



# HURRAH! HERE WE ARE AGAIN

## Christmas Is After Us Fast

The happy, festive season that brings joy to all, good cheer, good will, an open heart and an open purse—is close by. The Big Store is in holiday attire, with goods in practically every department suggestive of the season—presents pleasant and profitable, presents amusing, presents of the thoroughly useful kind. The holiday seeker cannot afford to pass by this magnificent exhibit.

# ENTHUSIASM REIGNS AT THE BIG STORE

## Fifth Floor a Children's Paradise

Pen cannot describe it—Santa Claus' Headquarters, an Alice in Wonderland to the throbbing, delighted heart of every little one. Almost the entire Fifth Floor is given over to a generous display of toys, a display which is at once the largest collection of Toys that has ever been shown by any one store in Toronto—a display which embraces all the newest and most ingenious inventions in the realm of Toydom. Here are to be found Rag Dolls, Wool Rattles, and any other number of things from England; wonderful Mechanical Toys from France; all sorts of Tin Toys and Dolls from Germany; Woolly Animals, etc., from Austria, and Wooden and Iron Toys and Novelties to no end from the United States. The whole world has been made to contribute to the stocks of

### Iron and Mechanical Toys

- Iron Toys, painted bright colors, Surrey Cart and Horse, Street Car, Bell Toy, Tandem, etc., etc., 25c.
- Large Iron Toys, Hansom, Coal Cart, Trolley, Hay Cart, etc., 50c.
- Fire Engines, Hook and Ladder, Pharmacy, etc., \$1.
- Iron Trains, 10c, 25c, 50c, \$1.
- Iron Banks, 10c, 25c, 50c, \$1.
- Steam Engines, 75c, \$1, \$2.
- Soldier Suits, 25c, 50c, \$1.
- Policeman's Suits, 50c, \$1.
- Police and Sailor Suits, 50c, 75c, \$1.

### Books and Christmas Tree Ornaments

- Picture Book, paper covers, 1c, 5c, 10c.
- Board Cover Picture Books, 10c, 15c.
- Our Special Big Board Book, 25c, reg. 50c.
- Great American Story Books, 50c.
- Chatterbox for 1897, 75c.
- Five-cent Games, Snaps, Authors, Old Maid, Peter Coddler, etc.
- Ten-cent Games, Steeplechase, Yacht Race, Lotto, Nations, Lost Hair, Jack Straws, etc.
- Crokinole Boards, well finished, 75c.
- Carom, \$1.10.
- Fort, 6c.
- Cardboard Chess and Checker Boards, 5c, 10c, 15c.
- Folding Boards, 25c, 50c, 75c.
- Checker Men, 5c, 10c, 15c.
- Chess Men, 25c, 50c.

### Dolls by the Million for the Million.

The crowning feature of a Doll Department is the Doll Section—and here we have outdone all previous efforts, as evinced by the elaborate display on our north wall, which is literally covered with dolls.

Nansen Dolls, china limbs, sawdust body, 8c, 5c, 10c, 15c.

Dressed China Babies, small size, 1c, 8c, 5c.

Toy Trunks, 5c, 10c, 25c.

Negro, Chinese, Indian, Zulu, Japanese and Mulatto Dolls, from 5c to 25c.

Rag Baby Dolls, 10c, 15c, 20c.

Boy Dolls, 25c, 35c.

Pa and Ma Dolls, 35c, 50c, 75c.

Patent Dolls, unbreakable heads, 10c, 15c, 20c, 25c.

Patent Dolls, with soft limbs, 15c, 25c, 35c.

Patent Babies, 20c, 25c.

Pa and Ma Patent Dolls, 25c, 35c, 50c.

Long Muslin Dressed Baby Dolls, 10c, 15c, 25c.

Fel: Body Dolls, blue, red or black, 15c, 25c, 30c.

See our Special Kid Doll for 25c.

Kid Dolls, all prices, 18c, 20c.

Kid Dolls, hip jointed, moving eyes, 50c, \$1.

Jointed Dolls, 20c, 25c, 75c, \$1.

Dressed Dolls are our great specialty.

Dolly Varden Dolls, Scotch Dolls, Bicycle Girls, Sailor Dolls and Dolls dressed in all varieties of stylish summer and winter costumes and at any price from 25c to \$7.50.

### Boys and Girls, Young and Old, Have Our Enthusiastic Consideration

- Guns, Drums, etc.**
  - Toy Drums, 15c, 20c, 25c, 50c.
  - Fine American Drums, 60c to \$2.
  - Toy Guns, 10c, 15c, 25c to \$1.50.
  - Air Rifles, \$1.
  - Toy Trunks, 5c, 10c, 25c.
  - Boxes of Painted Pewter Soldiers, Infantry, Cavalry, Lancers, Brass Band, Sailors, from 10c to \$5.
  - Woolly Animals, 10c, 15c, 25c.
  - Rub Toys, 10c, 75c, \$1.
  - Metallophones, 10c, 15c, 25c, 50c.
  - Donkeys, Elephants, Rabbits, Sheep, Goats, Cows, Tigers, Leopards, Lions, Zebras, etc.
- Tin Toys, etc.**
  - Wheels of Life, 50c.
  - Toy Kitchens, 15c, 25c.
  - Tin Tops, 5c, 10c.
  - Musical Toys, 20c, 30c.
  - Music Toys, 10c, 15c, 25c.
  - Dolls' Tin Dishes, 7c, 10c, 20c.
  - Horses, 5c, 10c, 15c.
  - Horses and Carts, 20c, 25c.
  - Fine Horses and Carts, \$1 to \$3.50.
  - Skin-Covered Horses and Carts, and Loaded Drags, from \$2 to \$5.
  - Mouth Organs, 5c, 10c, 25c, 50c.
- Blackboards, Pianos, Furniture**
  - Toy Pianos, 15c, 25c, 50c, \$2.
  - Wall Blackboards, 25c, 35c, 50c, to \$2.75.
  - Stand Blackboards, 25c, 35c, 50c, to \$2.75.
  - Dolls' Cradles, 20c, 50c.
  - Toy Extension Tables, 25c, 50c, \$1.
  - Toy Furniture Sets, 15c, 25c, 50c, \$1.
  - Pastry Sets, 15c, 25c, 50c.
  - Sidboards, Bureaus, Chests, Desks, etc., 10c, 25c, 50c, \$1.
  - Magic Lanterns, 50c, \$1, to \$10.
  - Skates, best assorted stock in city. See our Hockey Skates and compare prices.
- Fancy Goods in Basement**
  - Nickel-Plated Chafing Dishes, in stand, with spirit burner, reg. \$5, special \$3.50.
  - Brass Five o'clock Tea Kettles, on stand, reg. 2, special \$1.50.
  - Brass Five o'clock Tea Kettles on black iron stand, reg. \$2.25, special \$1.50.
  - Brass Five o'clock Tea Kettles on iron stand, with spirit burner, reg. \$4.50, special \$3.
  - Carving Sets, steel blades, with stag horn handles, reg. 75c, special 50c.
  - Leatherette Photo Frames, brass corners, 20c.
  - Pearl Handle Butter Knives, fancy blades, 50c.
- Clocks for Christmas**
  - China Case Clocks, floral decoration, guaranteed, for \$1.10.
  - China Case Clocks, imported French movement, \$8.50.
  - Cabinet Clocks, oak or walnut frames, 8-day going strike, \$3.
  - Mantel Clocks, oak or walnut, 8-day going strike, visible pendulum, \$3.
  - Enamelled Wood Clock, gilt trimmings, fancy dial, 8-day going, strike, special, \$5.75.
  - Very Special—Special holiday offer: Men's Full-Size 3 oz. Stiffened Silver case, screw bezel and back, dust proof, a specially strong watch, fitted with stemwind and pendant set, 7 jewel, Waltham movement, guaranteed for one year, reg. \$9.50, special offer, \$6.90.
- China Section in Basement**
  - Fine French Limoges China Cake Plates, exquisite decorations, side handles, 65c, 85c.
  - Royal Bonn Cheese Dishes, new shapes and decorations, 50c, \$1, \$1.25, \$2.
- See our special display of fine Bisque Figures, sold singly or in pairs to match, each 25c, 50c.**
- Fine English Toilet Sets, 10 pieces, beautifully enamelled and filled-in patterns, \$3.75, \$4.**
- Fine China, 10 pieces, Toilet Sets, \$6.50, \$9.**
- A most elaborate display of beautiful China Vases to be found in the basement, very special values, at \$1.25, \$1.75, \$4.50.**
- China Carabars for nuts, bon-bons, cakes, fruit, etc., 50c, 75c, \$1.25, \$1.50.**
- Splendid assortment of Fine China Chocolate Pots in all the new shapes, 60c, 85c, \$1 and \$1.50.**
- Silverware**
  - Silver-Plated Toothpick Holders, gold lined, special 25c.
  - Child's Silver-Plated Mug, gold lined, special 25c.
  - Best Quadruple Silver-Plated Child's Mug, gold lined, \$1.25.
  - Best Q.R.P. Butter Dish, \$3.85.
  - Best Q.R.P. Napkin Ring, 65c.
  - Best Q.R.P. Card Tray, chased, \$4.
- Best Q.R.P. Egg Stand, gold-lined cups and spoons, \$3.15.**
- Best Q.S.P. Salt Stand, ruby glass, \$1.60.**
- Best Q.S.P. Smoker Set, gold lined, \$6.**
- Best Q.S.P. Bon-Bon, gold lined, \$3.25.**
- Best Q.S.P. Bake Dish, gold lined, \$2.70.**
- Best Q.S.P. Bake Dish, embossed, \$1.50.**
- Best Q.S.P. Bake Dish, satin finish, fancy edge, \$6.**

### Specialties in Celluloid Goods.

- Celluloid Manicure Case, satin lined, with fittings, \$1.50.
- Celluloid Comb and Brush Case, satin lined, with fittings, \$1.75.
- Celluloid Collar and Cuff Case, 75c, \$1.25.
- Celluloid Necktie Case, sateen lined, 75c; satin lined, \$1.45.
- Celluloid Shaving Case, satin lined, with fittings, \$2.50.
- Albums, a large and varied stock:
  - Celluloid Covers 65c, \$1, \$1.50.
  - Leather Covers \$1.50, \$2, \$2.50.

### Something for Everybody

Never has the power of this great store in completely meeting the wants of everybody been more complete than you will find it this holiday season. We can do no more in a newspaper than simply touch the edge of the Christmas story. But you may visit any and every department, and you will be charmed with the selection of goods, useful and ornamental, specially adapted for presents.

- Glove Section**

Here will be found the best goods of the best makers in France, Austria, Germany, England, Denmark, Italy, Perry's, Alexander's, for men, women and children.
- Umbrella Section**

Our Ladies' and Gentlemen's Umbrellas and Gentlemen's Walking Sticks, of stocks were never better assorted than now.
- Furs for Christmas**

A fur garment, Capeline, Ruff, Gauntlets, Cap—is there anything more appropriate for a present at the Christmas time? You will find a large assortment in our fur section and the prices are not extravagant.
- Art Needle Work**

Here are found Japanese Drapes, for tables, mantels and chairs, hand-embroidered linen of every size and shape, and a multitude of novelties in fancy work that'll fit in anywhere you don't know what to give.
- The Linen Section**

What's more satisfactory for a present than a selection of table linen, table napkins and goods of this class? At the Linen Counters you will be able to meet every want in this direction.
- Slippers for Christmas**

Absolutely given by the thousands, and the immense stocks of Slippers found in the Boot and Shoe Section will show you how well prepared we are to meet the largest demands.
- Drapery Section**

Beautiful Art Goods and many kinds here, with especial emphasis on the immense variety and beauty of our cushion tops.
- Men's Furnishing Section**

Here's a busy place always at the holiday time. Gentlemen's Ties, Mullers, Fancy Night Robes, Handkerchiefs, Suspenders and no end of just the kind of things that will suit for presents for gentlemen.
- Furniture and Pictures**

On the fourth floor you will find heavy stocks in Furniture and Pictures from which you can easily select an appropriate article for a Christmas present. The stock this year is especially selected, with the holiday season in view.
- Dress Goods Section**

One need not suppose that a handsome Dress Robe is inappropriate for a holiday gift. It is what many are looking for at this time. We have handsome Dress Robes at very reasonable prices.
- Silk Section**

A Silk Dress—surely an appropriate present for a lady. Every want can be met in Simpson's Silk Section.
- Grocery Section**

There would be no Christmas were the good things to be found in a grocery store overlooked. We serve you in a manner that will certainly please and meet every want.

**XMAS FOR OUT-OF-TOWN SHOPPERS**

When those residing out of town can visit the store in person it is always desirable—especially at the Christmas season, when it is difficult to describe the immense variety of stocks. But when this is not possible our mail order system comes to the help of every out-of-town shopper. It is most satisfactory. Every wish of the shopper is carefully considered, and we aim to anticipate the minutest desires of our correspondents. Make very full use of the mail order system these holiday times. Study our lists carefully, and see that you have by you a copy of the new edition of Canadian Shopper's Handbook, which is suggestive of needed goods in every department of the store.

**THE ROBERT SIMPSON CO. LIMITED**  
 S.W. COR. YONGE AND QUEEN STREETS  
 170, 172, 174, 176, 178 Yonge Street.  
 1 and 3 Queen Street West.

**WEAK CHILD**  
 Made Strong and  
 By

**PAIN'S CELERY COM**  
 The Great Modern Nerve St  
 and Flesh Builder

Recommended by All Progre  
 cians  
 Walter Lester Carr, M.D.  
 to the Out-patient Depart  
 Mary's Free Hospital for  
 New York City, says:  
 "The inheritance of many  
 a sad one. The so-called  
 vices—gives the little  
 foundation on which to b  
 health and mental strengt  
 and tear of business, the  
 and dissipation of social  
 strive to get ahead, so con  
 all classes, deprive the me  
 of this century of the  
 should possess in order  
 health to their offspring."  
 Parents of Canada, let  
 just the old story—weak  
 You have left your little  
 legacy. Before they grow  
 you do your duty to them.  
 nervous weakness run on  
 shyly in one of the many  
 orders that may cut thro  
 your child feels nervous, i  
 not sleep well, has heada  
 appetite, or any of the  
 nervous disorders, give it P  
 Compound; there is no ot  
 which is so well adapted  
 ones. It is pleasant to  
 vegetable, and cannot ha  
 delicate system of the  
 all nervousness, will prom  
 give a natural appetite, a  
 child feel well over the  
 Mrs. Powell, Palace-stre  
 Paine's Celery Comp  
 children, with wonderfu  
 says:  
 "In the early part of the  
 my children seemed to be  
 and restless, and had no  
 their meals. Fully convin  
 small experience of the  
 Paine's Celery Compound,  
 have my little ones use it  
 are so pleased and satisfi  
 I am prompted to advise  
 benefit of parents who are  
 garding the condition of th  
 who are frail or nervous."

**Widowed on Thanksgiving**  
 A pretty wedding took place  
 Thanksgiving Day at the residence  
 Charles T. Harvey, 418 She  
 Toronto, the bride being M  
 Harvey, youngest daughter of  
 Harvey, and the groom, Mr.  
 using Johnson of Memphis,  
 strains of the "Lobster" and  
 the large British and Ameri  
 from the entrance of the  
 apart by Mr. William J. Arn  
 and Mr. Richard Nelson. H  
 Mrs. Harvey, the bride, was  
 with Mr. Hugh S. Harvey's  
 that was, and she was  
 being followed by M  
 E. Seiden, and two other  
 honor, and two little flow  
 McMurrich of No. 2 Pe  
 Dorothy Roberts of Toron  
 Toronto, who scattered flower  
 soon followed her. The bride  
 on the arm of her father,  
 Mrs. of Knox Church perfo  
 newly, after which a song  
 extended to Mr. and Mrs. J  
 a pink and white wedding  
 attired in white silk, with  
 mousseline de soie and tulle  
 with orange blossoms and a  
 quiet of white chrysanthem  
 den, the maid of honor, Mrs.  
 silk, and carried a bouq  
 sunbonnet. The dinner wa  
 tastefully trimmed with  
 many being performed and  
 everyone took a hearty  
 gifts were numerous and va  
 fine dinner. The dancing  
 which the bride left a  
 home in Memphis.

**Independent Fore**  
 Court Clerk of this city, r  
 the children seemed to be  
 and restless, and had no  
 their meals. Fully convin  
 small experience of the  
 Paine's Celery Compound,  
 have my little ones use it  
 are so pleased and satisfi  
 I am prompted to advise  
 benefit of parents who are  
 garding the condition of th  
 who are frail or nervous."

**Divinity Dece**  
 The Board of Deacons in  
 netion with the Anglican  
 met in the library of St. A  
 the Bishop of Toronto pr  
 present were: Rev. Prot  
 Rev. J. S. Stratton of the  
 Alliant of Lennoxville; the  
 kins of London; and Rev.  
 secretary of the board. Th  
 didates were passed: Fin  
 siana, Rev. H. E. Horsey, o  
 liminary examinations, C  
 Anderson, Trinity College,  
 Ham A. Lustin, St. Joseph's  
 ville; J. G. McCallum, Tri  
 ronto; Cecil C. Purton, H  
 don; Harold Sutton, Hur  
 don; Frank G. Vail, Mich  
 noxville; W. H. Hill, Trin  
 tonia; Chas. H. Robert  
 College, London.

**Business Embarr**  
 James Stanton, grocer,  
 has assigned to Merit  
 G. H. Backham, silks a  
 formerly of Toronto, and  
 stocks, has made an assign  
 Clarkson. The estate is a  
 J. H. James Co., gen  
 Alvinston, are offering to  
 on the dolls.  
 Another meeting of the  
 Hans Carter, overalls, this  
 on Monday. The inventory  
 dollar.  
 Andrew J. Ross, furnit  
 dealers, Petrosia, have  
 Barber. The amount inv  
 The creditors of Henry  
 store of Mitchell, held a m  
 when a statement was m  
 assets of \$6000, and liab