

# Continuing the Autumn Display at Simpson's

Displaying Today the Distinctly Original Ideas of Paris and the Stunning New York Derivations in

## TRIMMED MILLINERY

The Exhibit Will Be of Rare Importance and Interest and an Infallible Guide to Correct Head Dress

Whether direct from the deft fingers of the Parisian—inspired by the French, and carried to a distinctive finish by exclusive New York designers—or faithfully reproduced from New York and Paris modes in our own workrooms—the completed assemblage of autumn millinery from the lowest to the highest-priced model expresses every idea of fashion. Best of all, there are prices to suit every purse.

A striking feature of these hats is their individuality and exceeding great variety. Their unconventional irregularity of line and their distractingly lovely feather and wing trimmings are chief among many delightful features. They are developed in rich Hatter's plush, panne and silk chiffon velvets or beaver, in black, black with colors, and a host of glorious autumn shades. Note these following specials for today:

### SMART TAILORED HATS OF HATTER'S PLUSH

Fashion has enlisted Hatter's plush for some of her smartest modes this season, and here are moderately priced designs that will delight you. A splendid assortment of styles for matron or miss, with trimming of wings, feathers or novelty ornaments. Colors taupe, nigger, navy, purple or black. Prices \$6.50 and \$7.50.

#### Dressy Hatter's Plush and Beaver Hats

Beaver is the centre around which all New York millinery revolves this season, and these lovely hats are indescribably attractive. Leading shades. Price, \$7.50.

#### Chenille Sports Hats for Autumn

Also sports styles of velvet are extremely chic for early autumn wear. These in an assortment of styles and all the shades are moderately priced at \$6.50.

#### Black Velour Hats for the Exacting Miss

No one can deny their soft becomingness and rich beauty. Pretty, youthful, rolling, drooping and side roll designs in deep lustrous black. Extra value at \$4.75.



Fashion's Foremost Styles in the New

### Furs and Fur Coats

DAME FASHION is particularly interested in furs this season, and many stunning styles now shown in our Fur Department display the result of her caprices.

THE CAREFULLY CHOSEN PELTS are among the finest procurable, and prices as moderate as such rich qualities and exclusive styles are obtainable for.

HUDSON SEAL IS FAVORED, fashioning magnificent imported model coats, great capes and charming costumes. In sets and pieces fox predominates in a great variety of lovely tones. Mink is again to the fore, while lynx, fisher, ermine, sable, nutria, opossum, wolf and other such beautiful furs form a display that has never been surpassed.

### New Autumn Neckwear For Women

Innovations that add charm and finish to both the costume and the wearer.

Showing the exquisite original ideas from Paris and adaptations by New York celebrities.

See Wednesday's papers for full announcement.



### New Chiffon Velvet Hand Bags

To Match Your Autumn Apparel. The two smart new bags illustrated are fashioned from rich plush in lovely shades of taupe, navy, brown, green, purple and black. Lined with dainty silks and fitted with centre purse and vanity mirror. Very special value at \$4.95.

## Good Values Mark Second Day of Autumn Opening Silks—Dress Goods Suitings—Coatings

The New Autumn Silks—New stripes, plaids and overplaids. You would hardly think that mere stripes and colors could be made so handsome, and the new weaves and colorings, more than a hundred wonderful variations of these beautiful effects, are designed to the hundred variations of woman's changing moods and the various formal and informal occasions of the day.

Fancy Silks, for suits, gowns, wraps, waists, and especially for separate skirts and linings. Wonderful value at \$2.50 per yard.

Plaid Satins, combining purple and taupe, reds and grey, plum and seal, brown and blue, amethyst and grey, etc. At \$2.95 per yard there are many novelty weaves of striking design, and of exceptional merit, including:

#### A Fine Range of Kitchen Plaids

In satin duchesse; plaid taffetas, in all the leading fall shades; striped taffetas, with different widths, in satin stripe. At \$3.50, \$4.00 and \$4.50 are literally dozens of entirely different ranges in qualities—unsurpassed values—block patterns have big vogue and come mostly in two-tone combinations.

Heavy quality, dark-toned Faille Silks, with self and fine contrasting stripes, are especially featured for suits.

Fine Twill "Surah" Silks are back again in Scotch plaids and broken checks. Lining Silks are in greater variety than in many years.

In Printed Pussy-Willow Silks and Satins are new designs, also oriental patternings—we are displaying them with both wool and silk suitings in perfect color blendings.

### New Wool Materials

Suitings and Coatings are the same here as ever, in quality. But, measured by prettiness, pattern, texture and fashion, there never was such an array of materials, and what values!

"Buy Silks, Dress Goods, Velvets, Today"—is put forward as this Store's friendly suggestion to its customers, to cover their requirements at prevailing prices—from the present splendid range of values.

We are emphasizing especially suitings—all perfectly matched with the new coat linings. In newest silk broadcades, Skinner's satins, damas Francaise, etc.

Fine Broadcloths will be favorites, particularly in the fine French, chiffon, suede and velour finish. Lovely rich tones of: Cassis, purple, raisin, beane, reindeer, algerian red, mole, mouse, beaver, Japan and marine blue, myrtle, nutria, beige, navy, etc. Priced from \$4.00 to \$6.00 a yard.

Velour de Laine and Duvet Velour exclusively sold here. Noted fine French suitings in rich dark tones. Priced \$5.00, \$6.00 and \$6.50 a yard.

Special Display of the Ever-Popular "Navy Blue"—The largest display we have ever shown of guaranteed fine British serges, gabardines, tricoots, chevots, etc.

#### Our Black Dress Good Section

is filled to overflowing with all-wool fabrics for business, mourning and house wear—all of the noted "Simpson high-grade quality."

### Rich Silk PETTICOATS In Color to Match the Autumn Suit or Frock

Petticoats grow smarter and smarter, and these lovely new garments are no exception to the rule.

Jersey silk, with its clinging, good-wearing and rich qualities, is the favorite, tho the soft taffeta and the heavy habutal have lost none of their popularity. All are cut on severe tailored lines, straight and narrow, and feature glorious plain and changeable colors.

Jersey silks are priced from \$6.95 to \$27.50; taffeta silks, from \$5.95 to \$10.50, and habutals at \$5.00 and \$5.95.

### New Autumn Kid Gloves

Of course the gloves of French kid hold sway, and despite the difficulties of importation, our never been finer or more attractive.

For dressy wear are gloves of "Perrin" make, rich French kid, in black, white and all the new shades—featuring exquisite stitchings and swaggy turn-back cuffs, in self or contrasting tones. Prices \$2.25 to \$4.00 a pair.

### A Peep into the Section for BABY'S WEAR

Reveals an unlimited variety of cunning autumn "fashions" for tiny tots. Jaunty little hats, caps and bonnets, wee frocks and wee-er baby dresses; long coats for the littlest baby, and coats for girls and boys up to 6 years, also everything in the way of cosy undies for winter wear. Specially featured for today are:

Velvet Dresses in brown, copen, plum, cardinal and navy. Several styles, priced from \$4.50 to \$6.50.

Glossy Plush Hats, in pink, sky, brown, peacock and white. Fur trimmed. Sizes 3 to 6 years. Price, \$2.00.

All-wool Winter Vests and Drawers—Over-makes and broken lines in medium and heavy wool. White and natural. Sizes 6 months to 6 years in the lot. No phone or mail orders. Regularly \$1.75 to \$2.25. Today, per garment, 80c.

### Smart New Modes for the Junior Girl

Fashion has not forgotten the small girl, and there's a section of the Misses' Department entirely devoted to outfitting misses 6 to 14.

Smart coats in chic designs, and serviceable dresses for school, and cunning frocks for dress-up occasions. Smart little skirts for the middie, and middies to go with them. All are here in dozens of styles and all the pretty fall shades.

## Introductory Specials in Women's, Misses' Fall Wear

Of course it is important that fastidious young women and foresighted women purchase the latest authentic styles at special prices. So we present these splendid opportunities to introduce the new styles today.

### Misses' and Women's Autumn Coats



Duvet, suede and wool velours, silver-tones, chevots, Whitneys, chinchillas, burellas and plushes. Literally hundreds of smart designs ranging from smart, moderately-priced coats, with great warm collars of self or plush, to stunning exclusive models, rich with all the fashionable furs.

### Introductory Specials Misses' Cheviot Coats

A smart, cosy style, with large, plush-trimmed convertible collar and cuffs, novelty belt and pockets. All the leading shades. Extra value at \$18.75.

### Introductory Specials Women's Chinchilla Coats \$20.00

Several styles—half or full belted, with tailored or plush-trimmed collars, and comfortable pockets. Navy, grey, brown or black. A worth-while value at \$20.00.

### Women's Tailored and Dressy Autumn Suits

The Essence of Smartness and Practicability

Smart, mannish tailored or dressy tailored, imported suits of poplins, suits of serge, gabardine, fur-trimmed models of French origin and New York design, make up the wonderful collection. Priced from \$35.00 to \$105.00. Today, specially offers:

### Introductory Special Women's Sample Suits \$27.50

A leading manufacturer's samples of overmakes in serges, poplins and gabardines. Dozens of lovely new styles in navy, brown, green and black. Extraordinary value. Do not miss it. Today at \$27.50.

### Misses' Suits With Swagger, Mannish Lines and Long Coats

Stunning are they—from their small tailored collars to the hem of their short narrow skirts, and practical as any war-time maiden could wish. They are made from heavy wool gabardine, in black and navy or oxford grey cheviot, and boast no trimming save braid bindings and smart bone buttons. Priced \$42.50 and \$45.00.

### The Separate Skirts

Play a distinctive role this autumn season—be they of silk, satin, silk poplin, tricotee, serge, gabardine or velour, in plain colors, stripes or tartan plaids. Some are extremely tailored, others are more dressy, many show loose panels and fringe. Priced from \$6.50 to \$35.00.

### Introductory Specials For Women Silk Poplin Skirts

Silk poplin is a greater favorite than ever, and here are chic new styles, with graceful lines, yoke effects and button trimmings. Some are embroidered. Colors navy, grey, sand, green, black. Today, \$4.50.

### New Autumn Frocks of Striking Beauty

Developed from all wool or silk materials, as often combined as not—and particularly featuring apron panels, bright touches of beading or embroidery and a lavish use of fringe.

### At 10 a.m. Women's Model Dresses \$25 Regular \$35.00 to \$60.00

Stunning frocks of georgette, crepe de chine, taffeta, satin or foulard—alone or in lovely combination. Pleated, draped or tunic styles, beautifully embroidered, beaded or button trimmed. Colors grey, rose, sand, copen, navy and black. On sale at 10:30 a.m. Today, \$25.00.

### Misses' New Fall Dresses \$15

Silk poplins and crepe de chine featuring delightful and unusual style notes, and showing all the popular autumn shades. Very special. \$15.00.

### At 10 a.m. Misses' Silk Dresses \$14.75 Regular \$32.50

75 frocks of lovely quality taffeta and foulard, with smart drapes, fringed panels, broad, soft girdles and georgette trimmings. A variety of shades. Exceptional value at 10 a.m. today. Only \$14.75.

The Robert SIMPSON Company Limited

Solid brick rooms and heating. 21, 23, 25 King St. W.

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No Further Be G He E pied- Russia

Washington peace offers far as the concerned. Secretary dish minister last night b rejecting in proposal of t erment for peace discuss the cables a Vienna by t holm.

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