1898 - Twenty-first Anniversary - Coming-of-age Year - 1919

Simpson's Autumn Opening

of Millinery, Silks, Dress Fabrics, Velvets and Corsets.

The Modes in Millinery

The picturesque vies with the practical---the portrait hat with sweeping plumes goes side by side with the chic little beret. Soft crushed and draped effects predominate---and the whole presents an assemblage of surpassing loveliness, suggestive of the sumptuous modes of the eighteenth century and truly in keeping with the joyous spirit of the first peace Autumn.

Exquisite Paris Model Hats

—Express the ingenious artistry of such noted designers as Evelyn Varon, Louison, Hermance, Marguerite and Leonie and Germaine.

Exclusive Originations from New York Designers

—Bearing the labels of the renowned Rawak, Bruck-Weiss, Hyland, Fisk, Salinger, DeMarinis, or Farringdon and Evans, with a host of extremely clever models from our own designers, compose a noteworthy collection.

Rich Autumn Colorings

—with a marked tendency toward deep browns and blues—while the wonderful shadings of the nasturtium known as Capucine and a glorious new green similar to reseda, but of lovelier hue, are shown in many hats.

These, in exquisite silk and panne velvets, plushes, duvetyns and metallic brocades need only the dash of burnt goose, the softness of uncurled ostrich or the smart feather aigrette to lend them indescribable charm. Prices so various as to meet all needs. Today, $15.00 to $125.00.

The New Dress Fabrics

—of surpassing charm are calculated to make every woman buy more than she really needs this autumn just for the sake of possessing them.

Masterpieces of the weavers' art gathered from the looms of the world — their velvety - surfaced fabrics and exquisitely harmonizing colors far eclipsing anything we have hitherto shown — yet priced within restraint.

This page lists a few of the dress, suit and coat materials in today's opening display.

The New SILKS

reveal great beauty in their glittering metal and tinsel brocades —the rarity of color combinations—the intricate designs printed on their lustrous surfaces. Upholding, too, the reputation for distinctiveness and exclusiveness for which Simpson silks are renowned.

Many weaves featured in the opening display today are listed on this page.

Do not miss the joy of seeing and of buying these perfect silken materials for afternoon or informal wear or for the many important social functions that are sure to dominate the coming winter season.

The Opening Display of CORSETS

—presents a gathering of models from the world's greatest corsetieres and reminds every woman that perfect corsetry is an absolutely necessary accessory to the new autumn frock or suit.

So great a diversity of models, at so many prices, are here, that every woman can find the style perfectly adapted to her figure for a satisfactory expenditure.

Finest coutil, batiste and rich brocades in white or pink are used in their fashioning, while the many makes comprise:

"Modart" Front-Laced

High-class models of faultless-fitting contour and exquisite materials—the acme of corset perfection. Priced, $6.00 to $18.00.

"Bon Ton"

Renowned the world over for their supple grace, and the embodiment of the best high-grade corset features. Front or back laced, 19 designs. Priced, $4.50 to $14.00.

"Lily of France"

A new back-laced corset that has won wide favor among women who choose discriminately. Many styles. Priced, $6.50 to $15.00.

Practical Front

Another new corset with a patent underpiece below the front lacing, that causes the corset to adjust itself quickly and perfectly to the figure. Priced, $4.50 to $6.50.

Rengo Belt

The perfect corset for the woman of full figure. Specially placed elastic inserts and a new abdominal support are interesting features. Moderately priced, $3.00 to $7.00.

Glittering Brocades Predominate in Luxurious SILKS

SILK BROCADES for coat and fur linings. Yard, $3.50 to $7.50.

SATIN BROCADES for evening wraps in a wonderful variety of pastel tones. Yard, $3.50 to $15.00.

CREPE BROCADES for evening frocks. Yard. $3.50 to $7.50.

Printed Silks

Are more in vogue than ever before. Pussy willow silks and Floriswah silks in small patterns, for skirts and dresses, and in the large designs for cape and coat linings. Priced, yard, $5.00.

Silk Florentines, yard, $1.89 and $2.00.

Princess Satins, yard, $2.50.

Gold and Silver Tinsels

Indescribably lovely for trimming the evening gowns of the new season. Yard, $5.00.

Rare color combinations of black, purple and gold, royal gold and black, navy and gold, navy and silver, black and gold, and black and silver, yard, $5.00 to $7.50.

Georgette Crepes and Crepe de Chine

A wonderful assemblage of plain and printed effects in every conceivable color for day and evening wear, and at so many prices as to meet every possible choice.

Dress Satins

KITTEN'S EAR—An exclusive Simpson fabric.

PUSSY WILLOW SATIN—Pebble charmeuse, grenadines, crepe satins, and the ever reliable satin duchesse, street shades in leading colors and a host of rare tones for evening wear.

Velvets and Velveteens

CHIFFON VELVETS of distinction in black and all colors, from J. B. Martin, of Lyons, and other famed French makers, 38 to 40 inches wide. Yard, $7.50 and $8.50.

LUSTROUS CHIFFON VELVETEENS—All guaranteed. Fast colors and fast pile, being twill back, and dyed by "Worralls." Priced from $1.25 to $4.50 yard.

The Robert SIMPSON Company Limited