into which we put the knife deep to-day.

goods. The prices will appeal to your pocket-book;

44-inch Boucle Cloths.

Choice at 42 inch Satin Cloth, with mohair figure.

50c, worth 42-inch Satin Soleil, with mohair figure.
43-inch Satin Soleil, extra quality, worth 80c.

75c and 43-inch Boucle, beautiful quality.
46-inch Henrietta, extra quality, worth 80c-

Choice at 46-inch Silk and Wool Mantalesse, with figure.

DRESS COODS SECTION. This is the most important Dress Goods happening since the opening of the fall season. Many opportunities have come our way and we are ready to quote prices on the most fashionable Dress Goods lower than have been quoted

this season by any house. You'll be charmed with the beautiful range of

COLORED DRESS COODS.

See our Table of Colored Dress Goods, worth 45 and 50c, special at 25 cents.

BLACK DRESS GOODS.

CREAT CARPET SPECIALS OF THIS SALE.

You are buying Carpets now. It is now that you want them—and it is now we give you these wonderful opportunities for thoroughly reliable Carpets

250 yards only best Brussels, with 5-8 border to match, regular \$1.10.

320 yards only best Tapestry Carpet, with 5-8 stair to match, regular

to pieces only 3-4 Tapestry Carpet, good patterns, medium and light

shades, regular 45c, sale price

lar \$3.50 per pair, special .

than Ioc a yard, special at . . .

Study these prices. They're sensational:

45 pairs only Derby Curtains, reversible, blue, olive and old rose, regu-

26-inch All-wool Grey Flannel, light and dark greys, twilled and plain,

regular 20c, sale price
120 pieces Angora Flannelettes, plaids and stripes, dark and light col-

850 yards only Heavy English Silesia, double width, never sold less

ors, regular 8½c, sale price

A SENSATION IN THE LINING DEPARTMENT.

BARCAINS IN FLANNELS and FLANNELETTES.

No doubting it-that you want and need and must have Flannels now.

45-inch Silk and Wool Moire Mantalesse. Worth

Beautiful Plaids, silk and wool repp, with Roman stripe.

44-inch Cocoa Suiting and Crocodile Suiting.

Beautiful Silk and Wool Plaids, plain ground, latest colors.

75 Cents
52-inch Covert Suitings, odd colors.
70 \$1.00. Beautiful Silk and Wool Repp, with figure.

GREATEST MONEY-SAVING OPPORTUNITY

EVER OFFERED.

Greatest Mantle

Ladies' New Black Cheviot

A Sensational Silk Epoch FLOOR

Simpson's Silk Section is the recognized centre for the distribution of fine Silks—and fine silks at unusually low prices. All previous attempts, how-

ever, of bargain selling are unequalled in compari-

One lot 1980 yards, including French Failles, beautiful Crystal Silks, extra heavy and pure silk with fine cord, suitable for skirts, waists or trimmings, in 30 shades, our price heretoskirts, waists or trimmings, in 30 shades, our price heretoskirts, waists or trimmings, in 30 shades, our price heretoskirts, waists or trimmings, in 30 shades, our price heretoskirts, in 10 shades, including white, regularly sold at \$1.00; 21 in. French Brocades, 25 designs, in two and three-toned tints, black and colored grounds; All Silk and Striped Taffetas, were 65c, 85c and \$1.00. This big lot of choice Silks remains on sale not one day only, but until the lot is cleared, at the ridiculous price of, per yard

2000 DOZEN LADIES' HANDKERCHIEFS. " HEALTH BRAND" UNDERWEAR

It is a plain fact of clearing a jobber of a special lot—2000 dozen Ladies' White and Colored Bordered Handkerchiefs, hem-stitched, regularly soldsverywhere at 5c each. Sale price...... 2 cents.

SHOPPING BY MAIL.

The Big Store gives fullest opportunity to those residing out of town to avail themselves of its splendid bargains through its mail-order system. This is carefully and intelligently planned, and completest satis-

faction is given shoppers who use the mails, quite regardless of dis-

tance. We are shipping goods daily to consumers in all points of the Dominion. Our Fall and Winter Handbook, 252 pages, is designed specially for the out-of-town shopper—tells all about shopping by

Send name and address on postcard and receive it free of charge,

Jackets at \$1.98.

OF THE YEAR.

Here is an extraordinary sale of Jackets.

These are brand new goods, but are late in arrival. The manufacturer loses. The

\$1.98.

Powerful, persistent purpose directs every movement of the Big Store, impels every forward step, inspires every effort towards

better merchandising. The seasons come and go quickly. Almost immediately, as it were, we will have passed from Autumn

hand to give full swing for the holiday showing. We were never so well stocked with most desirable seasonable goods, and it is these

WE CHALLENGE COMPARISONS! NEITHER IN QUALITY NOR PRICE CAN THESE

ison with this:

BARGAINS BE NEARLY APPROACHED:

into the Xmas Season. Our thoughts and plans are there now. We must look ahead, and one purpose is to clear stocks on

WHEN FURNITURE IS CHEAP. FLOOR.

Io Large Bedroom Rockers, oak or walnut, large and roomy, 3 slats and 8 fancy turned spindles in back, large flat arms, with fancy turned spindles, upholstered in corduroy, reg. \$4.90. Special . . . 3.85.

only Sideboards, quartered-cut oak, square and fancy shape, British

Only Bedroom Suites, antique finish, 18 x 36 fancy British bevelled plate mirror, French cabinet on dresser, two large drawers, swell top, combination washstand, bed 6 feet 4 inches high, handsomely

Only Large Rattan Parlor Chairs with large, heavy roll around back

Ladies' Dressing Tables, quarter-cut oak, birds' eye maple and mahog any finish, 18 x 22 fancy British bevelled mirror, with shaped

legs, reg. \$17.50. Special .

and arms, back handsome design fancy-shaped legs, with fancy rattan braces, reg. \$8. Special

RARE CHANCES IN THE LINEN SECTION.

carved top on bed and dresser, reg. \$19.75. Special for .

bevel mirror, nicely polished and carved, with three and four drawers and cupboard, in dark antique and light oak, reg. \$28 and

Bargain

Not cheap so far as quality is concerned. We have emphasized over and over again what is deserving of emphasis—the quality of our Furniture, but cheap in littleness of price. Every item is a pargain:

22,00

5.95

. 15.00

. 15,00

Every Dep artment of

The Store Affected.

RENTE irectors of the Canada Perepared to make advances

payable by small instalments

he city and suburbs for sale

ctor, 14 Toronto-St., Toronto

OCKS.

PASSENGER TRAFFIC.

merican Line. ed Star Line

S. J. SHARP, 65 Yonge-street.

ropean and Foreign TEAMSHIP TICKETS.

M. MELVILLE, Toronto and Adelaide-Sts. Telephone 2010.

RMUDA - Canada's . . . Winter Resort rn passages, \$50. Hotels, Princess amilton. Boarding houses, \$10 week nillings from New York Nov. 18, Dec. 29 and every ten days by Quebec SS. teamers Trinidad and Orinoco, covages, three and four weeks to the INDIES, at low rates. All islands Berths reserved on application. Berths reserved on application. A. AHERN, Secretary, Quebec. onto Office-72 Yonge St. BARLOW CUMBERLAND,

ntral Ontario Ry

connection with Grand Trunk and lan Pacific Rallways, going south. leave Trenton Junction at 6.30 and a.m. and 5.15 p.m.; C.P. Rallway on at 1.45 p.m. Going north, trains Trenton Junction 5.50 a.m.; C.P. by Junction, 7 a.m.

EAMER LAKESIDE TO ST. CATHARINES

es Yonge-street Wharf (east side), at ily, for St. Catharines, connecting at alhousie with trains for all points Welland Division, Niagara New York and points east. ts at all principal offices, at wharf

D. MILLOY & CO., Agents.

ESTATE NOTICES. CE TO CREDITORS-

matter of Joseph Henry McClel-the Village of Hastings, in the f Northumberlund, jeweler and ds, insolvent.

is hereby given that the abovesolvent has made an assignment
the general benefit of his creditr R. S. O. 1887, cap. 124, and
acts thereto, and a meeting of
will be held at my office, 23
et, Toronto, on Friday, the 5th
ovember, 1897, at 3 o'clock p.m.,
urpose of receiving a statement
appointing inspectors and fixing
uneration, and for the ordering
airs of the estate generally,
are requested to file their claims
duly proven by affidavit, on or
of meeting, and after the 27th
the assets of the estate, having
y to the claims of which I shall
preceived notice.

RICHARD TEW, Assignee, 23 Scott-street, Toronto.

The papers read at yesterday afternoon's action of the Normal School in connection with the Jubilee had a most important braining on the future of the Public Schools of Ontario. Indeed, if the ideas advocated were carried out it would mean a revolution of the whole primary system.

Principal Kirkland opened with an interesting paper on the history of the Toronto Normal School, which was of great in the teresting paper on the history of the Toronto Normal School, which was of great in the teresting paper on the interesting paper on the interest of the interesting control in the control in the paper on the interesting paper on the interest of the interesting paper on the interest of the interesting paper on the interesting paper on the interesting paper on the interesting can successive detactional reasons. The benefits of the interesting paper on the interesting can successive detactional reasons. The benefits of the interesting paper on the interesting can successive detactional reasons. The benefits of the interesting paper on the interesting can successive detactional reasons. The benefits of the interesting paper on the interesting can successive detactional reasons. The benefits of the interesting paper on the interesting can be approximately the paper of the interesting paper on the interesting

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**A case of the filter of the

yard. Sale price
350 Yards Bleached Damask Tabling, 62 inches wide, all pure linen, reg. 59c a yard. Special 420 Yards of 62-inch Bleached Damask Tabling, all pure linen, reg. 65c. Sale price

800 Yards of Linen Loom Damask Tabling, 54 inches wide, reg. 25c a

THREE SPECIALS MEN'S CLOTH-ING: 98 Only Men's Suits, reg. \$7, \$7.50 and \$8.50, all sizes, sale price . 120 Only Men's Overcoats, Blue Pilot Cloth, all sizes, check tweed lining, reg. \$5.50. . 3.68 The Greatest Pant Special ever offered: Men's Pants, sizes 32 to 42 waist measure, reg.

OUR BLANKET AND COMFORTER SPECIALS: 98 Pairs only 7-lb. Super White Wool Blanket,

price . · · · · · · · ·

64 x 84, fancy combination borders, reg. \$2.80. Sale price 65 Only Chintz-Covered Comforters, fancy quilted, extra size, 72 x 76,

\$1.65 and \$1.75. Sale price . . .

1200 Yards Checked Glass Towelling, reg. 61c, 7c, and 8c. Sale

THE BIG STORE. THE ROBERT SIMPSON CO., Limited., Big Sale-Little Prices. S. W. Corner Yonge and Queen-Streets.

goods are to be sold at once, and we give them to you--260 Ladies' Black Cheviot Serge Jackets, sold regularly at \$4. Sale

NORMAL SCHOOL JUBILEE.

Continuation of the Interesting Proceedings.

WHERE JIM HUGHES SHINES

A Speaker Dwells Upon the Outlook for Education in Quebec.

Banquet at the Rossin Where Old Boys

170, 172, 174, 176, 178 Yonge-Street.

The details of the C.P.B. winter time table are being considered. A later train may be substituted for the train now leaving here at 7.15 a.m. for Hamilton and an extra train for Buffalo may be put on about table are being considered. A later train may be substituted for the train now leaving here at 7.15 a.m. for Hamilton and an extra train for Buffalo may be put on about 7 p.m.

The new C.P.R. yards and round house