



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—
Your choice of any Colored Henrietta in our vast stock, evening shades included, for 50c per yard; regular price 75c to \$1.
44 to 48-in. Navy and Black Serges and Hopalongs for 50c per yard; regular price, 75c to 90c.
Fine Silk and Wool French Fancies, 75c; were \$1.15 to \$1.35.
69-in. Coating Serge (best quality) in Black and Navy, 55c per yard; actual value, \$1.50.
44 to 48-in. All-Wool French Dress Goods in Black and Colored, 55c; were 60c and 65c.
Table of Black and Black and White Dress Goods, 50c per yard; worth from 65c to \$1.
44-in. Black Henrietta, 50c; regular price, 80c.
44-in. Black Henrietta, 60c; regular price, 90c.
44-in. Black Serge, 65c; regular price, 85c.
44-in. Black Henrietta, 75c; regular price, \$1.25.

Holiday Gloves.

Fine quality Kid Gloves, silk lined, in Tan and Black (Dent's), \$1.75.
Black Silk Lined Gloves, fine quality, \$1.
Kid Gloves, fine quality, in Tan, Brown, Black, silk lined, 55c.
Ladies' Driving Gloves, silk lined, 4 come fasteners, \$1.50.
Ladies' Kid Gloves, crude Russia, in the newest tan shades, \$1.25.
Black Kid Gloves, fancy stitching, cardinal, pink, heliotrope, with button hole vandyked, four large pearl buttons, \$1.25.
Black Suede (Perrin), 4 large pearl buttons, fancy stitching, rose, pink, lavender, white, \$1.40.
Perrin's Tan Suede, with gold stitching, \$1.40.
Perrin's Victor, gold and black, with pique sewn, 4 large pearl buttons, colored and self-embroidery, \$1.50.
Perrin's Adonis, black and colored, latest stitching, 4 large pearl buttons, \$1.25.
Perrin's Eglantine, in all shades, guaranteed, \$1.
Perrin's Bretagne, lacing, black and colored, \$1.25.
Perrin's Mariette, 4 buttons, colored and black, 75c.
Perrin's Eglantine, Misses', new shades, 4 buttons, 90c.
Perrin's Mariette, Misses', extra good quality, 65c.

Holiday Fancy Novelties.

Chair Scarf, Mantle Scarf and Piano Scarf, embroidered in gold and silk work.
A large assortment of new goods direct from Germany from 50c up to \$4.50.
Lace and Linnen Doilies in all sizes, from 10c each up.
Lace and Linnen Centre Pieces in all newest designs.
Cut Glass Toilet Bottles in all newest styles, from 20c each up to 45c.
Fancy Silk and Chenille Cords in all shades.

Holiday Hosiery and Under-wear.

Beautiful stocks Silk Embroidered Hosiery.
Ladies' Embroidered Cashmere Hosiery.
Ribbed Cashmere Hose, double heel and toe, 25c.
Ladies' Silk Hose, in all evening shades, 50c.
Ladies' Equestrienne Tights, all wool, \$1.25.
Ladies' Fine Natural Wool Vests, shaped waists, long sleeves, 55c.
Ladies' Combination Suits, natural wool, \$3.50; regular price, \$2.

Holiday Furs.

Boys' Grey Lamb Caps, close, light turt, \$1.50.
Gentle Mink Muffs, \$3.50.
Grey Opposum Shoulder Capes, 17-in. long, \$7.75.
Greenland Seal Capes, 22-in. long, best quality, \$12.75.
Russian Sable Muffs, \$4.45; regular price, \$6.
100 Hare Muffs, 40c; regular price, 60c.
50 Black Opposum Muffs, satin lined, full size, \$1.85; regular price, \$3.50.
Greenland Seal Capes, with Japanese trimmings, \$34.75; regular price, \$80.

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. The doors have swung open wide, ready to meet the multitudes waiting. Don't miss any section of the building. The ground floor with its immense and attractive show windows and the style and character of interior fittings is admired by every one. Be sure and see the basement, nothing to compare with it in Canada. Don't fail to note the high character of the goods offered in all departments, and above all the prices for everything. We inaugurate the opening with a great price-lowering sale.

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. They fill in for holiday presents in so many different ways. This house has conferred a boon on lovers of good literature by carrying at all seasons, and particularly at this season, unusually large stocks; and, then, compare our prices with publishers' prices, and see what a saving is made. Let us illustrate by a few quotations:—
Boys' Own Annual, \$1.50.
Girls' Own Annual, \$1.50.
Leisure Hour Annual, \$1.50.
Sunday-at-Home Annual, \$1.50.
Chatterbox, 75c.
Board-cover Picture Books, 25c.
Painting Books, 20c.
Swiss Family Robinson, large, 75c.
Sanford and Merton, 25c.
Stories About Animals, 50c.
Picture Natural History, 50c.
Life of Our Lord, simple language, 25c.

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.
17-in. Doll Lace Collar, 10c.
Kid Body Doll, shoes and stockings, 25c.
Boys' Tool Chests, containing articles, 25c.
Trumpets, 50c to 20c.
Large cruiser Gleaner, complete, 25c.
Shedies, four horses, 15c.
Engine, car and track, complete, \$2.
Magnetic Toys, 10c.
Box ninepins, 25c.
Blackboards, 30c.
Box Large Blocks, 25c.

Games for the Holidays.

There is hardly any game worth knowing about that you will not find in stock with us. Many new additions have been made to games within the past year, and these novelties are all with us. Simply to suggest a hundred others, we name:—
Perry Whistle and Flips, 10c.
Fish Pond, 25c.
Chess men, 25c.
Folding Checker Boards and Men, 15c.
Crokinole Boards and Men, \$1.20.
Fort, 75c.

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.

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. The stock is to be found in the new basement, and will be made one of the features of our great holiday opening. We guarantee every article. Note a few of the specialties:—
500 silver-plated card receivers, at 25c; regular price \$1.25; not more than one sold to each person.
200 Pickle Cruets at 50c; regular price \$1.50.
300 Butter Dishes, at 50c; regular price \$1.50.
225 Five-bottle Cruets, \$1.25; regular price \$3.75.
100 Cut Glass Olive Dishes, quadruple silver plate, \$1.40; regular price, \$2.75.
We might easily enumerate hundreds of articles in quadruple silver plate goods, such as card receivers, cake baskets, fruit stands, water jugs, filters, butter dishes, spoons, which will be sold at one-half less than the manufacturer's price.

Japanese Novelties.

There are Japanese goods and Japanese goods. We show in this store a collection from the finest potters in Japan goods that have ever been shown in this market. Prices in reach of everyone. These goods consist of Vases, Rose Jars, Figures, Bisbad, Toknaby and Kasa wares. Mantle ornaments of every description. A large variety of lacquered goods—Tea Trays, Trinket Boxes, Glove and Handkerchief Boxes, etc.

Japanese Vases 25c to \$20
Japanese Figures 75c
Japanese Cups and Saucers 20c to 75c
Laquered Tea Trays 40c
Laquered Glove and Handkerchief Box 25c
Laquered Photo Boxes 75c
Laquered Photo Boxes \$1.25
Laquered Pin Trays 25c
Laquered Pin Trays 40c

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:
50 sets Austrian China Dinner Ware, containing 101 pieces, enamelled and gilt, new decoration, at \$15; regular price \$25.
100 Hand-painted Royal Chelsea Jandieros, at prices never before heard of in Toronto.
Art Vases in genuine Leptis, Royal China, fine Malollian figures; hundreds of handsome Vases in genuine Hapsburg works of art.
A beautiful selection of real Dresden ware, Lamps, Clocks, etc.
Austrian Blue Vases, 10c.
China Cabarets, gilt, \$1.
Biscuit Jars, 50c.
Fish Sets, fine China, 14 pieces, \$4.75.
China Salad Bowls, 50c.
Majolica Figures, 25c.
Austrian Blue Vases, 25c.
Hapsburg Vases, \$1.25 to \$1.50.
Leptis Vases, \$2.25 to \$3.
Dresden Candelabra, \$5.

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. We name only a few:—
Fine Vase Lamps, decorated shade, \$1.
Fine Vase Lamps, removable oil pot, \$1.75.
Brilliant Vase Lamp, brass foot, centre draught burner, \$3.25.
Banquet Lamps, \$2.45.
Banquet Lamps, cast-brass figures, China bowl, \$1.
Banquet Lamps, onyx column, Dresden bowl, \$5.
Banquet Lamps, silver-plated figures, centre draught burner, \$7.75.

Fancy Goods.

The range of stocks is practically limitless. It almost seems folly to commence to enumerate:—
Plush Dressing Cases, very low.
Jewel Cases—Beautiful line.
Shaving Sets, in cases, \$5.
Cigar Boxes, \$1.25.
Work Boxes, \$5.
Brush and Comb Sets, \$1.
Collar and Cuff Boxes, plush and celluloid, \$1.75.
Ladies' Companion, \$2.
Glove and Handkerchief Boxes, decorated, \$1.
Polished Wood Workboxes, \$5.

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Holiday Rooking and Easy Chairs.

200 Ladies' Rooking Chairs, upholstered in figure plush, with embossed oak frames, \$1.75; worth \$4.
100 Ladies' Rooking Chairs, upholstered in handsome silk tapestry, \$2.90; worth \$4.50.
80 Gentlemen's Oak Rookers, handsomely upholstered, \$3.45; worth \$5.
40 Gentlemen's Rookers, upholstered in silk brocatelle, \$3.65; worth \$5.50.
Embossed antique finished rockers, 80c; worth \$1.25.
100 Embossed Oak Rookers, 90c; worth \$1.50.
Rattan Rockers, Reception and Easy Chairs, for men, women and children at wonderfully low prices.
Rattan Cradles, very low.

Holiday Umbrellas and Walking Sticks.

Gent's Umbrellas, silk and wool, \$1.10; regular price, \$1.50.
Gent's Silver-mounted Walking Sticks, 65c to \$2.
Gent's Silver-mounted Silver Umbrellas, \$3.25 to \$4.

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. At our prices for holiday fruits money is to be saved to go for other things needed at holiday times.
Mackerel in cans, 8c.
Boston baked beans, 8c.
New currants, 6 lbs. for 25c; regular price, 80c a lb.
5 lbs. seedless raisins for 25c; regular price, 80c a lb.
6 lbs. cooking figs for 25c; regular price, 70c a lb.
4 lbs. fine dates for 25c.
6 lbs. Japan rice for 25c; regular price, 80c a lb.
6 lbs. Pearl tapioca for 25c; regular price, 80c a lb.
Fresh stocks of new candied peels.
Accept these prices as indicating how favorable to the customer prices run all through the grocery stocks.

Teas and Coffees for the Holiday.

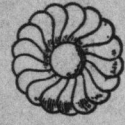
Choice black, mixed or Ceylon teas, 25c; regular price, 40c.
Young Hyson tea, 23c 1-2c; regular price, 60c.
Best India-Ceylon tea, 25c; regular price, 60c.
Bon Ami tea, 50c; regular price, \$1.
Elephant brand coffee, 25c; regular price, 40c.
Baking powders in tins, 15c; regular price, 40c.

Candles.

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



SYMBOL OF UNEQUALLED PRICES.



Holiday Silks and Satins.

Exquisite collection of evening tints in Liberty Silks, bright finish, pure silk, worth 25c, for 25c.
22-inch China Silk, extra fine, hustrous, 25c, for \$1.50.
25 to 27 in. Waterproof Japanese Habutai, cream, white and leading colors, 75c, for 45c.
Pongor, dainty, pretty evening tints, special for mantles, chair or picture drapes, any color, 25c.
Japanese Wash Silks, all shades, worth 50c, for 35c.
Satins for fancy work, 25c, 35c, 50c, 75c. We always have the shade you want.

BLACK SILK DRESS, PARCEL NO. 1.
15 yards Rich, All Silk, Black Faillie 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 Faillie Francaise, guaranteed all silk and recommended to wear, worth \$18.50; special for \$12.65.

Holiday Linens.

4 x 4 Chenille Table Covers, \$1.25, for 75c.
6 x 4 Chenille Table Covers, \$2.25, for \$1.25.
8 x 4 Chenille Table Covers, \$3.50, for \$2.25.
8 x 10 Chenille Table Covers, \$7.50, for \$5.50.
78-in. Bleached Table Linen, \$1.00, for 75c.
Napkins to match, \$3.50, for \$1.25.
72-in. Bleached Table Linen, \$1.25, for 75c.
Napkins to match, \$2.75, for \$2.

Holiday Footwear.

Men's Velvet Embroidered Slippers, patent leather back, 65c, worth 80c.
Men's Velvet Embroidered Ties Slippers, patent leather back, 75c, worth \$1.
Men's Plush Embroidered Slippers, tan leather back, \$1.25, worth \$1.50.
Men's Dongola Kid opera cut slippers, patent leather finish, \$1.25, worth \$1.50.
Men's Plush, Hand-made, Embroidered Slippers, all colors, \$1.50, worth \$2.
Men's Leather Slippers, hand-turned, in wine, Russia, tan and black, \$1.50, and \$1.75, worth \$2.
Ladies' Dongola Kid, Hand-turned, Strap Sandal, Piccadilly last, \$1.25, worth \$1.50.
Ladies' Vici Kid, Hand-turned, Strap Sandal, with steel beads, \$2, worth \$2.50.
Ladies' Patent Vamps, high heel, two straps sandal, hand-turned, \$2.50, worth \$3.75.
Ladies' Felt Buskin Slippers, leather tips, 55c, worth 85c.
Ladies' Felt Laced Buskin, fur bound, \$1, worth \$1.25.
Ladies' Felt Juliet Congress, fur-bound, \$1.25, worth \$1.50.
Ladies', Misses and Children's German Slippers, 15c, 18c and 20c.

Holiday Furnishings for Men.

Christmas Novelties in Men's Suspenders, Ties, Mufflers, Silk Handkerchiefs, Cuffs, Links, etc.
Four-in-hand and Bow Ties, 45c, for 25c.
Nobby Four-in-hand and Knot Ties, latest shapes, 65c, for 45c.
Cream Silk Handkerchiefs, large size, hem-stitched, 75c, for 50c.
Initiated Silk Handkerchiefs, 75c, for 40c.
Cream Cashmere Mufflers, spotted or plain, 45c for 25c.
Colored Silk Mufflers, fancy stripes and figures, 75c, for 45c.
Men's Satin Braces, silk-embroidered, 75c, for 50c.
Men's Corded Silk Braces, \$1.25, for 75c.
Fancy Silk-embroidered Braces, something nice, \$2, for \$1.50.
Pearl Cuff Links, latest designs, 75c, for 50c.

Children's Coats for Holiday Gifts.

Children's Nap Eiderdown Cloths Coats, \$1.50.
Children's Eiderdown, Flannel Coats, trimmed with Angora fur, \$3.15; regular price, \$3.
Children's Astrachan Cloth Coats, cream, fawn, grey, \$3.25; regular price, \$5.
Ladies' Blouses, Fine Henrietta, lace-trimmed, cardinal, \$1.65; regular price, \$2.25.

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