

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

SIMPSON'S—New Fall Blouses in the Opening Display Today

Exclusive models from Paris and New York--reflecting a versatile array of the most superb originations of expert Fashion-artists and forming the finest collection we have ever shown.



Exquisite shades to emphasize the theme of color harmony in the Autumn costume is the dominant note of this beautiful display. Pale lavenders, pinks and yellows, with traceries of gleaming gold and silver, or appliqued flowers in contrasting tones.

Bright capote blues, hennas, browns and navy, with gay batik, printed floral and conventional designs, in flashing Oriental tones all aglow with Chinese embroideries. Also the new nasturtium, with midnight blue trimmings, and black that glitters with jets and silver sequins.

GEORGETTE

Continues in High Favor

Lending itself more delightfully than ever to the fashioning of the new Cossack over-blouse and the dainty embroideries and laces that adorn the many models. Besides, the new modes are particularly adapted to informal evening wear. These may be charmingly carried out in the sheer filmy georgette.

Third Floor

TRIMMINGS

Are Many and Elaborate

Featuring wonderful embroideries in silk, chenille and wool of riotous coloring, cut and uncut fringe, braiding, beading, jets and sequins. Beautiful fillet and Val. laces are also seen on the more delicately shaded georgettes, also on the Philippine hand-made lingerie blouses that form an interesting part of the glorious collection. Prices range from \$15.00 to \$65.00.

Simpson's—Third Floor.

Store Opens 8.30 a.m. Closes 5.30 p.m.
OPEN ALL DAY SATURDAY

Furs of Distinction

The rich beauty of their carefully-selected pelts and the fact that many of the handsome styles we are now showing cannot be duplicated at present cost, make it particularly advisable that you should choose during this Opening Display when quantities and qualities are at their best.

Long-Haired Furs Crave Particular Favor

By means of their ultra-becomingness—fox leading the way in popularity. All the new shades of brown, red, white and the exquisite silver are shown. Wolf, sable, mole, beaver, squirrel and opossum are also seen in scores of charming styles.

Handsome Hudson Seal Coats

These Seal Rat Coats are enjoying unprecedented vogue this season, and we are showing the latest and most exclusive New York and Canadian models in the varied lengths. Many are enriched by other costly furs.

Simpson's—Second Floor.

Women's Stunning New York Suits

of Silvertone, Wool Velour, Serge and Gabardine

Distinguished of line, faultlessly tailored and of the most popular materials the new season offers, these suits are bound to tempt the most discriminating.

Semi or straight styles with tiny shoe string belts, if belted at all, and collars that may be worn open or closed up about the throat.

To which lovely linings and cosy interlinings add attractiveness and warmth. Colors navy, brown, victory blue, oxblood or black. Priced \$45.00 to \$75.00.

Women's Exclusive Fur Trimmed Coats

Destined to unsurpassed popularity are these beautiful models of rich velours and silvertones, with their great collars and trimmings of Hudson seal (seal rat), near seal, coon or opossum.

Besides there is an infinite variety of the most favored designs which allows wide scope for choosing. Many shades of blue, full-toned browns and the new red shades predominate, while linings of bright-toned silk and satins give added individuality. Sizes 32 to 42. Priced, \$65.00 to \$150.00.

Simpson's—Third Floor.

Misses' Youthfully Styled Fall Suits

Featured in the opening display at the moderate price of \$49.75. Charming modish tailored styles are these—with the slender lines of girlhood accentuated by cunning little belts, chic-pockets, pintuckings and tailored or fur-trimmed collars. Fashioned of the graceful silvertone, wool poplin or men's serge in an ultra smart oxford shade, navy and taupe. Sizes 14 to 20 years. Special value at \$49.75.

Misses' Autumn Coats at \$35.00

In a varied assortment and of unexcelled value at the moderate price. 'Tis not often nowadays that coats of such originality and smartness as these are to be had at so tempting a price—particularly when they are made from heavy wool velour along newest lines.

One Coat is Smartly Box-Plated

—a feature of the cleverest models of the season, silk stitched and finished with big crush collars. Another has rippled back, belted front, many pintucks, large buttons and crush collar. Colors navy, green, brown, burgundy. Price, \$35.00.

Simpson's—Third Floor.

Men's Tweed Hats \$2.50, \$3.00 and \$3.50



Daily the popularity of the tweed hat grows. To meet the increased demand we have laid in an exceptional range of tweed hats in all the smart shapes and shades. Your requirements may therefore be conveniently filled since there is ample opportunity for selection. Attractively priced at \$2.50, \$3.00 and \$3.50.

Lincoln Soft Felt Hats, \$5.00.

Dressy models in the newest designs. Several good fedora shapes to choose from of this reliable brand. Well finished with real leather sweat band. \$5.00.

New Fall Caps

One, four and eight-piece crown shapes in all the new fall styles. Many materials. Prices, 95c, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00 and \$3.50.

Simpson's—Main Floor.

M-E-N

Your Fall and Winter weight Underclothing is Here Now.

Men's underclothing, combining all the newest and most distinctive features which make for convenience and comfort. Designs and fabrics to suit every taste. An inspection will convince you of the advisability of buying now, when the ranges are complete.

Penman's Scotch Wool Underwear, Garment, \$2.00

A very superior grade all-wool shirts and drawers—winter weight. Shirts have double back and breast. Sizes 34 to 44, \$2.00.

Other grades, garment, \$1.50 and \$1.75.

Rib Wool Shirts and Drawers, Each, \$3.00

Excellent garments for winter wear. Shirts are double-breasted—elastic cuffs, and ankles. Sizes 34 to 44, \$3.00. Penman's All-Wool Garment, \$4.00

Unsurpassed for winterwear, fine even weave—light and comfortable—natural shade. All sizes, \$4.00. Penman's Fleece-Lined Underwear

Offered at prices which are moderate for such high-grade underclothing. The more expensive are exceptional quality and are finished with double breast and back. Three grades. Garment, \$1.15, \$1.25 and \$1.50.

COMBINATIONS

"Admiral" Combinations, \$4.50

A fall weight undergarment, wool and cotton mixture. Sizes 34 to 44, \$4.50. Monarch de Luxe Combination, \$3.50

This is a medium weight garment in cotton and wool mixture. Moderately priced at \$3.50.

Tiger Brand, \$5.00

Ribbed Combinations, made of wool and cotton fabrics—winter weight. Exceptional value at \$5.00. Penman's spring and fall weight, \$5.00.

Tru-Knit, fall weight, \$5.00. Tru-Knit, merino, \$3.00.

Mercury Mill, \$6.00.

A garment of rare excellence, for fall wear—all-wool, light and comfortable, \$6.00.

Simpson's—Main Floor.

Fall Overcoats for Young Men \$26.50

The newest style innovations are carefully portrayed in these new fall-type overcoats, designed especially for young men.

Discriminating men will appreciate the value of this offering of high-class overcoats at such a moderate price.

The coats are correct in every detail and are made up in the very newest double and single-breasted, waist seam models, in rich autumn shades of brown and green.

Close fitting collar, natural shoulders, slash pockets, fancy silk yoke and sleeves, piped seams. Sizes 35 to 42. \$26.50.

Men's Overcoats \$25.00

Tailored in the ever-popular Chesterfield model from a plain, dark grey cheviot, with close fitting collar, fly front and slightly fitted back—wool body linings. Sizes 36 to 48. \$25.00.



Two-Purpose Raincoats \$16.50

A coat very popular with men and young men for wear either as a light-weight fall coat or a waterproof. Finished in the trencher and slip-on models from rich brown and grey tweed mixture effects, with fancy check linings. The edges and seams are both sewn and cemented. Sizes 35 to 44. \$16.50.

Navy Blue Worsted Trousers, \$6.50

An opportunity for money saving which may not be duplicated again for months to come. Trousers of this quality are unusual at today's sale price. They are well tailored and finished with side, 2 hip and watch pockets and belt loops. Sizes 31 to 44. Today, \$6.50.

Young Men—A New Fall Suit at \$25.00

These are exceptional values in suits, offering to young men a distinct opportunity of purchasing their new fall suits at a very moderate price.

They are made up in the single-breasted, 3-button, soft roll, waist seam sacque model. The materials are rich dark brown tweed mixtures with novelty overcheck pattern effect. Sizes 34 to 42. \$25.00.

Business Suits for Men, \$35.00

Attractive suits are ready for your selection today—finished from a fine worsted in a rich dark brown shade—neat, small check pattern effect. Single-breasted, 3-button, soft roll in fitted sacque model. Sizes 36 to 44. \$35.00.

Simpson's—Main Floor.

Share in These Floor Covering Specials Today

Axminster Carpets, \$3.49 Yard

Five pieces only of Axminster body. Regular value, \$7.00 yard. Clearing at, yard, \$3.49.

Large Size Brussels Rugs

Brussels rugs of good quality in all-over designs on medium tone ground. Size 11 ft. 3 in. x 13 ft. 6 in. Wonderful value at \$57.50.

Fine Wilton Rugs

An assortment of fine Wilton rugs in Oriental effects on light, medium and dark grounds. Size 10 ft. 6 in. x 9 ft. at \$78.50.

Stout, Well-finished Linoleums at \$1.19 Square Yard

A complete range of designs suitable for halls, kitchens, bathrooms and neat matting effects for bedrooms at \$1.19 square yard.

One Yard Wide Passage Linoleum, 95c Yard.

Floral design on a green ground. Regularly \$1.20. 200 yards to clear at 95c yard.

Simpson's—Fourth Floor.

Bedspreads, Pillow Cases, Towels, Table Cloths, Flannelette at Money Saving Prices Today

Ripplette Bedspreads \$2.95 Pillow Cases, \$1.95 Pair

Single, double and extra large bed sizes. Fine long drawn white cotton yarn. Easily laundered, requiring no ironing. Specially priced for today, size 62 x 90, each \$3.35; size 72 x 90, each \$3.95; size 80 x 99, each \$4.50.

\$10.50 Hemstitched Sheets, \$7.95 Pair

50 pairs only, high-grade Cotton Sheets, with a three-inch hemstitched hem on top and one-inch plain hem on bottom. Extra large size, 80 x 100 inches. Regularly \$10.50 pair. Reduced for today, pair, \$7.95.

Hemstitched Table Cloths, \$5.95

Damask Table Cloths, hemstitched, and of exceptionally fine texture. Good assortment of exclusive designs. Size 68 x 86 inches. Special today, \$5.95.

Table Napkins to match, 20 x 20 inches. Dozen, \$6.95.

Grey Flannelette, 35c Yard

Heavy, soft quality, in a medium shade of grey. 34 inches wide. Today, yard, 35c.

Simpson's—Fourth Floor.

The Robert SIMPSON Company Limited