### WEDNESDAY MORNING 12

### THE TORONTO WORLD

### AUGUST 10 1910

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Closes at 1 o'clock Saturday H. H. Fudger, President, J. Wood, Manager. Probabilities- Free SIMIPSON Store Open at 8 a.m.



Time was when the long hours of summer were spent knitting the hosiery supply for the entire family. And they were good stockings that slid off those old needles-none better ever made ; there was character building with every stitch.

But remember, it was mostly the character of the person who used to knit, and not primarily the character of the Stockings that were built by this patient process. This was before the days of superhuman machinery and August Hosiery Sales; the eyes that used to grow dim over stitches would now-a-days grow bright at the sight of such a lot of savings as we publish below, for to-morrow shoppers. Women's Fine Lisle Thread Hose, plain and fancy colors, and laces. Regu-lar 50c. Hosiery Sale price Thursday 29c. Women's Silk and Wool and Fancy Checked and Striped Cashmere Hose. Reguia: \$1.00. Hosiery Sale price Thursday, pair 49c. Women's Pure Silk Hose, black only, garter top. Regular \$1.50. Hosiery Sale price Thursday, pair 98c. Women's Lisle and Cotton Hose, black, tan and fancy colors. Regular 25c. and 30c. Hosiery Sale price Thursday, pair 18c, 3 pairs 50c. Boys' and Girls' Ribbed Cotton Hose, tan, black. Regular 25c. Hosiery Sale price Thursday, pair 12/2c. Sale price Thursday, pair 12/2c. Boys' and Girls' Plain and Ribbed Black Cashmere Hose. Regular 30c. Hosy Sale price, Thursday, pair 19c. Men's Fine Lisle Thread Socks, black and fancy colors. Regular 25c. Hos iery Sale tery Sale price Thursday, pair 18c, 3 pairs 50c. Men's Fine Imported Lisle Thread Socks, fancy colors, silk embroidered and silk and lisle elastic. Regular 45c. Hosiery Sale price Thursday, pair 29c. Men's Plain Black Cashmere Socks. Regular 25c. Hosiery Sale price Thursday 18c, 3 pairs 50c. Mcn's Plain Black Silk and Wool Elastic Rib Socks, black, with colors Regular 60c. Hosiery Sale price Thursday 35c, 3 pairs \$1.00.

# Choosing Your Black Gown

It goes without saying you'll have a new Black Gown this autumn; probably more than one, for Dame Fashion says it's to be a very strong black season, on this side the Atlantic at any rate.

The mourning season just past in Britain left the market bare of everything black, inducing manufacturers to turn out NEW weaves and inspiring them with NEW ideas, so that you never before saw such an interesting variety in texture, weave and finish as our fall imports present. Add to this the suggestions our modistes have gathered for the making of smart Black Gowns and Costumes, and you have a combination that will give you the style and dignity of black without the sombreness of mourning.

Everybody knows how the discerning woman rejoices when she can dress in black. What a restful change it is! How safe for almost every figure and complexion! How, grateful the home compliment-"You always dress charmingly, but really I believe you look best of all in black !"

Of course you know that black dress goods with us is a DEPARTMENT; not one color among a range of colors, but a complete department with sub-sections for evening wear, house wear and street wear. It is elegantly appointed for the comfort and pleasure of shoppers with daylight that shows you the weave, the dye, and above all, the quality for which this store is famous

N.B.—NOW is the time to avoid delay with the dressmaker. BLACK DRESS GOODS OF QUALITY Black French Suede Broadcloth, Cheviot Suitings, French Chiffon Pan-amas, Black Chiffon Voiles, Glove Finamas, Black Chiffon Voiles, Glove Fin-ish Broadcloth, Black Permo, Black Panamas, Basket Weaves, Canvas Suitings, French Armure, Black Diag-Suitings, French Armure, Black Diag-

# Summer Visitors

Excursionists make this store their rendezvous, because it is THE BEST PLACE FOR SOUVENIRS. Novelties in Neckwear, Hair Ornaments, Leather Goeds, Toilet Articles, Fancy Work, China, Bric-a-brac, Silverware and Jewelry can be had at marvellously low prices.

In the day-light basement, cool and well-ventilated, there is the best equipped Ice

Upholstered Furniture Come and SEE This Kind

Some furniture is so exceptionally good, so unmistakably well-bred, that it impresses you the moment you see it. That is the kind of furniture we would like to show you to-morrow.

When you're only reading about this sale, it may awaken in you no more enthusiasm than the picture of a quart of oats to a well-fed horse. But if you'll actually pay a visit to our Fifth floor, see this excellent furniture, then see the little prices attached to each piece-we believe we can awaken in you more furniture enthusiasm than you've ever known before.

Here are a few values worthy of special mention. Three-piece Parlor Suite, in birch, mahogany finish, highly polished, near In the day-light basement, cool and well-ventilated, there is the best equipped Ice Cream and Soda Water Service in Canada. The restaurant on the top floor, with its wonderful view, is the delight of tired and hungry shoppers. A fine orchestra adds to the pleasure of the meal. The ladses restroom (third floor) is a boon to travellers, the check office for parcels and hand bag age (main floor) is not the less efficient because the service is free. N. B. – Special delivery to railway stations and docks. New Persian, Cashmere or Palsey New Searfs, 51.60 to \$35.00 each. New Meet and Wire Bags, in all sizes and finishes. New Verlies from Paris. New Verlies from Paris. New Searfs, 51.60 to \$35.00 each. New Meet and Wire Bags, in all sizes and finishes. New Yersian Elastic Bellings. New Persian Elastic Bellings. New Persian Elastic Bellings. Couch, in pantesote leather, maroon color; frame of solid hardwood, strongly made, spring seat and head end; exceptional value. August Furniture Sale price \$8.9C. Corner Chair, made in birch, polished finish, neat design, panel back, inlaid with white holly, wire construction, upholstered in silk tapestry, very neat de-sign, of good value. August Furniture Sale price \$6.90. Morris Chair, made in solid oak, golden or early English finish, reversible cushions, upholstered in good quality of velours. August Furniture Sale price Arm Chair, of birch mahogany finish, highly polished, fancy panel back neatly covered, spring seat, upholstered in satin faced tapestry. August Fur-niture Sale price \$9.75.

### Women's New Coats for Fall Wear up

A couple of Early Autumn Coats have just come to hand. We think they're exactly what a good many women are looking for these days, so we have put a selection of them on sale for to-morrow.

Ulster Coat, of striped tweed, in tones onal tweed, in colors of bronze and sale 3 for 25c. Ulster Coat, of striped tweed, in tones of brown and grey or green and grey; 54 inches long; semi-fitted back, with belt effect; sleeves neatly tailored and finished with band cuff; large man-nish patch pockets, trimmed with tab and novelty buttons. Price \$12.75. Price \$18.50.

finished with

### The New Fall Corsets Are Arriving Extra value 25c yard. Daily

The newest fall models of the following Corsets have champagne; 2 inches wide; suitable arrived and are now on sale.

C. C. a la Grace Corsets, \$1.25 to Redfern, and Bon Ton. New models Thursday 4c yard. \$5.00 a pair. D. and A. Corsets, 75c to \$4.00 a pair.

D. and A. Corsets, 75c to \$4.00 a pair. La Diva Corsets, \$2.00 to \$5.00 a pair. this special new model for Thursday La Reine Corsets, \$1.25 to \$6.00 a selling, priced at about half.

pair. a pair.

ures, \$2.25 to \$3.50 a pair.

air. Crown Royale Corsets, \$1.25 to \$3.50 model, in fine white batiste, medium bust, extra long below waist, with deep Rengo Belt Corsets, for stout fig-unboned skirt, four garters, fine rust-proof steels, with four wide side steels,

C. B. a la Spirite, Royal Worcester, Warner's Rustproof, Madame Irene, Thursday, a pair \$1.00.

# A Clean Sweep of Chinaware

A few weeks ahead there is the promise of our October China Sale, for which special buying and special space is tins 25c. Blue I necessary. We're clearing out every nook and cranny in flavors, 4 packages 25c. Malta Vita Breakfast Cereal, 3 packpreparation for the sale, and the prices we're putting on these small lots make them worthy of your attention.

China Egg Cups, gold lines and band. 10-piece Toilet Sets, Dresden decor-bursday 25c dozen. 11-piece Toilet Sets, Dresden decor-Thursday 25c dozen. Fruit Saucers, floral decorations. 11 only Dinner Sets, in Hancock's

Thursday 21c dozen. opaque chinaware, old English, pea-Jardinieres, rich assortment, in all

wares. Special for Thursday's quick selling 49c. 1.000 pieces German White China. pieces German White China. set 97 pieces, Thursday \$13.25.

blanks for decorating, fine hard body, close grain. Values up to 75c. Thurs-100 dozen Water Tumblers, bell and day 25c. plain shapes. Thursday 48c dozen.

SHEETS \$1.18 PAIR.

New Persian Elastic Beltings. New Persian Hand Bags. New shot effect Motor Scarfs. New Paris Hand-made Irish and Embroidered Neckwear, in all the new jabots, coat collars, and Dutch, etc. Come in all white and white touched with colors.

NEW TUCKED NETS. New Tucked Nets, in shares, ashes

of roses, amethyst, Paris, browns, blue and green. Yard 65c. 3 FOR 25c Women's Large Size All Linen

The first one is a beautiful College | The second one is of the new diag-15½ inches. Regular 15c each. On

Beautiful New Ribbons Just Arrived

New Black Silk Taffeta Ribbons, in the heavy quality, in a beautiful rich black, excellent for millinery bows and sashes; the popular 6¼ inch width

rose, nice mexiqae, emerald, moss for cushion frills and fancy work. Regular value 8c and 10c yard. Selling

### Groceries

2,000 lbs. Fresh Dairy Butter, per 1b. 23c. Choice Sugar Cured Ham, half on

whole, per lb. 20c. Pure Cider Vinegar, XXX, per gal lon 25c. Salt, in 5-lb. bag, 3 bags 14c. Fresh Flaked Wheat, per stone 49c. Scott Taylor's Worcester Sauce,

large bottle, 3 bottles 25c. Maggi's Soups, assorted, 6 packages

Choice Red Salmon, 1/2-lb. flats,

Blue Bell Jelly Powder, assorted

ages 25c. Canton Preserved Ginger, 1-lb. jar 20c

Heather Brand Lemon and Vanilla Extract, 8-oz. bottle 25c.

Telephone direct to department. 300 LBS. FINE, RICH 35c ASSAM **TEA 28c.** 

Full-bodied Assam Tea, a 35c tea anywhere. Thursday, per lb. 28c.

> SIMIPSON The

(Second Floor, Yonge Street.) etc. You know these qualities thoroughly at flannel circle, upstairs, cor-ner Queen and Yonge. Extra display. 200 PAIRS STRONG HEMMED Thursday, per yard 50c and 60c. 68 x 90 inches, for double beds, torn 80 DOZEN SCOTCH SATIN DAMASK sizes, standard hems, made from heavy bleached English sheetings. Per pair TABLE NAPKINS \$1.70 DOZEN. THE NEW "VIYELLA" FLANNELS ARE HERE. Beautiful new stripes, checks, plaids, etc., for blouses, night gowns, pyjamas, Etc. for blouses of the stripes in the stripe stripe

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## The New Fall Fashions Have Arrived

Perhaps no other year has witnessed so decided a change in footwear fashions as the fall of 1910. More original and exclusive styles than "Queen Quality" just put into stock we have never seen. Even the ordinary styles have out-of-the ordinary features which you will appreciate ou first inspection.

### ASK TO SEE ANY OF THE FOLLOWING.

No. 527-"Queen Quality" Laced Boot, vici kid leather, patent toecap. Blucher out, short vamp. "Wonder Worker" flex-ible sole, Cuban heel, sizes 21/2 to 8: all popular widths. \$4.20 No. 110 — "Queen Quality" Button Boot, dull black, Rus-sia calf, dull kid top, eighteen buttons, high Cuban heel, new Wonder Worker sole, an ideal fall walking boot; sizes 2; to 8, widths B, C, D, and E, to 8, widths B, C, D, and E. **No. 125**—"Queen Quality" Laced Boot, patent colt leather, dull matt top. Blucher style, medium Cuban heel, Goodyear

# Just Arrived - New Suits for Men \$15

The cut and design of these New Suits have got Autumn 1910 "written all over them." Without any swagger, people will spot the man who wears one of these Suits as being just a little ahead of the crowd. Come and see the complete range to-morrow morning.

SIMPSON'S SPECIAL VALUES IN MEN'S SUITS AT \$15.00-NEW GOODS-FOR FALL WEAR

Men's Fine Quality English Fancy Worsted Suits, in the new medium and dark grey tones, with neat self and light colored thread stripes; cut in the lat-est three-button single breasted sack style; splendidly tailored, with close fi-ting collars and shoulders hand padded, lined with fine lustre lining to match. Sizes 36 to 44. Price \$15.00.

Sizes 30 to 44. Frice \$15.00. Extra Quality English Fancy Worsted Suits, in a handsome olive and brown mixed ground, with faint fancy colored stripes, cut from the new fall models, in three-button single breasted sack style, with broad shoulders and medium long lapels, lined with fine quality twilled mohair; carefully tailored in every detail. Sizes 36 to 44. Price \$15.00. Imported West of England Fancy Worsted Suits, in a rich dark gray room

Imported West of England Fancy Worsted Suits, in a rich dark grey rope stripe pattern, showing a double black hairline stripe and faint fancy colored overstripe; cut from the latest American models, in three-button single breast-

overstripe, cut from the latest American models, in three-button single breast-ed sack style, slightly form-ntting, and with centre vent in back; splendidly tailored, perfect fitting. Sizes 36 to 44. Price \$15.00. Boys' English Tweed Three-piece Suits, in a medium and dark grey mixed ground, with neat self and double black thread stripes; cut in the latest double breasted style, with close fitting collars and long, shapely lapels; lined with grey lustre to match. Sizes 28 to 33. Price \$6.50. Boys' Fine Quality English Tweed Three-piece Suits, in a handsome olive green ground, with neat self and fancy colored thread stripes, cut double breasted style, with well padded shoulders and medium long lapels, lined with fine twilled mohair lining. Sizes 28 to 33. Price \$7.00.

# Round the Summer off with one of these Straws at o8c

400 Men's Straw Boater Hats, newest shapes, and very fine quality braids, in split or sennit straw, best grade silk bands, and fine leather sweats; made easy-fitting. This lot is our regular \$2.00, \$2.50 and \$3.00 hats. Thursday's clearing price, your choice 98c. (See window display.)

# Better Chance to See These Wall Papers

Take the new Queen street elevators to the Fifth Floor—you will find the new Wall Paper Department immediately to the right. We now have plenty of room, plenty of light, and plenty of paper to show you. Hundreds of new parlor, dining room and bedroom papers just arived. Come and see the new papers selling at 5c to 8c a roll. Fine new stock of Mouldings, Burlaps, Paints and Baby Carriages. -----



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1,000 yards Double Satin and Taffeta Silk Ribbons, in white, cream, sky,