



SYMBOL OF UNEQUALLED ENTERPRISE.



Holiday Dress Goods.

Our stock of Colored and Black Dress Goods is very complete, and for our opening we are offering goods at prices that defy competition. Below mention a few of our lines—

Holiday Gloves.

Fine quality Kid Gloves, silk lined, in Tan and Black (Dent's), \$1.75. Black Silk Lined Gloves, fine quality, \$1.

Holiday Fancy Novelties.

Chair Scarf, Mantle Scarf and Piano Scarf, embroidered in gold and silk work.

Holiday Hosiery and Underwear.

Beautiful stocks Silk Embroidered Hosiery.

Holiday Furs.

Boys' Grey Lamb Caps, close, light turt, \$1.50.

GRAND HOLIDAY OPENING. R. SIMPSON.

Canada's Great Modern Departmental Store.

Thousands have watched with national pride and interest for the opening of this great seven-storey store. The building is now well forwarded, and reflects creditably upon the ability and taste of Mr. Edmund Burke, architect.

MATCHLESS BARGAINS.

IN THE BASEMENT—Boys' and Girls' Paradise.

- Games
Toys
Fancy Goods
Japanese Goods

Groceries and Fruits

Price Taste: Quality IN ONE.

HIGH HIGHER HIGHEST IN THE ESTIMATION OF THE PEOPLE

Seven Storey Store

SPECIAL GREAT INDUCEMENTS ARE OFFERED FOR THE PURPOSE OF GIVING OUR PATRONS AN OPPORTUNITY OF SUPPLYING THEMSELVES BEFORE THE IMMEDIATE HOLIDAY RUSH COMMENCES. BUY NOW; AVOID THE CRUSH AND PUSH THAT ALWAYS COME LATER.

GIGANTIC SALE.

- Silverware
Glassware
China
Lamps
Stationery
Notions
Everything Come Here.

The Big Store is the Most Copied in Canada. They copy everything but our low prices.

Books for the Holidays

Out of the immense variety of stocks that we show for the holidays, perhaps there is nothing that will be more generally sought for than books.

Toys for the Holidays

Useless to try and tell the story of toys. What tons of them we show in the new basement. Santa Claus has taken possession, for here he says he can meet every need.

Games for the Holidays

There is hardly any game worth knowing about that you will not find in stock with us.

Fans for the Holidays

Just accept the suggestion that if you want a choice fan in silk, satin, gauze, feather, or any other style, that is stylish, you will be sure to find it here.

UNAPPROACHABLE

Immense Purchase of Silverware.

The opportunity has come to us to secure at a small sum on the dollar the entire stock of one of the largest manufacturers of silverware in the country.

Japanese Novelties.

There are Japanese goods and Japanese goods. We show in this war a collection from the finest pottery in Japan goods that have ever been shown in this market.

Leather Goods

Enter by Queen street door. Large range of Travelling Cases, Travelling Bags, Ladies' Companions, Gentlemen's Companions, Collar and Cuff Boxes, Purses, Silver-Mounted Purses, Alligator Purses.

China for the Holidays.

In this grand Xmas sale we will offer: 80 sets Austrian China Dinner Ware, containing 101 pieces, enamelled and gilt, new decoration, at \$15; regular price \$25.

Baskets

Find these in the basement. Baskets, small and large, workstands. Every kind of basket needed in the house, from a plain sewing basket up to a satin-lined workbasket.

Lamps for Holiday Presents

These goods are found in the basement, and the assortment is large, select and tasty. No doubt about the low prices that we charge for lamps.

Fancy Goods

The range of stocks is practically limitless. It almost seems folly to commence to enumerate: Celluloid Dressing Cases, very low.

Holiday Rooking and Easy Chairs.

200 Ladies' Rooking Chairs, upholstered in figure plush, with embossed oak frames, \$2.75 worth \$4.

Holiday Umbrellas and Walking Sticks.

Gents' Umbrellas, silk and wool, \$1.10; regular price, \$1.50.

Holiday Fruits and Groceries

Shoppers may feel sure that nothing bought at our grocery counters, conveniently situated in the new basement, will be other than the best.

Teas and Coffees for the Holiday.

Choice black, mixed or Ceylon teas, 25c; regular price, 40c.

Candles.

For holiday times. Best and purest. Low in price.



SYMBOL OF UNEQUALLED PRICES.



Holiday Silks and Satins.

Exquisite collection of evening tints: 15 Liberty Silks, bright finish, pure silk, worth 25c, for 25c.

BLACK SILK DRESS, PARCEL NO. 1. 15 yards Rich, All Silk, Black Failla Francaise; 15 yards Rich, All Silk, Black Reversible Peau de Sole; 15 yards Rich, All Silk, Black French Gros Grain, regular price, \$12; the dress for \$9.75; all silk and recommended for wear.

DRESS SILK, PARCEL NO. 2. 15 yards Black Countess (the new silk); 15 yards Black French Gros Grain; 15 yards Black Failla Francaise, guaranteed all silk and recommended for wear, worth \$18.50; special for \$12.65.

Holiday Linens.

4 x 4 Chenille Table Covers, \$1.25, for 75c.

Holiday Footwear.

Men's Velvet Embroidered Slippers, patent leather back, 65c, worth 80c.

Holiday Furnishings for Men.

Christmas Novelties in Men's Suspenders, Ties, Mufflers, Silk Handkerchiefs, Cuffs, Links, etc.

Children's Coats for Holiday Gifts.

Children's Nap Elderdown Cloth Coats, \$1.50.

BASEMENT FAIRYLAND FOR YOUNG AND OLD. BASEMENT

170, 172, 174, 176, 178 YONGE STREET. R. SIMPSON 1 and 3 QUEEN ST. WEST TORONTO. ON THE SOUTHWEST CORNER