

A Smart Gathering of Women's and Misses' Apparel at Simpson's



TODAY IN THE LITTLE FRENCH ROOM--- IMPORTED MILLINERY AT HALF-PRICE

There are just one hundred of these strikingly beautiful hats, each a master model and each different in style and trimming. Perhaps, among others, is the style you admired with so much enthusiasm earlier in the season, now at half-price. Present prices are \$20.00, \$30.00, \$40.00, \$50.00 and \$60.00.

From Lewis, Germaine, Louison, Jean Curtil, Paris Evelyn Varon.

From New York Bendel, Kuryman, Peggy Hoyt, Earl, Waters, Moorehead & Jardine, Farrington & Evans and Rawak.

Smart Mourning Dresses for Women, \$22.50 Up

They are developed in crepe de chine, satin and tafeta, or in combinations with Georgette crepe. The skirts are modestly draped, pleated, or in tunic effect.

Women's Coats of the Most Wanted Fabrics Marvels for Style, Beauty and Workmanship

One could scarcely imagine such a diversity of attractive coats at such a diversity of prices as are now displayed in the Women's Coat Section.

Handsome Coats at \$35.00

Another handsome model is composed of beautifully finished velour. In the soft becoming taupe shade.

Faithfully Built Travelling Goods

Wardrobe Trunks, fibre-covered, with extra heavy corner protections and bolts; has five garment compartments, extra hat box, three deep drawers and laundry or shoe bag.

Extra Size Heatherbloom Petticoats TODAY, \$2.50

Specially good quality Heatherbloom. Every skirt has the Heatherbloom label. Cut full and on special lines to suit stout figures.

Waists

Of Heavy Shantung Silk, on Sale Today at \$1.99

One of the season's best values, offering you waists of firm, reliable natural silk, in two exceedingly smart styles—one with large sailor collar, solid pearl buttons and fancy cuffs.

Women's \$6.00 Silk Kimonos \$3.95

Beautiful soft quality silk crepes, in pretty figured designs—blue, maize, cardinal and tan.

BOYS' SUITS Today \$3.95

Dressy suits of dark, rich cheviot in fine tweed finish. They have patch pockets, pinch-back or all-round belt. Sizes 6 to 16 years.

New Velvets! New Plushes! New Silks! New Dress Goods!

The Biggest Showing in Years, Notwithstanding Difficulty of Delivery and Production.

Note These Attractive Values

Our enormous stock of yard fabrics this season embraces the best that foreign, Canadian and American markets could offer.

Notwithstanding the difficulty of both production and delivery the assemblage is the most interesting and attractive and without doubt the most comprehensive we have ever offered.

Silk plushes in the softer fabrics continue to hold first place for dressy outer garments, with broadcloth the prime favorite for smart, dressy-tailored raiment.

Plain silks, satins and velvets, with the new broadcades, of which we have over two hundred designs, occupy one whole aisle in the Fabric Section, stretching from the Queen West side to the Queen street elevators, nearest Yonge street, offering a broadly helpful array of the newest and most wanted colorings and weaves.

Silks

New York's latest, Ivory Satin Shantung, for dresses and waists, also specially adapted for new style collars; 36 inches wide. Per yard, \$1.50 and \$2.00.

Pussy-willow Habutai Silks, in ivory; one yard wide. Special at \$1.00 yard.

Immense variety in fancy stripes and checks for separate skirts, exclusive designs. \$2.50, \$3.00 and \$3.50 yard.

Black Silk Plushes and Velours, Lister's special finish. \$4.00 yard.

Fancy Crush Plushes, in black, heaver, fawn, purple and blue; suitable for collars and trimmings. Priced, per yard, \$3.00 to \$3.50.

200 yards of Martin of Lyons (the leading French maker) Black Chiffon Velvet. Regular \$5.00 yard. Today, \$4.45 yard.

Lining Satins and Broadcades, from \$1.50 to \$2.50 a yard. We are showing exclusive and attractive ranges of guaranteed qualities Liberty satin linings.

An extraordinarily fine assortment of Duchesse Broadcades. The display occupies extra space. For today, priced at \$2.50 to \$5.00.

Push Crush Velours for coat collars and trimmings, in black and in colors. A special display of taupe and beaver. Per yard, \$3.00 to \$5.00.

New French Chiffon Velvets more beautiful than ever; purples, taupe, silver and seal browns, French greys, slate, mole, Bur-

Dress Goods

Queenly Broadcloths, in fine chiffon, satin and velour finishes, for dresses, suits and coats, \$3.50 to \$5.00.

Suede Velours—These popular velours adapt themselves best for suits and dressy coats. Just now we are showing our special suede-finished velour, in a complete range of the fashionable shades. Per yard, \$3.50 to \$5.00.

New Check and Plain Velours; something new, but practical and effective, in smart checks and plaids, featuring charming color combinations for suits and coats. Per yard, \$3.00 and \$3.50.

Our Noted Serge Suiting in men's cloth and chevot finish; also fine bolting and cashmere finishes for tailored suits and dresses, \$2.50 to \$4.50 yard.

Fashionable Coatings, in a bewildering assortment of plain tweeds, mixtures, fancy checks, overplaids, chinchillas, Burellas, Whitneys, etc. At prices to suit all tastes.

Seal Push Coatings of unsurpassed qualities, the famous Lister make. Per yard, \$5.50 to \$12.00.

Black Seal Push, specially priced at \$4.50. Lister's make, shower-proof, in guaranteed deep black; 48 inches wide. Extra deep silk pile finish. Today, per yard, 6.95

Wash Goods

Heavy White Indian Head, 36 inches wide. Not more than 10 yards to a customer. On sale today, per yard, \$1.95.

Corded Poplins, 40 inches wide, cream, sky, Copenhagen and coral, fast colors. Regularly 28c yard. Today, per yard, 25c.

Swiss Dot Marquisettes, 40 in. wide, in rose, pink, mauve, cadet and sky. Selling this season at 75c yard. Today, per yard, 39c.

Extra Heavy Medium Wale White Pique, 36 inches wide. Today, per yard, 25c.

Spot and Stripe Poplins, 36 inches wide, in designs for Christmas gift laundry bags. Less than half former prices. Today, per yard, 19c.

High-grade English Voiles, in designs and colorings for elderly women's afternoon dresses; 28 inches wide. Today, per yard, 19c.



A Most Commendable Array of Women's Lovely Suits

Distinctive in Design—Each Beautifully Tailored—Prices \$37.50--\$67.50.

Distinctive in design and beautifully tailored are the suits in our Women's Suit Section. You may have one of broadcloth, burella, velour, gabardine or serge, in any of the season's lovely sombre colors.

A SMARTLY TAILORED MODEL OF WELL-FINISHED GABARDINE may be had in navy, brown or black. The three-quarter length coat is pleated and panelled, the panels being edged with small horse buttons.

HANDSOMELY TAILORED FROM LOVELY CHEFFON BROADCLOTH, this suit presents charming possibilities to the well-dressed woman. The broad panelled back of the long coat has its waistline marked by rows of cording, and grows into a chic belt caught by a great bone buckle.

Leading Groups of Women's Dressy Skirts

Imported models exploiting the newest and smartest ideas in skirts.

The styles include full pleats, clusters of pleats and ripples. Finishing touches are given by the smart belts and yokes, novelty pockets and buttons.

Fascinating Assortment of Models, Materials and Colors in Misses' Stunning Winter Coats

Showing Collars That Convert Right Up to the Ears and Under the Chin

Hosts of smart styles—select fabrics—skilled workmanship—moderate prices—distinguish this store's coats for young women.

A splendid assortment now awaits you. Coats of broadcloth, velour, pom-pom, burella and tweeds, in all the leading colors and designs.

Gracefully fashioned with rippled bodies, normal or belted waistlines. They are finished with rich plush, kerami or cone, and novelty buttons, and lined or half-lined throughout. Here are two of the many lovely modes:

A striking model of beautiful velour has its ripples held in place by a narrow belt, ornamented with large push-enriched covered buttons. The large convertible collar is handed with seal plush, while a distinctive touch is lent by the deep panther pockets, plush-edged and button-trimmed. Colors navy, brown, green, taupe. Price, \$22.50.

This handsome tailored coat is of extra heavy taupe burella cloth. The cleverly-cut body has a broad belt ornamented with huge covered buttons. The tailored inserted pockets in bodice and loose panniers are unique. But the crowning glory of this coat is its great storm collar of grey cone, that rolls high about the ears—a veritable challenge to any wintry blast. The lining is of Oriental satin, and the price is \$46.00.

Whether You Dance or Not, or Whether You Need a New Evening Dress or Not, You Must See—

These Beautiful New Evening Gowns

Soft, shimmering satin, fluffy silk net, crisp taffeta or filmy tulle in delicate pastel tones lend themselves in the most delightful ways to the fashioning of this season's evening gowns for women. And, too, a charming simplicity enhanced by exquisitely lovely touches of gold and silver, jets, or French flowers, marks the women's adorable new evening gowns we are showing. The following models will give you a faint hint of their loveliness and variety.

Lustrous satin, that steals its lovely color from the American Beauty rose, gives graceful suppleness to this charming model. The simple, gathered skirt is attached to a low square-necked bodice, lavishly over-draped with black tulle and banded with sequins. Winged panniers and tiny winged sleeves of the tulle harmonize delightfully with the tulle butterfly bow between the satin shoulder straps. Price, \$7.50.

Fluffy and frilly from its square low neck to the last ruffle at the hem is this frock of apple green tulle falling over ivory charmeuse. Panels of tulle, between the ruffles on the skirt, are richly embroidered in silver. The jumper bodice with satin straps is also prettily befrilled and has just the suggestion of a sleeve in a bit of tulle that lingers over the shoulder. An exquisite French flower on a brushed silver girde gives the finishing touch to this exclusive frock. Price, \$50.00.



The Robert SIMPSON Company Limited

FO... NORTHWEST... Apply... H. H. ... King Street... AL... CA... FIVE... CAB... INCRE... PEN... PU... Dominion... Allow... For... MADE... All Recip... Chequ... Ottawa, O... White... out the follo... Upon the... minister of... lations apply... Canadian ex... been amende... approved by... erior-general... far reach... provide for... and allowa... soldiers and... ranks, up to... of sub-lieut... navy and in... expeditiary... "The most... vide for lib... allowances... considered as... on the first... this way ad... tiled to an... the differenc... paid since... which the ex... changes will... soldiers and... dren, their... widows and... parents, and... and sisters... amount navy... sions and a... mately 40... creased out... over \$7,000... slight loss... that ability... 20... the future... (Conclud... NO SIG... OF LA... Premier... clares... London, C... George and... obscure. At... the principl... demonstrati... terton to... campaign... hall was co... form were... including... busy. Gen... the cabinet... The pres... tremendous... the magn... gathering... war was th... miliation of... the war... The cost of... was heavy... tomorrow... One hun... workers on... a fine art... work, and... labora... of... loan, which... ful... and a... food econ... resulted in... in Israel... of thousand... So... The... be enorm... the inst... Another... grantic... Briting ov... Britain wa... child... me Betwe... war time... \$7.50... "The... prepare... a... service wh... come—no... printing... peace. B... peace. It... (Conclud...