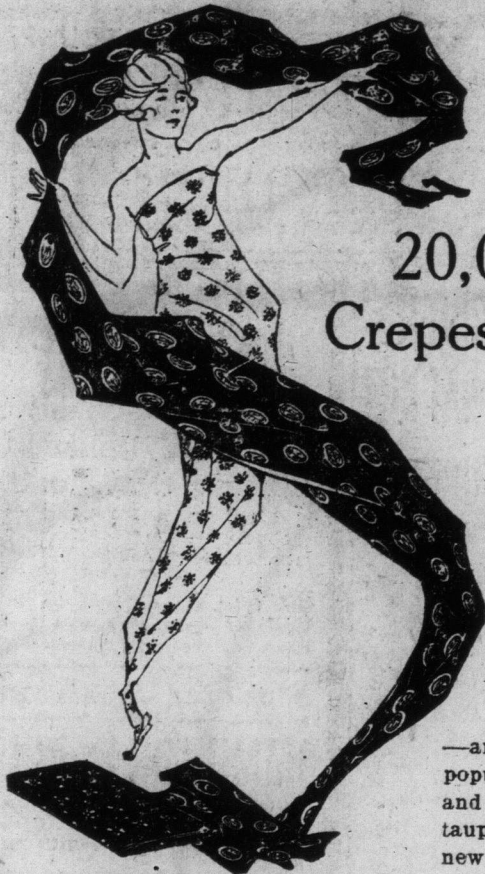


Today, December 2nd--Buy Gifts at Simpson's--Xmas Only 23 Days Away

A Wonderful Assemblage of Beau-teous Silks



Exquisite weaves to greet the return of the evening frock to Fashion's favor—in colors that typify Victory and vie with the rainbow in beauty—and glorious silks for the lovely and practical Christmas gift.

20,000 Yards of Silks, Satins, Crepes, Pussy Willows, Habutais and Rare Oriental Silks

ALL-SILK CREPE DE CHINES, favored always because of their appropriateness on all occasions. There are French, Swiss, Jap and American weaves in the new pastel orchid, azure, rose, pink and green shades for evening wear—flesh, maize and white for blouses, and a host of rich dark tones, with navy and black. Priced from \$1.95 to \$3.50 a yard, with a special for today at \$1.69 yard.

This is a Satin Season

—and we are featuring lustrous supple weaves in two specially popular qualities and in shades that range from the delicate ivory and flesh, on through a veritable maze of rich brown, greens, wine, taupe, burgundy, etc., to the faithful navy with its train of wondrous new blues.

All-silk Liberty Satins, priced at \$2.95 a yard.
Reliable Duchesse Satins, priced at \$2.50 a yard.

Filmy Georgettes and Indestructible Voiles

Plain shades and delicately printed designs for evening frocks, or to contrast and blend with every shade in satin or crepe. Priced from \$1.95 to \$3.50 yard.

The Oriental Silk Sections Are a Blaze of Colors and Designs Fascinatingly Eastern.

SILKS AND SATINS in glorious iridescent colorings and Oriental, floral or conventional designs, for kimonos, linings, lamp shades and art needlework. Including:

32 and 36-inch Printed Habutais, \$1.69 and \$2.00 yard.

36-inch Printed Crepe Satins, \$1.69 yard.

Cheney's Printed Florentines, \$1.69 yard.

Cheney's Princess Satins, \$2.00 and \$2.50 yard.

STRIPED SHIRTING SILKS for tailored blouses and men's shirts in effective fast colorings, 32 to 36 inches wide. Priced \$1.25 to \$2.95 yard. One special value today, 2 yards for \$3.75.

If Your Gift is Lingerie

Here are pink habutais in all the wanted tones of flesh, shell, salmon and rose pink. One yard wide. Priced 95c to \$1.50 yard.

For the Dear Old Lady, a Blouse or Dress Length of Rich Black Silks at Special Prices.

Black Silk Taffetas, regularly \$2.00. Today, yard, \$1.79.

Black Suiting Taffetas, regularly \$2.29. Today, yard, \$1.95.

Black Duchesse Satins, regularly \$2.75. Today, yard, \$2.49.

Black Silk Crepe de Chine, regularly \$3.50. Today, yard, \$2.95.

Unsurpassed Values in Fashionable Silk Seals, Cloakings, British Serges and Dress Fabrics

SILK SEALS, CRUSHED PLUSH AND KERAMI—We are devoting extra space for the selling of these wanted fur-like materials for coats, capes, muffs, trimmings, etc., at three special prices.

RICH BLACK SILK SEALS, \$6.50 YARD—Guaranteed spotproof, and fast deep close silk pile, 48 inches wide.

CRUSHED SEAL, AT \$10.00 YARD—The nearest approach to real fur. In otter, grey and seal brown, etc. 48 inches wide.

SALTS' AND LISTER'S BLACK SILK, \$8.50 YARD—With beautiful soft fur-like pile, 48 in. wide. Regularly \$10.00.

The New Silk Kerami is Also Here

In mole, beaver and taupe, also in black. Very rich crushed effects. 48 inches wide. Yard \$15.00.

HEAVY FRIEZES AND TWEEDS make splendid motor wraps or coats for general wear. All the heather and busberry effects. Also friezes, chinchilla, Whiteys and smart tweed mixtures. Special values at \$3.50, \$4.00 and \$5.00 per yard.

BRITISH SUITING SERGES—Men's fine cloth finished serges, with our guarantee stamped on the material. Two of many special values.

\$3.50 FINE TWILL SUITING SERGE, \$2.95—The popular fine finish for suits and dresses. 50 inches wide. Navys and black. Today, yard, \$2.95.

BOTANY FINISHED SERGE, \$4.00—One of the old grades we have been able to maintain. 54 inches wide. Soap shrunk. Yard \$4.00.

GIFT LINGERIE

Beautiful--Practical--Wearable

ITALIAN SILK VESTS in rare qualities and in delicate flesh pink, pink or white colorings. Finished at top with beading or hemstitching. Priced, \$2.75 to \$4.00.

ITALIAN SILK COMBINATIONS in pink or white, for evening wear or dressy occasions. Envelope or trunk-knee style, finished with beading or hemstitching. Priced, \$4.50 to \$7.50.

ITALIAN SILK BLOOMERS, in full sizes, with elastic gathered knee and waist. Pink or white. Priced, \$3.50 to \$4.25.

MERCERIZED WHITE LISLE VESTS, in tailored style or with dainty lace yokes. Priced, 75c to \$1.35.

DAINTY CAMISOLES in two styles, one of pink Jap silk with lace insertions and band embroidery, the other of pale blue washable satin in band embroidered tailored designs. Special value, \$1.95.

BOUDOIR CAPS in many pretty designs. Made of dotted muslin, crepe de chine and combinations of ribbon and exquisite lace. Priced, 50c to \$3.50.

WOMEN'S NIGHTGOWNS, made of beautiful quality nainsook in handsome designs. Round, V or square necks with yokes of lace and embroidery. Regularly up to \$3.50. Today, \$1.95.

PRETTY TEA APRONS in wonderful variety. Made from fine muslins and lawns. Daintily trimmed. Priced, 25c to \$2.25.

Pretty Girdle Corsets at \$2.50
The latest designs, made of beautiful quality pink brocade. Four clasps in front with lacing below, and four rubber-finished hose supporters. Elastic at the top. Sizes 20 to 26. Today, \$2.50.

A COMPLETE DISPLAY OF Christmas Slippers

Thousand Dozen—Ready for Men, Women and Children

No 'Phone, Mail or C.O.D. Orders on Sale Footwear.

COSY SLIPPERS—Made of soft kid—has heat-pom-pom, and soft padded cushion soles. Black, red and brown. Sizes 3 to 7, today, \$1.29. Same style, with rubber heel, \$2.00.

EVERETT SLIPPERS—Comfortable house slippers, made of chocolate kid leather. Neat full toe—turn sole. Sizes 6 to 11, \$2.95. Same style, McKay sewn sole, \$3.49. Also in black kid, \$2.50, \$2.29 and \$1.79.

MEN'S ELASTIC SIDE SLIPPERS—Made of fine chocolate kid leather—full round toe—turn sole—low heels. Sizes 6 to 11, \$3.25; McKay sewn sole, \$2.69 and \$2.99. Same style in black kid, \$2.95, \$2.79 and \$2.49.

Men's Black Hockey Boots \$4.75
Made of black calf leather, on regulation last, with spring heel. Heavy leather box toes and counters—heavy felt padded tongue and insole. Ankle support that buckles over instep. Made without seams. Sizes 6 to 11, \$4.75.



New Christmas Section Open Will Be in Full Swing Today

Located on the Second Floor—Millinery.

Flowers, Fancy Wreaths, Bells Friz Rope, Streamers, Etc.

The first peace Christmas in four years! Doesn't it behoove us to make it a real celebration in honor of victory, "peace on earth and good will to men"?

One of the brightest and jolliest ways in which to express the Christmas spirit is by the use of lavish decorations.

- Holly Sprays, 5c to 10c each.
- Holly Wreaths, 50c to \$1.50 each.
- Poinsettias, 10c to 25c each.
- Friz Rope, 5-yard bundles, 13c; 10-yard bundles, 25c; 15-yard bundles, 35c.
- Friz Wreaths, 35c to \$1.00 each.
- Friz Bells, 35c to \$1.00.
- Fancy Flower Baskets, 45c to \$7.50 each.
- Maple Leaves, 25c a bunch.
- Decorative Flowers, 10c to \$1.00 each.
- Corsage Bouquets and Boutonnieres, of gardenias, orchids, violets, lily of the valley, etc. Priced 25c to \$2.50 each.

Women's Boots \$3.24

Mostly lace style, in patent leather, gunmetal or vic kid. Plain toe, or straight and fancy tips. Goodwear welt and McKay sewn soles—high and low heels. Sizes 2 1/2 to 5. Regularly \$4.50 to \$6.00. Today, \$3.24.

Leggings for Children

Brown corduroy, with buttons and straps at knee. Sizes 6 to 10, \$1.25; sizes 11 to 2, \$1.50.
White and grey corduroy, sizes 3 to 5, \$1.25; sizes 6 to 10, \$1.50, and 11 to 2, \$1.75.
Best quality black galter cloth, knee height. Sizes 5 to 7, 9 to 10, and 11 to 2, \$1.25.

Women's Model Hats HALF PRICE

Ultra-smart tailored styles and exclusive dress hats that portray the favored modes of fashion, as expressed by Bendell, Joseph, Rawak, Bruck-Weiss and other New York designers. Also copies of high-class models and original designs from our own workrooms. Revealing the favoritism of panne and silk velvets and the vogue of feather trimming.

- \$20.00 Hats \$10.00
- \$25.00 Hats \$12.50
- \$30.00 Hats \$15.00
- \$35.00 Hats \$17.50
- \$40.00 Hats \$20.00
- \$45.00 Hats \$22.50
- \$50.00 Hats \$25.00

Women's Quilted Silk House Jackets, \$3.95

Made of rich quilted silk, in a choice of black, navy, red, sky and pink. Fastened with five frogs, turn-over collar, roomy pockets and long sleeves. The very essence of comfort. All sizes. Today, \$3.95.

Pure Silk Shawls \$1.95

Regularly \$3.50.

Their very scarcity gives them value, while their quality and beauty make them a most acceptable gift. They are 60 inches square, with deep lace and knitted silk fringed edges. Colors cream or black. Today, \$1.95.

Simpson's—Third Floor—Sweater Department.

White and Colored Silk Waists, \$1.95

No Phone Orders.

At practically the cost of the silk alone, you have a choice of five delightful styles. Showing deep hemstitched collars, in square and round shapes. Colors mauve, peach, rose, flesh and white. All sizes in the lot. Today, \$1.95.

The Robert SIMPSON Company Limited

A Section of Striking Savings for Misses and Women

The Spirit of Victory Expressed in Beautiful New Evening Frocks

They have just arrived in the women's department from New York—a wonderful assemblage of exquisite creations. Featuring the vogue for filmy lace materials, shimmering crystal or silver trimmings—and in such lovely old shades as orchid, maize, palest green, shell pink, peach, etc. Choose while the assortment is at its best.

Women's Fur-Collared Coats \$29.50

They are cleverly fashioned from high-grade wool velour in taupe, brown, green or burgundy. Finished with great convertible collars of Kit Koney—and as comfortable as they are smart. Special at \$29.50.

Women's Novelty Skirts \$19.50

Not More Than Two of a Kind—Many Individual Models. They are fashioned along striking new lines from rich wool materials. Featuring dusky tones, stripes, plaids and checks, and trimmed with set-in pockets and deep button-trimmed belts. All from higher-priced stock. Today, \$19.50.

Women's Imported Coats—Stunning to Last Detail

Beautifully modish styles, developed from rich pom-poms, bolivias and wool velours. Enriched by large collars and trimmings of opossum, Hudson seal, nutria and natural coon, or novelty tailored in exclusive styles. Silk-lined and interlined. Colors brown, green, taupe, navy or black. Priced from \$50.00 to \$100.00.

75 Misses' Serge Frocks HALF PRICE

\$35.00 Dresses at \$17.50
\$37.50 Dresses at \$18.75

A host of smart styles, plain or novelty tailored from fine quality wool serge. Mostly navy or black, and featuring braid or button-trimming and unique touches of embroidery. No exchanges, no refunds, no C.O.D.'s.

Misses' Cosy Coats \$19.95

They are well tailored in various snappy high-waisted designs from cheviot, velour and baby lamb. Convertible collars of self, broad belts, pockets and button-trimming. Leading shades. Today, \$19.95.

Misses' Velour Coats \$29.75

Smartness and economy are combined in these youthfully attractive coats. Some are in tailored styles, with collar strappings and buttons of self—others are prettily trimmed with seal plush. All are excellent value at \$29.75.

8.30 Special in Women's

\$2 Suede Gloves 1.19

Soft, fine suede leather—medium weight. Dome fasteners and outseam seams. All sizes. Regularly \$2.00. Today, \$1.19.

Boys' and Girls' Wool Lined Gloves

Tan suede leather—assorted shades—2 dome fasteners, and strong sewn seams. Sizes 1 to 7—\$1.25.
BOYS' AND GIRLS' PURE WOOL MITTENS—Heavy ribbed finish. Long, close fitting cuffs. Black, white, red, navy and brown. All sizes. Unusual value—50c.

Stockings--- Three Good Values

WOMEN'S THREAD SILK STOCKINGS, \$1.75—Extra big value—All pure thread silk stockings—20-inch silk leg, firm close weave—mercerized tops—double garter welt—black, white and leading new shades. Sizes 8 1/2 to 10. Unusual value—\$1.75.

\$2.75 THREAD SILK STOCKINGS, \$1.89—Mill seconds—black, white and colors—heavy weight. Extra fine thread, medium close, even weave. Sizes 8 1/2 to 10. Unusual value today \$1.89.

WOMEN'S PURE WOOL CASHMERE HOSE, \$1.75—English make—winter weight. Seamless finish—soft yarn, closely knitted. All sizes. Today, pair, \$1.75.

\$20,000
Detached resident
and two bathroom
hot water heating

M. M. W.
35 King St. East

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