



WE ARE ALWAYS THE LOW-EST IN PRICE.

NEW STYLES.

Silks.

22-in. China Silk, bright finish, 35c; Friday for 37 1/2c. 24-in. Mosaic Art Silk, very latest, \$1; Friday for 75c. 21-in. Liberty Silks, pure silk, choice coloring, 75c. 21-in. Black Surah, heavy, all silk, 60c; Friday for 55c. See Table Silks, 25c; worth 75c to \$1 00.

Men's Furnishings.

Cream Silk Handkerchiefs, hemstitched and initialed, 40c; regular price 75c. Colored Cashmere Mufflers, spotted, 40c; regular 75c. Men's all-wool ribbed Shirts or Drawers, 50c; regular 85c. Men's fine Suspenders, 15c; worth 25c. Nobby Four-in-Hand and Bow Ties, just arrived, 25c; regular 40c. Fancy Pearl Cuff Buttons, 10c per pair; regular 25c. Cream Brocaded Silk Handkerchiefs, 45c; regular 75c.

Umbrellas and Canes.

Ladies' Umbrellas, 75c; regular price \$1 25. Gents' Canes, sterling silver mountings, 65c; worth 85c.

Muslins.

Swiss Check Muslins, 10c; for 6 1/2c. Corded Check Muslins, 15c; for 10c. 42-in. Apron Lawn, hemstitched, 20c; for 12 1/2c.

Linens.

66-in. Bleached Table Damask, 55c; regular 75c. 66-in. Unbleached Table Damask, 22 1/2c; regular 27 1/2c. 66-in. Colored Tabling Damask, 30c; regular 40c. 8 x 8 Table Napkins, \$1; regular \$1 25. 22-in. Glass Linen, 10c; regular 12 1/2c.

23-IN. BLK FRENCH CROS GRAIN, Friday 90c, regular price \$1 50.

Cottons.

38-in. White Cotton, 7c; worth 8c. 38-in. White Cotton, 8 1/2c; worth 11c. 38-in. White Cotton, 10c; worth 12 1/2c. 72-in. Flain Grey Shading, 17 1/2c; worth 20c. 72-in. Bleached Twill Sheetings, 20c; worth 25c.

Flannels.

Flannellets, 5c; worth 10c. 32-in. Flannellets, 7 1/2c; worth 12 1/2c. Ceylon Flannel, 12 1/2c; worth 20c. 25-in. Gray Flannel, 15c; worth 20c. 25-in. Grey Flannel, 20c; worth 30c. Opera Flannel, 20c; worth 30c. Salisbury Flannel, 25c; worth 37 1/2c.

Smallwares.

Mantle Buttons, 50c and 60c per doz.; Friday's price, 25c per doz. Needle cases, regular price 20c and 25c; Friday's price, 10c each.

Dress Trimmings.

Astracan Edges in all colors, regular price 15c, 20c and 25c per yd.; Friday's price 8c and 7 1/2c per yd.

Wall Papers.

650 rolls good paper for kitchen, bedroom or attic for 3c; worth 5c. 474 rolls American papers, with border to match, suitable for hall or bathroom, for 3c; worth 5c. 432 rolls American mica finish paper, with 3-in. border to match, for sitting room or bedroom, Friday 6c; worth 10c. 572 rolls American Gilt, with 3-in. border to match, very suitable for sitting room or small parlor, 8c; worth 15c.

NEW CURTAINS, 7 LBS. FOR 25c, Friday, regular price 50c per pound.

Wool Department.

Best Scotch Fingering, regular price \$1; Friday for 80c.

Embroidery Dept.

Sample prices in 4 1/2 yd. ends, Swiss and Cambric. Edges and insertions less than manufacturers' price.

Ribbons.

Colored Ribbon, velvet, with satin back, one inch wide, odd colors, were 15c and 17c; Friday for 5c per yd. Silk Chenille Cords, in all shades, regular price 8c; for 5c per yd. Filtow Shams, stamped, 36 x 36, Friday 20c per pair. Silk Baby Ribbon, in all colors, 10c per doz.

Millinery.

Children's White Hats, fur trimmed, new goods, \$1; regular price, \$2. Special line of black felt Hats, 65c; were \$1 25. Baby Bonnets, in wool, elderdown and silk, fur trimmed, especially low.

Furs.

Black Hare Muffs, 50c; were \$1. Black Opossum Muffs, \$1 85; worth \$2 75. Wool Clouds, 15c; worth 25c. Children's White Muffs, 50c; worth \$1 00.

Carpets.

Tapestry Carpet, 19c, worth 25c. Union Carpets, 25c, worth 35c; 30c, worth 45c. Wool Carpet, 55c, worth 70c. Best All-wool Carpet, 75c, worth \$1 00.

EVERYBODY

UNHEARD OF FRIDAY BARGAINS! IN HOLIDAY AND STAPLE GOODS.

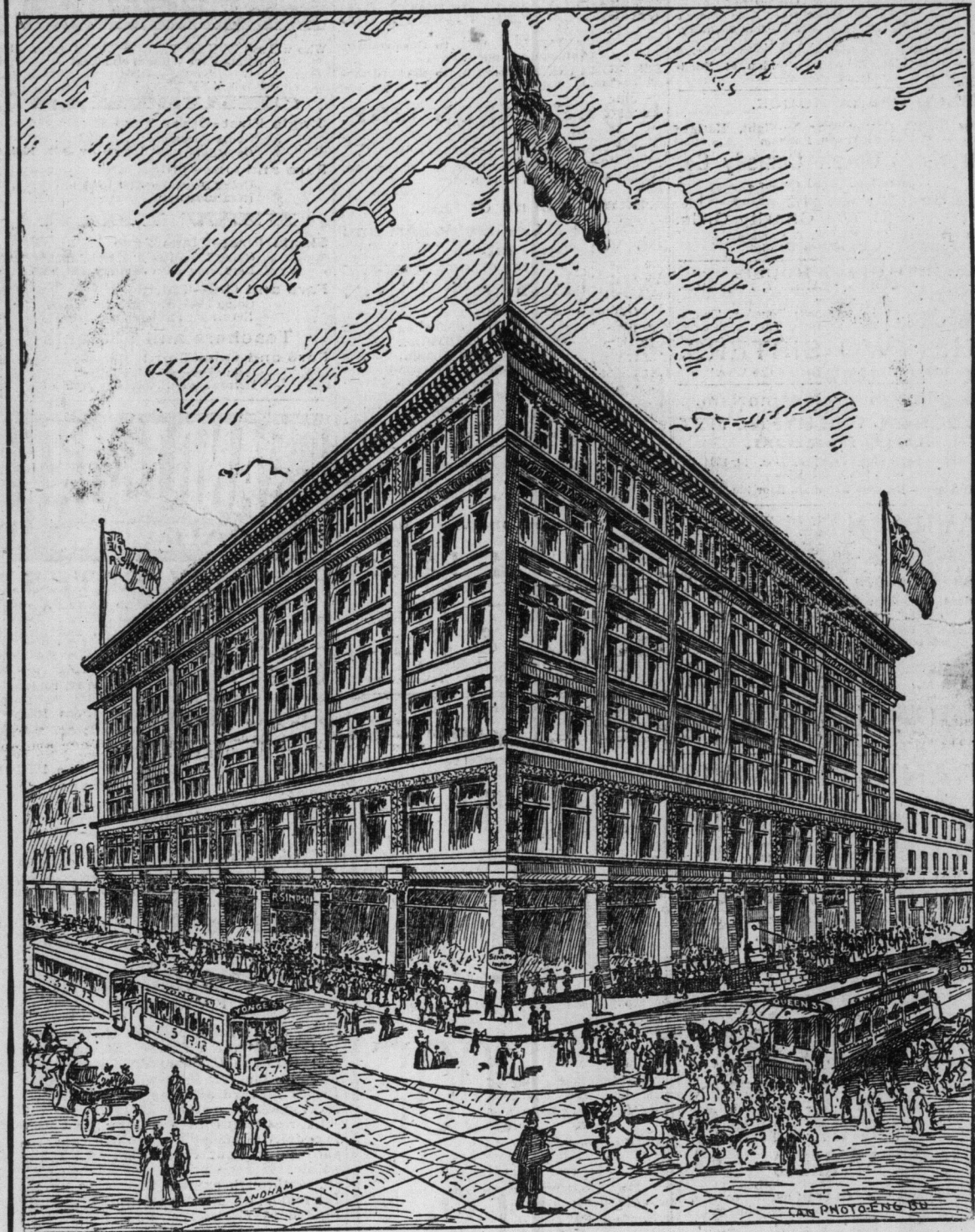
BIGGER BARGAINS THAN EVER.

R. SIMPSON.

OUR PRICES ARE MATCHLESS.

THE big store, at all times a favorite shopping place, is now the loveliest shopping centre in Canada. It has put on its holiday array and is a veritable bower of beauty. Everyone is admiring its magnificent exterior, a marvel in store building, but come inside. The attractions there are manifold and surpass anything that has ever been shown in the Dominion. Bring all the future men and women to behold this beautiful scene of fairyland. The store, as ever, wears the palm of originality. See the big store in its magnificence, for with the increased attraction of Friday prices applied to holiday goods, that everyone now wants, who can resist?

BUILT ON A SOLID FOUNDATION.



Groceries

IN THE NEW BASEMENT
New Valencia raisins, 5 pounds for 55c; worth 80c a pound.
French prunes, 5 pounds for 25c; worth 35c a pound.
Seedless raisins, 5 pounds for 25c; worth 35c a pound.
Japan rice, 5 pounds for 25c; worth 35c a pound.
Pearl tapioca, 5 pounds for 25c; worth 35c a pound.
Peas, corn and tomatoes, 7 1/2c a can.
Mackerel, 9c a can.
Sardines, 3 tins for 25c; worth 45c a tin.

WE LEAD

Teas, Coffees AND BAKING POWDERS

Choice Congou tea, 15c; regular price 25c.
Choice Black or Ceylon tea, 25c; regular price 40c.
Young Hyson tea, 32 1/2c; regular price 50c.
Best mixed tea, 35c; regular price 50c.
Bon Ami tea, 50c; regular price \$1.
Epp's Prepared Cocoa, 10c.
Elephant brand coffee, 30c; regular price 40c.
Pure baking powders in tins, 15c; regular price 40c.

SMALL PROFITS.

Canada's Great Modern Departmental Store

Wonderful Sale of Silverware.
Not under any conditions has such a wonderful offer of silverware been made before to the public. It is worth repeating that we have purchased the entire stock of one of the largest manufacturers of silverware in the country at a figure that enables us to sell every article to the consumer at about one-half the manufacturer's price. Hundreds of different articles are to be seen. We can do no more than simply quote a few items here. The silverware stock is to be seen in the new basement.
Silver-plated Berry Dish, imitation cut glass bowl, 85c; regular price, \$1 50.
Ruby Glass Pickle Dish, 90c; regular price, \$2.
Silver-plated Tea Set, teapot, sugar and cream, 50c; regular price, \$2.
Silver-plated Cake Basket, \$1 75; regular price, \$2 50.
Child's Gold Lined Mug, 50c; regular price, \$1.
Engraved Biscuit Jar, silver-plated, 75c; regular price, \$1 50.
Books.
The Baby's Biography, cloth bound, \$3. Two Volume Sets, Cameo Edition, \$1 75.
Vignette Poets, white and gold, \$1 35.
Special Edition of the Poets, Shakespeare, Milton, Longfellow, Scott, Moore, Pope, Byron, etc., 50c. worth 75c.
Huntly Books for Boys, 75c.
Tales from Spanish History, 45c.
Rienzi, 45c.
Bargain Table in Books, 15c.
Boys' Own, \$1 50.
Girls' Own, \$1 50.
Board Cover Books, 25c.
Children's Toy Picture Books, 5c and 10c.
Dante's Inferno, \$1 10.
Dore Bible Gallery, \$1 10.
Girls' Polish Calf Button Tip Solid Leather Boots,
 Sizes 7 to 10, Friday 75c. Regular price, \$1.

China Department.

Enamelled and Gilt Finish Biscuit Jars, 50c, were 75c.
Decorated Salts and Peppers, gilt or silver tops, 25c, were 50c.
Fancy Plates, perforated edge, 17c, were 25c.
Gilt Edge Plates, fancy decorations, 35c, were 50c.
Lobster Cabarets, fine china, \$1, were \$1 35.
Limoges, China Chocolate Pots, \$1 75, were \$2 25.
Austrian China Tete-a-Tete Sets, with tray, \$4 50, were \$8.
Austrian China Porridge Sets, 60c, were 90c.
Banquet Lamps, centre draught burner, silver finish, \$5 50, were \$7.

Lacquered Goods.

In our Japanese Department will be found a large variety of lacquered goods. These goods are finished in a fine black, with raised work in gold. Letter Cabinets, \$1.
Gloves and Handkerchief Boxes, 90c set.
Photo Books, 50c each.
Tea Trays, at 40c.
Ash Trays, 5c.
Toothpick Holders, 5c.

Fancy Goods.

Snake Skin Card Case and Purse combined, silver mounted, \$1 75, for \$1.
Gents' Travelling Bag, fine leather, fitted with toilet requisites, \$25, for \$13 50.
Gents' Wallets, leather lined, \$2, for \$1 50.
Ladies' Shopping Bag, gilt mounting, \$1, for 60c.
Ladies' Leather Travelling Case, splendid fittings, more silk lining, \$17 50, for \$12 50.
Ladies' Seal Card Case, sterling silver corners, \$2, for \$1 35.

Japanese Antimony Trays.

We devote a special table to Antimony Goods. In this particular line of metal work the Japs excel all other nations, and we have procured an immense variety of these ornamental goods.
Pin Trays, 15c; regular price, 20c.
Leaf Trays, 25c; regular price, 35c.
Fan Pin Trays, 50c; regular price, 75c.
Yases, 75c; regular price, \$1.
Biscuit Boxes, \$1 25; regular price, \$1 75.

Simpson's Celebrated Nickel-plated All-copper Tea Kettle—A Suitable Xmas Gift.
No. 5, 90c, worth \$1 75; No. 9, \$1, worth \$2.

LOW PRICES. **Avail yourself of Our Mail Order System, if Out of Town.**

ANOTHER MAMMOTH BARGAIN DAY. CUT THESE LISTS OUT.

170, 172, 174, 176, 178 YONGE STREET. ENTRANCE YONGE ST.

R. SIMPSON

1 and 3 QUEEN ST. WEST TORONTO. ENTRANCE QUEEN ST.



WE SELL THE BEST GOODS ALWAYS.

CHOICE GOODS.

Colored Dress Goods.

Colored Henriettes, 60c, worth 75c to \$1. Table Dress Goods, 25c, worth 50c to 85c. Table Dress Goods, 35c, worth 60c to 65c. (In all new shades.) 47-in. Navy Chevot Serge, 55c; regular price, 65c. Fine Scotch Tweed, 75c; regular price, \$1 25.

Black Dress Goods.

45-in. Princess Twill, 50c; actual value, 75c. 45-in. Coating Twill, 60c; actual value, 75c. 44-in. Henrietta, 50c; actual value, 80c. 44-in. Henrietta, 75c; actual value, \$1 25. Table Black Fancies, 50c; actual value, 65c to 85c.

Gloves.

Ladies' Kid Gloves, Perrin's Marietta, colored and black, special, 75c. Misses' Kid Gloves, Perrin's colored, all sizes, 50c, for 65c. Ladies' Black Cashmere Gloves, suede finish, four large pearl buttons, fancy stitching, 45c, for 55c. Ladies' Wool Mitts, black, 30c, for 22c.

Laces.

Point Venice Lace, in butter color, nine inches wide, 25c per yard, worth 45c. 10-in. wide Cream Oriental Lace, 30c per yard; regular, 50c. White Point Venice Lace, 7 1/2 inches wide, 15c per yard, worth 25c. 10-in. wide Valenciennes Lace, 15c per yard; regular, 25c.

Boots and Shoes.

Ladies' Dongola Kid, button, patent leather tip, Piccadilly last, \$1 60, worth \$2 10. Ladies' Dongola Kid, Strap Slippers, hand-turned, for \$1, worth \$1 35. Ladies' Dongola Kid, Button, extension sole, regular price, \$1 75; Friday, \$1 50. Men's Dongola Kid Dancing Shoes, hand-turned, \$1 25, worth \$1 75. Men's Hand-turned Bals, regular price, \$2; Friday, \$1 70.

Trunks and Valises.

Large Size Crystallized Packing Trunks, regular price, \$3 25; Friday, \$1 85. Iron-bound Tray, Covered Hat Box Trunk, regular price, \$2; Friday, \$1 60.

Ladies' Handkerchiefs.

Ladies' Colored Border, Hemstitched Handkerchief, six for 25c. Fancy Embroidered, Handkerchiefs, 20c to 25c each, worth 35c to 45c. Pure Irish Linen, Hemstitched Handkerchiefs, three for 25c. Hemstitched, Hand-embroidered Handkerchiefs, two for 50c. Fancy Clifton Handkerchiefs, 25c; regular, 40c.

CHOICE MIXED TEA, 250 POUND,

Friday, regular price, 40c.

Ladies' Skirts & Blouses.

Ladies' Black Satin Quilted Skirts, Friday, 65c; regular, 90c. Ladies' Melton Cloth Underskirts in dark shades, with trimmed trim, Friday, 75c; regular, \$1. Children's Cardinal Elderdown Coats, lined with Canton Flannel, Friday, \$2 25; regular, \$3 75. Ladies' Cashmere Blouses in dark shades, Friday, \$1 50; regular, \$2. Corset Busts, 5c.

Hosiery and Underwear.

Ladies' All-wool Hose, 12 1/2-20, were 20c. Extra Heavy Ribbed Cashmere Hose (double heel and toe), 25c, worth 35c. Boys' Extra Heavy Ribbed Wool Hose, large size, 25c, worth 35c. Boys' Double Knee English Worsted Hose, size 6 to 7, 25c, worth 35c and 40c. Ladies' Ribbed Vests, high neck, long sleeves, 25c, worth 50c. Ladies' Natural Wool Vests, high neck, long sleeves, shaped waists, 65c, worth 80c. Ladies' Black Equestrienne Tights, \$1 25.

Mantles.

Special Table Ladies' Heavy Beaver Jackets, latest style, black, brown and navy, \$3 50, were \$5 75. Special Table 20 different styles new goods, clearing at \$7 50, were \$9 50 to \$11. Choice 20 Ladies' Capes, latest style, 55, were \$7 75 to \$9 50. Choice 40 Ladies' Capes, extra value, 2-4, beautifully trimmed, \$7, were \$9 75 to \$11. Choice 25 Ladies' Ulsters, extraordinary value, 45, were \$9 75 to \$13 50.

Boys' Clothing and Hats.

Boys' Two-piece Tweed Suits, \$2 50, good value at \$3 75. Boys' Three-piece Tweed Suits, \$3 50, good value at \$5 50. Boys' Overcoats, lined, \$2 75, good value at \$4 50. Boys' Overcoats, lined, \$3 75, good value at \$5 75. Boys' Astracan Cloth Caps, grey and black, 25c, good value at 45c. Boys' Astracan Cloth Caps, grey and black, 25c, good value at 50c.

Blankets and Comforters.

5-pound Blanket, \$1 50; regular price, \$1 85. 6-pound White Wool Blanket, \$1 80; regular price, \$2 25. 7-pound White Wool Blanket, \$2 10; regular price, \$2 55. 8-pound White Wool Blanket, extra superfine, \$2, worth \$3 75; 9-pound, \$2 50, worth \$4 50. Horse Blanket, lined, wool, 75c; regular price, \$1 10. Comforters, \$1 15; regular price, \$1 75. Satin Finish Quilts, \$1 60; regular price, \$1 85.

DELIGHTED.