

Theodore Roosevelt is not the only hunter from abroad who has brought back interesting trophies this season. The trail of our Hosiery hunters led them through all the important mills of Eusope, and they were more successful than ever before. The spoils are now on view in our Hosiery Department, and thousands of people are profiting by them every day.

The plans of this Hosiery Sale were widely laid, and include every member of the family, even down to the infants. Read this list for to-morrow's selling through from beginning to end :-

Boys' and Girls' Plain and Ribbed Black Cashmere Hose, fine and soft. Regular 35c. Hoslery Sale price Tuesday, pair, 12c.

Infants' and Children's Socks, fancy tops and tan lace, fine lisle thread. Regular 25c. Hoslery Sale price Tuesday, pair, 121/2c-

Women's Finest Imported Shot Silk and Cashmere Hose, elastic rib, black with red, sky, white or green. Regular \$1.00. Hosiery Sale price Tuesday, pair, 49c. Women's Pure Silk Hose, German made, black and fancy colors. Regular \$1.50

Women's Fine Liste Thread Hose, black, tan and all newest colorings, lace and silk embroidered. Regular 45c. Hosiery Sale price Tuesday, 29c. Women's Lisie Hose, black, tan and colors. Regular 25c and 35c. Hosiery Sale price Tuesday, pair, 190

Women's Fine English Black Cashmere Hose; regular 35c; plain and ribbed. Hosiery Sale price Tuesday, 23c. Wemen's Black Llama Cashmere Hose, English made. Special Hosiery Sale price,

29c.

Men's Fancy Liste Thread Socks, checks, stripes, plain colors; also silk embroidered fronts. Regular 25c. Hosiery Sale price Tuesday, pair, 18c.

Men's Pure Silk Socks, with liste sole, heel and toe, where the wear comes; black and colors. Regular 65c. Hosiery Sale price Tuesday; 35c, 3 pairs \$1.00.

Men's Plain Black Cashmere Socks. Regular 25c, 30c. Hosiery Sale price Tues Men's Fancy Check, Stripe and Silk Embroidered Socks, fine English cashmere; a large assortment of kinds and colors. Regular 50c. Hostery Sale price, pair, 29c.

August Activity a Reality Here

Here is the reason epitomized:-

-A HOSIERY SALE with a reputation

-A FURNITURE SALE that is "making good" -A SALE OF BLACK SILKS (the Simpson kind)

-ARRIVAL OF EUROPEAN NOVELTIES

Since the first of the month thousands of dollars' worth of new goods have been passed into stock, and in many departments the latest European novelties are turning up faster than we can announce them in the papers. Public interest in these attractive goods makes August activity a reality here from basement to lunch room, from morning to night.

Imported Blouses as Seen at "Simpson's" Autumn Season 1910.

Indications are all pointing towards a very brilliant season in the Blouse Department, the dressy garment as against the severe tailored style, will be the vogue, frills and furbelows, extraneous trimmings, touches of Persian colorings, dainty ribbons, interwoven in lace and fine nets.

The centre from which all these styles radiate is the "Maygar" or "Hungarian" gypsy colorings, full of bizarre effects, crude and exceedingly brilliant by themselves, but when toned down by the veiled effects of chiffon, have an individuality that fascinates to an extent that no other style or styles has ever attained.

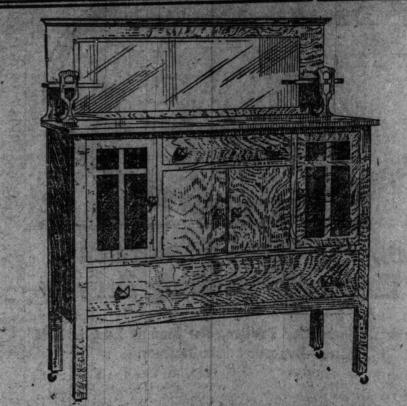
The efforts we have made to get into close and early touch with the very smartest and most original designers of the world will, we feel sure, be appreciated by the ladies of Toronto, who this week have the opportunity of seeing all the advanced ideas for

FALL 1910

Autumn is at Hand---Here are Some New Autumn Suits

Many people expressed surprise when a "regular autumn day" turned up last week-but it might be taken as a useful reminder that autumn is knocking at the door. At any rate, it prompted us to get a few smart suits ready for your inspection, suits that you'll want to own when the first definite touch of autumn comes.

Smart Suits for early Fall wear, made of splendid quality silk poplin, in fawn shades; close-fitting coat, lined with silk serge, roll collar with touches of Persian trimmings, turned-back cuffs, finished with novelty buttons on collar, cuffs, and down front; skirt has panel front and inverted pleat back, deep side pleats on panel, and side gores,



Extravagance consists in buying the wrong things at any

price—economy, in buying the right ones at the right price.

If you could see all the Furniture now on sale in this city you'd realize that the greatest values are HERE-because it's the right kind of Furniture, and because it's at the "rightest" prices you've ever seen on this right kind of Furniture.

Take the above illustration as an example; it shows one of our many popular designs in Buffet Sideboards. The lines are purely mission, carefully carried out by experienced workmen. Specially selected quartered white oak is used in its construction, and it can be had in either early English or fumed oak finishes. The length of the top is four feet, with a depth of twenty inches. There is a lined drawer for cutlery, a long, deep drawer for linen, a cupboard at each end with glass panel doors, and large centre cupboard with solid wood doors, all trimmed with square wooden knobs. The top is fitted with British plate mirror and has two small display shelves. August Furniture Sale price, \$26.50.

Sideboards in genuine quartered oak, early English finish, exceptionally neat design, three large cupboards, two of which have leaded glass doors; large, deep lines drawer, and two short drawers, one lined and divided for cutlery. August Furniture

Solid Quartered Oak Sideboard in fumed oak finish, "New Art" design—odd, but extremely neat pattern. Has lots of cupboard and drawer space and large British bevel plate mirror. Trimmings are of dull brass. August Furniture Sale price, \$29.75. Sideboard in genuine ash, mission design and finish; large double-door cupboard with leaded glass doors; long, deep linen drawer, with two short cutlery drawers; special dull brass trimmings; back has mirror, with extra wide shelf. August Furni-

ture Sale price. \$25.00.

China Cabinet in selected quartered oak, in early English and fumed oak finishes; exceptionally good design and well made; rounded ends, with straight front; panel of leaded glass around top. August Furniture Sale price, \$31.75.

China Cabinet in solid oak, early English finish, neat and clear-cut design; three shelves and clear glass in ends and front. August Furniture Sale price, \$13.75.

Dining Tables in genuine quartered oak, rich golden color, highly polished; has round top and five neatly turned legs, with fluted base; extends to 8 feet. August Furniture Sale price, \$18.75.

Dining Room Chairs in solid quartered oak, of extra good design and of exceptional value. The set is well made of carefully selected materials. Genuine leather upholstered seats. August Furniture Sale price, \$18.75.

Solid Quartered Oak Dining Chairs, finished rich golden color, highly polished; panel back, box seat, and uphoistered in genuine leather. Sets consisting of five small chairs and one arm chair. At an extremely low price for a well-made article. August Furniture Sale price, \$14.00.

Dining Room Chairs in selected quartered white oak, golden color, rubbed and pollshed; real leather upholstered seats, slat backs; strongly made and comfortable; pleasing in appearance. August Furniture Sale price, \$22.75.

Dining Room Table in solid ash, early English finish, pedestal design; round top, extending to 8 feet, with easy-running slides; top 48 inches in diameter. August Furniture Sale price, \$16.90.

Stretchers

All at very interesting reductions from the regular. (4th floor).

room, kitchen, vestibule or hall de CURTAIN STRETCHERS REDUCED signs, colors include greens, blues, browns, terra cotta and red. Regular

Have you a bedroom without a box settee? We have fifty attractively-priced for quick sale Tuesday. They are covered in fine quality chintz or cretonne, many designs and in color only 39c.

In 34,98.

In 34,98.

In 34,98.

In 35,000 yards 36-inch Black Mousseling at \$1.75. Tuesday, extra special, at only 39c.

12c EACH.

300 PAIRS FILLOW CASES, 3 PAIRS

FOR \$1.00.

No more durable, better made pillov

The curtain stretchers on sale Tues Regular price \$1.00 and \$1.10. Tues- solid brass, nickel-plated, non-rusting

Tuesday's Grocery List Four Important Linen One car Standard Granulated Sugar, Department Items IRISH LETTERED GLASS TOWELS,

Choice Picnic Hams, 6 to 8 lbs., each Red or blue borders, with word "Glass" woven in, for drying fine china and glassware, hemmed, 23 x 32 Lake of the Woods Five Roses Flour, 1/4 bag 89c. inches, only 16 dozen at, each, Tues-Fancy Japan Rice, 4 lbs. 25c.

Post Toasties Breakfast Cereal, packages 25c. St. Charles Cream. 3 tins 25c. Imported French Sardines, per tin

cases ever came into Canada, hemmed ready to use, torn sizes, 42 x 33 in., Tuesday only, 3 pairs for \$1.00. Canned Catsup, Canada Pride Brand, tins 15c.
Pure Lime Juice, reputed quart bot-WHITE SATIN QUILTS, \$1.83 EACH. Fine English make, elegant designs,

full double beds, beautiful finish, Parowax for sealing fruit, 1 lb. bar and quilts that will give every satis-Pure Gold Quick Tapioca, enocolate and custard powder, 3 packages 25c.

Canned Yellow Peaches, in heavy gust Sale price 1.00 yard.

36 inches wide, August Sale price action, only 65 at, each, Tuesday, Lets of sign writers' cotton 'and plain white oilcloth for Exhibition syrup, per tin 15c.

tain Pen, \$1.50 Each

The Sale of Black Silks

Character is the one word that sums up the reason for our success in selling black silks this price \$1.15 and \$1.25. Tuesday, square day are made with extra heavy frame, reason for our success in selling black silks this yard 98c. The demand for blacks is acting just like a huge sign-post for this department-for when day, square yard 89c.

SPECIAL CALE OF BOX SETTEES frame; adjusting from 2 to 4 yards long, 1 to 2 yards wide, folding 4 in think of Simpson's.

> pearance, and suitable for coats, skirts, shirtwaist suits, linings, etc., would be good value at \$1.25 per yard. August Sale price, 36 inches wide, 93c per yd. 500 yards 36-inch Black Duchess Paillette, a rich quality of pure silk, positively a silk that will give entire satisfaction whether worn for coats, dresses, waists or separate skirts. We have never sold this quality in the regular way at less than \$1.25 per yd. To see this silk is to appreciate its value, 36 inches wide. August sale price 93c per yd.

> > RICH BLACK FURRIERS. Lining Satin.

Splandid qualities of heavy duchess ning satin, linen back, and guaranteed to give good wear. These are tle. Sovereign Brand, per bottle 25c. | particularly suitable for the lining of furs and coats, 27 inches wide, August Sale price

Linoleum, Box Settees, and Curtain Simpson's Giant Foun- Still Selling China at Special Prices in our light, airy basement. Fruit Jars a-plenty now-but We have just received another ship our advice is to order your supply at once.

ment. This pen is 14-karat gold, iri1,300 pieces Fancy Japanese Chinaa good teapot is an essential for good dium pointed, equal in size and quality ware, comprising B. and B. plates, tea. Tuesday to introduce, 47c. 750 yards Rexdorfer Inlaid Linoleum in block, tille, granite and parquet designs, particularly suitable for dining halls, hotels, show rooms, etc., extra heavy weight, and well seasoned. Regular price \$1.80 square yard. Tuesday 1.33 square yard.

1.500 yards Greenwich Inlaid Linoleum in block, tille, Oriental and floral designs, very useful bathroom, tollet in block, tille, Oriental and floral designs, very useful bathroom, tollet proom kitchen yestibule or hall designs.

Black Dress Goods

a steady out-pouring of fine black dress goodsthe kind made from the fine wools and pure dyes that only the best manufacturers use. Women who are attending the silk sale will do well to latest single-breasted Norfolk style

> days make frequent visits advis-able, if you'd have the best of the season's novelties. Black San Toys, French and English Panamas, French Broadcloths, Ve-

netian Cloths, Silk and Wool Henriet tas, new Hopsacs, new wale and che viots, in the new mill finish, premo Shantungs. French and English Voiles, in fine, medium and coarse meshes worsted suitings, all high-grade fabrics and suitings of high standard. guaranteed pure wool qualities. These goods we can recommend for smart dressy coats, suits and dresses, fast, unfading dyes, 46 to 54 inches. On sale, yard, \$1.00.

Exceptional good value in Black Cheviot Suitings, guaranteed all pure wool qualities, correct for fall suits and the new long coats, shrunk and unspotable, 51 in. and 54 in. wide, \$1.00 yard.

8 to 10½. Tuesday \$1.35.

90 pairs Misses' Boots, dongola kid leather, Blucher style, low heel, pature to 25c. Tuesday 11c.
9,000 ft. Bedroom Mouldings. Special per foot 1/4c.

News From Our Men's Dept.

Tells of many useful lines of wearing apparel-some old with new prices, others new arrivals.

MEN'S ODD COATS, \$3.49. only, English Tweed and Fancy yarns. Colors are plain greys, grej with blue trim, or grey with cardina trim. All sizes to 44. Prices \$3.00 le-breasted sack style. Itned \$3.50, and \$5.00 each. Worsted Coats, in a large assortment with blue trim, or grey with cardinal for medium and dark patterns, cut in single-breasted sack style, lined throughout or half lined. These are from broken suits which were sold at \$10, \$12, and \$14, sizes 33 to 42. To

Men's Derby Hats fine Englis make, and good grade fur felt, color black or brown, up-to-date style. Tue FANCY WASH VESTS, \$2.50. Men's Wash Vests, made from fancy piques, and heavy percales, in white, pearl, and mid-grey grounds, with neat self or fancy mercerized stripes, Hand in hand with our sale of Black Silks goes Sizes 36 to 46. Price \$2.50. BOYS' SUITS. Shape Caps, latest tweeds and serges fine finish. Tuesday 45c.

Boys' English Tweed Two-piece Suits in a dark brown ground, with neat fancy colored stripes, cut in the spend some time in this neighbor- with loose box pleats and belt. Pants ing department—the new weaves that are from Europe every few buckle at knee. Sizes 25 to 28, \$3.50; buckle at knee. Sizes 25 to 28, \$3.50; 23 to 32, \$4.50.

NEW SWEATER COATS FOR MEN. Specially made Men's Sweater Coats, with or without collars, perfect fitting.

Specializing Children's | New Effects in Bedroom Boots in our spacious Shoe Depart-

ment, 2nd floor. 420 pairs Childs' Dongola Kid Bluch

French Suede Broadcloth, Black dium toe, low heel, creased vamp, sizes French All-wool Panama. Black French 8 to 101/2. Tuesday \$1.35.

Men's Straw Hats, balance of certal

lines, nearly sold out, fine quality and finish. Tuesday for 75c.

Men's and Youths' Buildog and Go

5,800 MEN'S NEGLIGE SHIRTS A

Wall Papers will be demonstrated Tuesday on the 4th floor.

For example :--420 pairs Childs' Dongola Kid Blucher Boots, neat extension soles, patent toecap, spring heels, sizes 5 to 10. including half sizes. Specially priced for Tuesday 79c.

60 pairs only Childs' White Canvas Ankle Strap Pumps, leather sole, low heel, sizes 8 to 10½. Tuesday 79c.

60 pairs Childs' Patent Oxfords, medium toe, low heel, creased vamp, sizes

1 O. Example:

New Domestic Bedroom Papers latest designs, purples, blues, green yellow. Prices 5c, 8c, 10c, 15c, 25c.

New Imported Bedroom Papers latest designs, purples, blues, green yellow. Prices 5c, 8c, 10c, 15c, 25c.

New Imported Bedroom Papers latest designs, purples, blues, green yellow. Prices 5c, 8c, 10c, 15c, 25c.

New Imported Bedroom Papers latest designs, purples, blues, green yellow. Prices 5c, 8c, 10c, 15c, 25c.

New Imported Bedroom Papers latest designs, purples, blues, green yellow. Prices 5c, 8c, 10c, 15c, 25c.

New Imported Bedroom Papers in pricety florals and stripe effects, rich colorings, plain and linen effects.

Prices 15c, 25c, 35c, 50c, 75c.

New Imported Cut Out Designs Friezes, to suit any colorings, per yard 3c, 5c, 8c, 10c, 25c.

TUESDAY SPECIAL.

WILL TOUR THE EAST

Crown Prince of Germany to Make World-Girdling Trip.

BERLIN, Aug. 6 .- Crown Prince Frederick William will, according to present arrangements, start in No-vember for a long tour of the East, including India. It is more than probable that he will return by way of the Pacific, visiting America, althothis is not included in the program for his The tour of the crown prince will

rangements have already been made the British Government for his reception in India. He will also visit China and Japan. His consort, the Crown Princess Cecilie, will not ac

BREAD WAS LIGHT WEIGHT.

seizure yesterday morning of two bear an official character, and ar- 20 loaves were found to be light.

AN EDITOR'S HEROISM Lost His Life Saving That of His Little Daughter.

DEPOSIT, N. Y., Aug. 7.—W. R. Michaelis, publisher of The Chicago Staats Zeitung, was drowned at Oquiga Lake, a few miles from here, this afternoon and here body recovered

failed. Parties in boats nearby rescued the child, but the father sank and was drowned.

STRUCK OIL IN BUSY CITY.

PITTSBURG, Aug. 7 .- Oil has been

WILL'LOCK OUT 15,000 German Shipyards Threatened With Big Tie-Up.

HAMBURG, Aug. 7.-The shipbuilding companies, in consequence of the struck in the midst of the busy hum strike of 8000 mechanics here, have deof this city. Within a few feet of 3 cided to lock out 15,000 workers, comthe hold of the steamer Huronic. With seizure vesterday morning of two loids of bread, one from Levesque & out in a boat with his little 8-year-old daughter, who lost her hat, and, bread seized from the Douglas, of Ottawa. On weighing the bread seized from the Douglas bakery bread seized from the Douglas bakery 20 loaves were found to be light.

afternoon and bis body recovered three hours afterward. Deceased was street where the trolley whizzes by three hours afterward. Deceased was street where the trolley whizzes by prising sixty per cent of all employes of the German shipyards, beginning in on the north side and during the boat, and in some manner day flowed 60 barrels. The oil is of high grade, and is found in the hundred foot sand.

This will stop construction on all vessels, including the warships.

SARNIA, Aug. 7.-William Locke, a freight handler at Point Edward, was

PEARY'S BOAT ON FIRE.

NEW YORK, Aug. 7.-Commander

Peary's' ship, the Roosevelt. which this morning while lying in her berth almost instantly killed by falling into in the East River, supposedly from spontaneous combustion in a rubbish heap. The night watchman, who turned in the alarm, was able to put out the flames unaided before the arrival of the fire company. The damage will not exceed \$25.

Board, Safe by

battle of Wenth ward have the can in satisfactor success.

The order

Rallway "to

Jury Engi Fisher

from a sa
in a verdid
after the
The entire
the storm
that date
experience
same acci
to any goo
The fa
deceased
halyards
which the
caught in
which ma
either of to
eight in
dearly bro FINEP G.T.R. A

It not