

Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

Simpson's Fall Fashions

OPENING TODAY

Wherein will be found the reflection of a change of mode that heralds a season of unusual brilliance. Handsome suits, wraps and gowns with a superabundance of joy in every line indicate a triumphant peace and present an assemblage of more than usual interest. Emphasizing the "Simpson" standard of style, quality and value.

THE NEW SUITS

Suggest the Eighteenth Century mode with their long slightly-fitted coats, widened hips and elaboration of detail.

The very essence of charm lies in the wonderful duvetynes, velours, silvertones, tinseltones and suede delaines fashioning the dressy models. Boasting great collars, panniers and cuffs of beaver, seal, squirrel, mole and opossum, and adding glory to glory by means of embroideries in silk, chenille and metal.

For the Woman Who Prefers a Strict Tailleur

are dashing models in velour or heavy serge, with collars that button to the throat—horn, self or bone buttons, and rich braid.

Every imaginable shade of brown, navy and lighter blues, Pompeian red and wine shades, dull greens and stone greys, are favored.

Prices range from \$45.00 to \$250.00.

THE NEW COATS

One and all in the glorious Opening Display betoken the favoritism of rich suede-like materials, resplendent colorings, a lavish use of fur, and even linings, that vie in beauty with the coats themselves.

SMART STREET COATS of thick, soft velour, silvertone, duvetyne or camel's hair polo cloth, gain more attractiveness from crush collars and fringed throw scarfs, while bone and horn buttons and novel stitching do many a clever trick in achieving style. Brown shades predominate.

Exclusive Afternoon and Evening Wraps

Are created from silky Bolivia and Evora lustrola cloths, peachbloom, broadcloth, duvetyne, chiffon velvet and brocade, to which vivid colorings and costly furs add indescribable beauty. Prices range from \$50 to \$600.

Beautiful New Furs

In the Opening Display

For the opening we have assembled a charming collection of furs and fur coats, in which luxuriance, elegance and comfort, combined with the most alluring designs New York and our leading Canadian makers are able to produce, have made them all your heart could desire.

Exquisite Blouses

From Paris and New York

Present a Display Hitherto Unequaled in Design and Coloring.

They express particularly the continued vogue of georgette—the new Cosack over-blouse with its graceful peplum—the influence of the Oriental in the wonderfully combined colorings—and handsome embroideries in silk, chenille, wool beads and metal threads. The new capucine (masturtium) shade, vivid blues, Italian green, many brown tones and black predominate. Price, \$16.50 to \$55.00.

Simpson's Salons for Imported Gowns

Today Formally Inaugurates This New Department

Here, so arranged to display while they still seclude, is an ensemble of wonderful autumn modes for every occasion—inspired by the French and carried to an exquisite finish by leading New York style creators.

STREET DRESSES of serge or tricotine are richly braid-trimmed, embroidered in silks and metal threads, and often combined with satin.

AFTERNOON FROCKS of satin, georgette, tricolette and kitten's ear crepe are rich with jet, silk, silver and gold embroideries and fringe.

Dinner Gowns

Of exquisite black laces veiling soft satin—of tricolettes with crystal beadings, or of glittering sequins in black or sapphire blue, such as one dreams about. A countless variety of individual designs.

Evening Frocks

that beggar all description have borrowed their hues from the rainbow and gleam with silver brocade, metal embroidered satins and tulle, silver laces, iridescent sequins, sparkling rhinestones and ostrich trimmings.



ABOVE. An evening wrap of azure-blue chiffon velvet, with hands, cuffs and hem of flying squirrel—lined with orchid satin. Price \$175.00.

BELOW. A stunning street dress of navy tricotine with gold embroideries of Japanese design on flying panniers and bodice. Vestee of real chain. Price \$100.00.



ABOVE. The suit sketched above is of Louis XV. inspiration—the exquisite marine blue duvet-daline with grey squirrel trimmings. Price \$175.00.

BELOW. A handsome dinner frock of French blue georgette, richly embroidered in silver and adorned with soft mouflon fur. Price \$150.00.

THE ROBERT SIMPSON COMPANY, LIMITED