

LADIES' WINTER COATS, \$16.50 | LADIES' SERGE SKIRTS, \$8.50 Ladies' Separate Skirts,

words.

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tat is time kersey cloth, semi-litted neavy quality wool serge; colors are -back, 50 inches long: body and sleeves black, navy, and grey; made with lines with twill mercerized cloth, panel, front, yoke effect on side gores, effect front and back, manish collar, trimmed with tabs and jet buttons; colors are grey, navy or black, \$16.50. lal is fine kersey cloth, semi-fitted heavy quality wool serge; colors at

# When You Buy Dress Goods at Simpson's



yard.

THIS Dress Goods Department of ours stands as the result of years of effort to attain our ideal. We never will attain it because ideals grow with success. But it is safe to say nobody in Toronto 30 years

ago dreamed of a Dress Goods Department like we are proud to possess to-day. It is not so long ago that

nearly everybody will re-member when the Simpson March-"Vivandiere" .. ... Dress Goods Department occupied a corner of the

ground floor-Yonge and Queen-streets-To-day Piece Goods, including Dress Fabrics of all kinds-Wool, Silk, Cotton, Linen, occupy practically half a city block !

That shows how Simpson's have kept pace with the growth of Toronto and the demand of the times. It shows too how fast we have clung to our old tradition of Quality at Moderate Price.

### New Weaves and Finishes, White Silks and Satins for Wedding Gowns

Silk Department announce a "spe-cial" display and sefling for Thursday. New ICrepe de Chines, Satin Faced Crepe Meteor, exquisite draping quali-ties! make superb wedding gowns, 44-wed 100 to 2550 yard.

satin stripes, floral and smail designs, \$1.00, \$1,25 and \$1.50 yard. irch, \$1.00 to \$3.50 yard. New Ottoman, Faille Altese, Bengas

Broche Satins, beautiful new brocadlines, Poplins, in rich, lustrous cords, in different sizes, 75c, \$1.00 and \$1.25, ed designs, rich, heavy, Duchesse quali-tics, \$1.25, and \$1,50 yard. Mousseline Dúchesse Satins, Taffeta Silks, in the most reliable

rich French and Swiss makes, mousseline, chiffon or heavy rustling finishes, 500 mousseline finish, extra fine qualities, 40 in., \$2.00 and \$2.50 yard. 40 in., \$2.00 and \$2.50 yard. Messaline Paillette Silk, extra firm weave, soft, lustrous finish, 40 in., \$1.50 to \$1.25 yard.

A special sale of 500 yards of Rich Ivery Satin de Chines, a firm, heavy Duchesse Satins, regal qualities, both single and double widths, 75e to \$3.50 did quality for slip lining, waists, etc.,

Special Thursday 47c.

## Wash Goods Departments

### (Second Floor.)

This department is now replete with a full assortment of Dress Goods for evening wear, importations from London, Paris and New York. Special show-ing this week.

Silk Striped Voile, in all the newest shades for the coming season, 44 in

Zurich Silk, a lovely material for indoor waists or evening dresses; the most comprehensive assortment of colors ever shown; over 60 different lovely shades, including pink, sky, taupe, wisteria, gobelin, gendarme, apricot, peach, old rose (6 shades), black, white, cream, taxi, etc These goods are equal to all silk at 69c. Special **39c**.

### The New Suitings

New French and Austrian Broadcloths, New French Prunella Cloths, New Diagonal and Wide Wale Weaves, New Worsted Suitings, New Serges and Cheviots, etc. Everything that is exclusive, stylish and handsome, we have it here. Selling 85c, \$1.00, \$1.25, \$1.50 and \$2.00.

100 pieces of New Black Volles just received, a shipment of Simpson's Rich Black Volles from England, France and Germany fine, medium and coase mesh volles, fine chiffon volles, heavy string and fish net volles, hand-some satin stripe volles: qualities for evening and afternoon gowns; firm qualities, specially suitable for the graceful empire style of dress: deey, medium and blue blacks. Per yard, \$1.00.

Three "Specials" in the Waist Dept., Thursday No. 1—A very comfortable, well made Delaine Waist, tucked body and eves; dainty bow tie with bobs, and finished with handsome Irish design, tch lace collars; these come in a selection of dark colors. Thursday selling

No. 2-White and Ecru Net Waist, heavily embroidered front, tucked sleeves, high ruched collar, smart ruched cuffs. Thursday \$1.98. No. 3-White Lawn Waist, close tucked all over, embroidered, fieur-de-lis front, with insertion, high neck collar inserted and ruched, one of the smartest garments ever put on sale. Thursday \$1.25.

The Orchestra

Programmes

Thursday Noon at Luncheon

Waltz-"Love Sparks" .... Holzmal

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Department.

(By request.)

"A Country Dance." "Pastoral Dance."

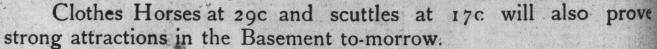
March-"College Yell"

Intermezzo-"Curly"

25c

Thursday, \$2.95.

We start off to-morrow, Thursday, specializing particularly a big underbought assortment of the famous Stransky enamelware pails.



1000 Stransky, three-coated enamelware, water pails, 10 and 12 quart size, real value 70c and 78c. Special, 43c.

Copper Nickel-plated Tea Kettles, sizes 8 and 9, egular \$1.35 and \$1.45. Special, 93c. Tin Boilers, with copper pit or flat bottom; sizes 8

and 9; regular \$1.25 and \$1.35. Special, 95c. 500 4-foot Folding Clothes Horses, three bars; regu-

Coal Hods, standard size, well japanned; regular 25c and 30c. Special, 17c.

300 only, Blued Steel Gas Toasters, greatest saver on gas; toasts 4 slices of bread at once, does not dry out the bread; regular 15c. Special, 10c. Potts' Irons, 3 irons, stand and handle in set; polished set; regular \$1.00. Special, 73c; nickelplated

set; regular \$1.10. Special, 83c. Furnace Scoops, extra quality steed, D handles; real value 60c. Special, 29c.

Ladies' \$3.50 Boots \$2.49 Men's "Victor" Boots It's real economy to pay fair Patent colt, with dull calf Blucher tops, creased prices for good boots; our men's vamps, flexible soles, Cuban heels; all sizes 2 1-2 to 7 "Victor" boots sell at prices that Regular value \$3.50. On sale Thursday \$2.49. are fair. They're good boots, too. \$4.00, \$4.50 and \$5.00. **Topper Overcoats** G OOD Fall Coat, the Topper. Umbrellas 79c Smart looking, and not at all cumbersome, while at the same time taking due account of the season. See our \$8.50 coats. They are beauties. Men's Topper Overcoats, in English covert cloths, and topper coat materials of the newest weaves, mostly olive green, dark greys and fawn shades: this showing includes models of the latest cut. Very special value...... "Time for a Change" Our Underwear Section is in keeping with OUR selection. Come and make your selection. You choose from the choicest here. Winter and medium heavy weights; all are guaranteed absolutely all-wool and unshrinkable. We are taking this means of clearing our shelves of the broken lines of better class undergarments. In the lot shelves of the orbital and you'll find. Men's "Britannia." winter weight material, double-breast, spiized elbows and knees; "Wolsey." medium weight, natural, dark shade, double-breast; "Wolsey." fine natural, single-breast, light shade; "Stralian," heavy winter weight, natural, double-breasted; all sizes in the lot from 34 to 44. Don't miss this money-saving opportunity on Thursday, \$1.98 garment. garment. 1000 English Flannelette Night Robes, heavy weight, in stripes of blue, pink, grey, etc.; made extra large, with collar attached, pocket and double stitched seams. Sizes 14 to 17. Regular \$1.00. Thursday How About a New Hat Men's Soft Hats fine American and English make, in all the latest fall and winter styles, Christys, King and other makers, colors green, fawn, grey, slate, brown and black, at \$2.00.

Men's Stiff Hats, up-to-date shapes, fine English fur felt, and good finish; a specially good hat at a bargain price. Thursday, \$1.09. fur

Pure Cider Vinegar, XXX, per gal. on 25c.

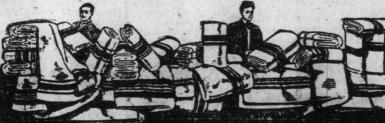
Mustard, in buik, per Ib. 20c.

Main 7841.

#### 35c ASSAM TEA, 23c.

If you are fond of a tich, flavory Tea, with the English breakfast character, this will suit you. Thursday, per 1b 28c, 5 lbs. \$1.35.

SECOND FLOOR YONGE STREET. Soiled Blankets Clearing Thursday



After the greatest blanket selling in our history during September we have gathered up all the blankets soiled from handling, display, etc., perhaps we should say "mussed" instead of soiled, for there is

very little the matter with them, but we want every pair left to be absolutely fresh; every pair is thoroughly reliable, all they need is a trip to the tub; regular prices, per pair, \$3.85 to \$6.00. Per pair,

No Mail or Phone Orders

The best.

"Capital "Alsuta

A clearing in Ladies' Umbrellas strong steel rod and frame, with mercerized tops; a splendid assortment of handles in horn, nicely mounted. Special, Thursday 79c.

Pickling Spice 15c lb.

2000 lbs. Fresh Dairy Butter, in prints, per lb., 24c.

Aunt Sally's Pancake Flour, 3 packages 25c. Choice Sugar Cured Hams, half or

whole, per lb. 18c. Fresh Flaked Wheat, per stone 48c.

Jersey Sweet Potatoes, 6 Nos. 25c. Canned Corn or Peas. 3 tims 25c. Edwardsburg or Beehive Syrup, 5-4b. nail 25c.

Choice Red Salmon, Cock of the North Brand, 1-2 b. flats, 3 tins 25c.

Pure Mixed Pickling Spice, per lb

Salt, in 5-lb. bag, 3 bags 14c. Telephone direct to department.

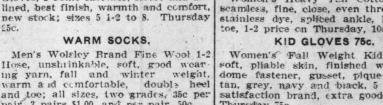




**Popular Music** 

Music 5 for 10c, 15 for 25c.

"Ambassador March," larch," "Christmas 99,"





WARM SOCKS. Men's Wolsley Brand Fine Wool 1-2 Women's Fall Weight Kid Gloves Hose, unshrinkable, soft, good wear-ing yarn, fall and winter weight, soft, pliable skin, finished with one heel tan, grey, navy and black, 5 1-2 to 7 arm and comfortable, double and toe; all sizes, two grades, 35c per satisfaction brand, extra good quality pair, 3 pairs \$1.00, and per pair, 50c. Thursday 75c.