that the city now has 370,981 inhabitants. A gain of over 35,000 in less than ten years is certainly an evidence of growth and enter- prise rarely equaled. The prohibition- ists are trying hard to put its leading industry out of business, but the beer that made Milwaukee famous is still in good demand.—St. John Globe.

Gave Wrong Address.

Editor World: The Charles Green and his son who were arrested yester- day and gave their address as 41 Wid- mer-street have never lived there.

Mrs. A. McDonald,

41 Widmer-street.

TOBACCO HABIT

Dr. McTaggart's tobacco remedy re- moves all desire for the weed in a few days. A vegetable medicine, and only requires touching the tongue with it occasionally. Price \$2.00.

LIQUOR HABIT

Marvelous results from taking his remedy for the liquor habit. Safe and inexpensive home treatment; no hypo- dermic injections, no publicity, no loss of time from business, and a cure guaranteed.

Address or consult Dr. McTaggart, 5 Yonge-street, Toronto, Canada.

FORMAL OPENING

OF THE R. S. WILLIAMS & SONS CO., LIMITED
NEW MUSIC EMPORIUM AT 143 YONGE STREET
THURSDAY AND FRIDAY, AUGUST 26th, 27th

On Thursday and Friday, August 26th and 27th, the doors of our new music store will be formally opened to the public, and a cordial invitation is extended to all to call and inspect the most complete musical establishment in Canada.

Workmen have been busy since May 1st and only a personal visit will give you any idea of the transformation. Dressed in a new front the exterior gives one the expression of being strictly metropolitan, while the interior is inviting from the moment you enter the door. Lack of space prohibits our going into details, so all we can say is "come" and see our new home, listen to the music, and take home a Souvenir.

SOUVENIRS TO THE LADIES

Every Lady attending our Opening on either of the above days will be presented with a handsome souvenir.

ORCHESTRA MUSIC

Fralick's Orchestra will render a delightful program from 10 to 12 and 2 to 4 each day.

WHAT THIS INSTITUTION MEANS TO THE PUBLIC

LOOKING BACKWARD
LOOKING FORWARD

A Retrospect of the Past—A Glimpse into the Future

See this building. This is the picture of our present store, and is one of the most complete music houses in the world.

Everything in music from a five-cent harmonica to a fifteen-hundred-dollar Art Grand Piano is to be found under this one roof.

Pretty big institution when you figure that we sell to over 2,500 Canadian dealers, and our salesmen travel from the Atlantic to the Pacific.

Thinking in one direction, memory goes back a good way, about sixty (60) years, to when the founder of this mammoth business first began selling Melodeons and Organs. On the site now occupied by the Brown Furniture Company the first Canadian Melodeon was laboriously put together.

A shift to larger quarters (a site now occupied by the great Eaton Store) was coincident to branching out into the manufacture of pianos and small musical instruments. This place was outgrown, and our present building at 143 Yonge street was erected.

The tremendous growth in our Piano Department made it necessary for more floor space, and so we decided to remodel throughout. We started to make our store the most beautiful as well as the most complete music house in the Dominion, and we will leave it for the public to decide whether we have succeeded or not.

Then comes the thought of what we ARE to-day—of what the house of "WILLIAMS" IS to-day—of what it is to the people, among whom, and with whom, we do business—of what it is to the music trade in general.

When we come to make a general summing up, we are really astonished at ourselves.

Thinking in the other direction, our thoughts go out to the future—to establishing and maintaining, right here in Toronto, THE LARGEST MUSIC AND PIANO HOUSE IN CANADA.

To equipping this house with every new idea and device known to the modern music trade that looks toward economy, comfort, and convenience.

There we will carry one of the finest lines of pianos to be found in Canada.

We will have low-priced pianos, medium-priced pianos, and high-priced pianos, and our stock will represent ten different manufacturers.

We will have a recital hall that will seat 300 people, and Player-Piano recitals will be given every week, while our Phonograph recitals will be held monthly, as heretofore.

Our Sheet Music and Merchandise Department will be the most complete in the city.

In short, we will make this a store in which you will have pride.

A store in which every person in Toronto will take personal pride and interest.

A store that you will point out to visitors as being the most complete, best equipped, best conducted general music store in Canada.

We shall strive to make every person in Toronto feel a PERSONAL INTEREST in it.

We shall conduct it along straightforward, business-like lines, treating our customers fairly and squarely, giving them a "square deal," making them satisfied, giving them, as we have in the past, as good a piano for less money, or a little bit better piano for the same money, than can be purchased elsewhere.

You know, when all is said and done, there must be SOME REASON, some GOOD reason, why a business grows to the size of this one, and if you will stop to think a moment, you can reason it out for yourself.

That is due to treating customers right; giving them the goods they want; not charging them too much for them, and being willing to quickly and readily adjust any little differences when they arise from time to time.



THE CELEBRATED WILLIAMS COLLECTION OF ANTIQUE MUSICAL INSTRUMENTS AND OLD VIOLINS (VALUED AT \$125,000.00) WILL BE ON EXHIBITION BOTH DAYS

Remember these are reception days and you will not be bored by eager salesmen looking for sales. Business will be lost sight of and our time will be given up to showing you around our establishment, that you may see what up-to-date progress-iveness means.

STORE OPEN FROM 8.30 A.M. TO 5.00 P.M.

Remember the Date, Thursday and Friday, August 26th and 27th

143 Yonge St. THE R. S. WILLIAMS & SONS CO. LIMITED Toronto

SHEET MUSIC DEPARTMENT

This important department (especially to the musical people) will be complete in every sense of the word.

Mr. Arthur L. E. Davies, who is recognized as an authority in this line, will be in charge, and will endeavor to give the public the same service that is to be had in New York, Boston, or Chicago.

All of the very latest popular music, as well as the classics, will be found in our stock, and in this way the usual delays in waiting for music to be ordered will be overcome.

PIANO DEPARTMENT

Our Piano Department has grown to such an extent that hundreds of instruments are sold annually. This is due to the fact that to-day people are not satisfied with buying the first piano they see, but want to compare different makes, and as we represent ten DIFFERENT manufacturers (each the best in its grade), it is very easy to decide on tone, etc.

Such pianos as WEBER (New York), NEW SCALE WILLIAMS (Canada's Greatest Piano), ENNIS & CO., KRYDNER, KOHLER & CAMPBELL, STUYVESANT, and others we have in stock, are too well known for any comment, and the prices are within the reach of all.

Special pains have been taken in arranging our piano display, and the individual parlors give one the idea of just how the instrument would sound in their own home.

PLAYER-PIANOS

have come to stay, and we intend making a special feature of this great instrument. We have gone into the matter thoroughly, and selected the SIMPLEX, NEW SCALE WILLIAMS, and KRYDNER Players, feeling they were the best that money could buy, and that they could be guaranteed in every sense of the word.

Prices range from \$550 upwards.

PHONOGRAPH DEPARTMENT

The ever-increasing demand for this wonderful instrument has caused us to give serious thought as to how we could best serve our customers, and we came to the conclusion that this department should be the most attractive in our store.

We have fitted up several soundproof rooms, and fifty customers can be waited on at the same time, without causing any annoyance.

We carry the largest stock of machines in the city, and our library embraces every record that is made. We have also put in the Edison Business Phonograph, which is a revelation to business-men as a time-saver.

Demonstrations may be had at our store or in your own office.

MUSICAL MERCHANDISE DEPARTMENT

As we are the largest jobbers and manufacturers in this line in Canada, it stands to reason that this Department is absolutely complete. Violins, Guitars, Banjos, Mandolins, Accordeons, Harmonicas, Bows, Strings, etc., are found there by the hundreds, and, in fact, there is hardly a musical instrument made that we do not carry in stock, making our claim good that we have the most complete music house in Canada.