

You Are Cordially Invited to Personally Attend

Various Displays of Women's Autumn Fashions at Simpson's Today

THOROUGHLY REPRESENTATIVE OF THE LEADING FASHION IDEAS IN MATERIALS AND COLORING, AS WELL AS IN THE CUT OF THE GARMENTS, OUR NEW FALL APPAREL FOR THE FEMININE WORLD OF TORONTO WILL PROVE A DELIGHT TO ALL WHO WILL DEVOTE AN HOUR TO THEIR INSPECTION.



A Sale of Suits and a Sale of Coats for Women Today

100 Women's Coats that for style and quality at the price are really phenomenal; all new models, made of velours, blanket cloth, chevots, chin-chillas, and mixtures, in the season's leading shades. Every one a good style, and many have trimmed collar and cuffs. Because they are samples and overmakes, they will be sold at the low price of . . . . . 11.50

Misses' Lovely Dresses Offered to You Today for \$15.00

They are really charming frocks, designed for afternoon and street wear. There is distinction in the daintily embroidered panel fronts, and the high waistline and large crepe collar trimmed with tassels are just suitable for young women. Colors navy, brown, green, Alice blue and black. The value is exceptionally good.

A Grand Array of Girls' and Misses' Suits and Coats

Misses' Black Kersey Cloth Coats

These beautiful Coats possess the merit of being warm and cosy, as well as the advantage of splendid designing and reliable tailoring; large convertible collar, inverted pockets, all-around belt, plush buttons, and half lining are the features you will want to know about. Today . . . . . 19.50

Misses' Velour Coats

Another handsome Coat has large convertible plush collar that drapes in an unusual and pretty fashion about the neck; a box pleat on either side that forms part of the novelty pockets; fancy double belt, and pretty cuffs, nicely trimmed with buttons; colors are green, brown and navy; half lined. The price is . . . . . 32.50

Misses' Superior Suits

Attractive models of fine quality manish serge, tailored with box pleats at side, and trimmed with rows of military braid; belts, cuffs and collar finished with braid; skirts are tailored, have novelty pockets, and shirred backs; shades are Burgundy, green, brown, navy and black. Price . . . . . 35.00

Girls' School Dresses

Among the new Fall Dresses for girls are some of shepherd check, made in empire style, with novelty pockets and silk tie; others are in low waist style, with pleated skirts, and neatly trimmed with pipings of silk, and black silk braid; long sleeves, with deep cuffs. Sizes 6 to 14 years. Prices, \$3.75 to \$5.00.

Women's Inexpensive Imported Dresses for Afternoon and Street Wear

At \$22.50—A becoming model falling in pleats from yoke, and finished with loose girde and novelty buttons; colors are brown, green, navy and black. . . . . 22.50

At \$25.00—An attractive model, made in satin in all the new shades. The skirt is semi-pleated, and finished with large embroidered waist finished with large white satin collar. . . . . 25.00

At \$30.00—Handsome model of satin, featuring a flare skirt, trimmed with self-covered buttons; dainty waist of Georgette and satin combined, finished with silk and bead embroidery; colors Russian green, Burgundy, taupe, navy and black. . . . . 30.00

At \$27.50—A smart model, made in French serge, in black, navy, brown, style, with large novelty pockets, and finished with bright colored embroidery. . . . . 27.50

Fashionable Blouses for the Gay Autumn Season of 1917

Two Points of the Greatest Interest

The pre-eminence of "Georgette" as the material par-excellence. Secondly, the wonderful popularity of dark suiting colors to match or contrast with the suit.

Between the prices of \$7.50 and \$15.00 you can select a host of new and individual styles, in the following

colors, navy, blue, taupe, wood brown, grey, beetroot and forest green.

Styles run from the tailory blouses to the elaborate embroidered and braided effects, which are, indeed, very beautiful.

We also show some wonderfully smart tailored models, in dark taffeta stripes, very clever and very original,

at prices ranging from \$7.50 to \$10.50.

Our range of heavy crepe de chine and Georgette blouses in the lighter shades, and priced from \$4.95 to \$7.50, is unsurpassable. Each model, no matter what the price, is made and finished in a way that has made the "Simpson" blouse so well and popularly known.

Habutai Silk Waists

Our own workroom has been very fortunate in securing a big shipment of these hard-wearing and economical silks at a price that is at least 25 per cent. below today's values, therefore our showing of smart and attractive blouses of these silks at \$1.99 to \$3.95 is a triumph of real value-giving.

Beautiful Lingerie Blouses, Values up to \$3.95, Today \$1.95 No Phone or Mail Orders.



Young Men---Big Men---Small Men ---All Men Can Be Outfitted Correctly and Moderately at Simpson's

Our new fall clothes not only look the part, but they also perform the part---from the weaving of the fabric to last stitch and the finishing of the garment, there is that unsurpassed quality. Add to the above facts rich, handsome materials, character style lines, moderate prices, and you'll realize why this is the store for men's better looking fall suits and overcoats.

Men's New Fall Suits Only \$18.50

Of dark grey self-finished worsted, with an invisible self stripe. A very dressy well-tailored suit that possesses character, style and refinement. Coat is made in single-breasted three-button style, with linings and interlinings of good quality. Pants and vest equally tailored. Sizes 36 to 44. Price . . . . . 18.50

Men's Handsome Top Coats, \$15.00

A particularly handsome coat this in fawn color homespun, single-breasted three-button style with plain box back without vent. A capital Fall and Winter coat for particular men and rare good value. Sizes 36 to 42. Price . . . . . 15.00

Men's Tweed Raincoats for \$12.50

Rubberized Tweed Raincoat in light grey pinhead check pattern. Dashing style---made with convertible collar, patch pockets and turn-back cuffs. Sturdy, new and decidedly moderate as to price. Sizes 36 to 42. Price . . . . . 12.50

A Wonderful Display of the Lining Satins and Brocades for Fall and Winter 1917-18



Innovations that show a wealth of color and beauty seldom attained and never yet surpassed. The pricings are decidedly moderate, and will, no doubt, court your favorable attention.

36-inch Colored Satin Linings

Made by a noted French maker especially for our trade. We have assembled ample stock to meet any requirement---we can match or give a contrast for any material. Prices extremely moderate. Per yard, . . . . . 1.50 In finer grades of plain colors we are showing Liberty Duchesse Satins, all silk twill satins and "Skinner's" well-known dependable makes.

Furriers' Satins

Rare and exquisite weaves, surpassing anything we've ever shown. In mink, seal, grey, taupe and black. Priced, per yard, \$1.50 to \$2.00.

Simpson's Twill

Known for its splendid wearing qualities. Shown here this season in a beguiling array of fascinating effects. Forty inches wide in plain and shot effects. Per yard, 1.25

Simpson's Brocades

From all the oldest and best makers of France, Switzerland and the United States are arrayed in a multitude of beautiful weaves and colorings. Moderately priced. Per yard, \$2.00 to \$5.00.

Special for Today

French grey, new rose and deep sand Liberty satins. Wonderful qualities. Per yard . . . . . 1.50

The New Colors Are the Crowning Beauty of the New Fall and Winter Dress Goods

Among the charming new weaves are the following: Queenly Broadcloths---Rich, Lofty Velours---Suede Finished Duvetyn---Drape Superbe---Burella Gabardine---Tricotine---Corduna Cords. The leading shades are:

- |          |              |            |            |
|----------|--------------|------------|------------|
| BEETROOT | MYRTLE       | RAISIN     | MEN'S WEAR |
| CYCLAMEN | BEAVER       | CUBAN JAVA | NORMANDY   |
| BURGUNDY | RAJAH PURPLE | TAUPE      | NAVIGATOR  |
| CLARET   | ELDERBERRY   | NAVY       | TWILIGHT   |
| FLAME    | DAMSON       | MARINE     | MOLE       |

Lister's Beautiful Rich Sealettes

World-famed for wear and beauty. See them in our Black Coating Section, at prices from \$5.50 to \$12.00 a yard.

The Edison Quality

Recollections of quality remain long after price is forgotten and if you buy a new Edison instrument you will find as the years pass that you received Quality---Quality of Tone---Quality of Clearness---Quality of Durability and Quality of Character.

Let us show you and demonstrate to you our beautiful Art line of the new Edison instruments.

Music Studio, Sixth Floor. This Edison \$137.50



The Robert SIMPSON Company Limited