

Fall Opening Displays at The Simpson Store

While the great Housefurnishing Sales have been holding the attention of our customers momentous changes have been taking place in the departments that are devoted to things to wear. Our buyers have been away selecting exquisite Gowns, Cloaks, Millinery and Materials, buying where the styles are set, in London, Paris, Vienna and New York. Thousands of cases of beautiful garments and materials have been pouring in, and have taken their places in the big show rooms; myriads of things we cannot attempt to enumerate, but which will give you a feast of sight seeing, to-morrow and during the following days of the opening weeks. On the ground floor each day an orchestra will add to the gaiety of the occasion with two recitals during morning and afternoon, and appropriate decorations will give a fitting setting to the beginning of the most sumptuous season we have ever known. Come early. The store opens at 8.30 a.m.



Fall Models for Women and Misses in the Mantle Section

The styles for fall and winter are now thoroughly fixed, and a splendid array of handsome suits, coats and dresses now is ready for Thursday's display.

Here are stunning new suits that give an inkling of the wealth of the new fall fashions. New gowns have been arriving from the best London and New York houses, and many beautiful garments will be shown, made in our own factories.

Suits at \$22.50 Up to \$35.00

A complete range of stylish suits. The materials, which are the very latest weaves, include cheviot serges, brocades, niggerheads, serges, tweeds and diagonal weaves. Made in nobby styles, with cut-away fronts, novelty weaves, and collars of light colors. Prices \$22.50, \$25.00, \$27.50, \$31.50 and \$35.00.

OTHER TAILORED SUITS FROM \$35.00 TO \$65.00.

Suits of poplin, broadcloth, cheviot serges and tweeds. Bedford cords and worsteds, are extremely smart. They are absolutely different from the suit fashions of last season. All these suits are well made, with great attention paid to niceties of finish. Peau de cygne linings. Suits with the new sleeve are made in one piece with the coat. Skirts show the draped styles so much in vogue. Altogether this is a wonderful collection of styles shown. Prices \$35.00, \$37.50, \$48.00, \$49.50 up to \$65.00.

THE DEBUT OF AUTUMN FASHIONS IN MISSES' AND WOMEN'S COATS.

To-morrow the third floor will be radiant with the new fall modes that Fashion has decreed for autumn.

Hundreds of styles in this great collection. The newest weaves in materials are in these coats of niggerheads, chinchillas, tweeds, velours, home-spuns, serges, and cheviot serges.

Clever styles with cutaway fronts, draped sides, and novelty trimmings. Are made in 3/4 length style; some are shorter or longer. Styles to suit the purse and taste of every customer for the choosing. Come while the collection is intact.

Prices range from \$10.00, \$15.00, \$18.50 up to \$45.00.

New Fall Blouses

Not for many seasons has the blouse shown such a distinct variation, not only for sheer and elusive character, but in the color scheme as well; brilliant hues supplant the sombre tones; anything to accent the prevailing fashion for startling mélange effects; and the new blouse, whether worn with one of those delightful, draped skirts, or as an accessory to the suit, bids fair to fill its place, and put the finishing touch to the perfect "tout ensemble," so dear to the heart of a perfectly appointed woman.

The shadings are strong, a brilliant cerise, vivid citron green, mustard, chartreuse and emerald greens are amongst the most popular colors, whilst in the very first flight are the slimy shadow laces; some of the black and Paris ecru models are dreams of beauty.

In the simpler effects, the one outstanding material is crepe de chine, for dressiness and utility it is beyond compare.

In the Blouse Section will also be shown some most beautiful examples of the highly popular lace coats; not the heavy gulfure you have seen in times past, but the soft, filmy shadow and "Chantilly," nearly all being in the smart cutaway styles.

A WONDERFUL SPECIAL FOR THE OPENING DAY.

We have just purchased in New York 30 sample blouses in ninons and fine laces; amongst them are several chic effects, with fur trimmings. For this day we have subordinated all ordinary prices, and have marked them at less than cost price. Thursday 5.95

Tunics and Beaded Coats

The prevailing note for evening wear is the tunic effect. Our representatives in Paris, after close investigation, are convinced that, if possible, this garment will be even more popular than previously.

We have bought sufficient quantities, and even now, in the month of August, our sales to our visitors show how strong is this line. As usual, we command the market for Canada, and although there are hundreds to choose from, each one is exclusive.

SPECIAL FOR THURSDAY.

100 of the daintiest little Beaded or Silk Embroidered Tunics, in crystal, black, pink, sky and several other tonings. These to mark the opening are all priced at, Thursday 5.95

SPECIAL AFTERNOON TEA will be served tomorrow in the Lunch Room—Prices 10 cents and over.

The Robert Simpson Company Limited
invite
You and Your Friends to attend
The Fall Opening Displays of
Dress Goods, Millinery, Cloaks and Suits.
on Thursday, August the twenty-first,
nineteen hundred and thirteen!



Many-Hued Millinery

from New York, Paris and London is the attraction Thursday for the thousands of women who are beginning to plan their fall and winter array. For there will be on display to-morrow a little of every accepted style of the new season, and the color ranges will include every one of the new colors, in many shades. Materials are more varied than in any recent season; wings, quills, plumes, feather bands, uncurled ostrich, paradise and fountain effects. Flowers and ornaments, tulle and velvets, all are adapted in a hundred ways to hats large and small, out more often small and quaintly pretty. In the color list are such names as Valais, Tango, Campanule, L'Alhale, Pivoine, Calfat, Fere, etc., being peculiar shades of green, nasturtium, blue of the bluebell, dragon fly, peony, okum, bronze, etc. Expressive as are the names, you can only acquire an actual appreciation of the exquisite combination of the sombre "sleat" shades with a brilliant, even, metallic trimmings and ornaments, by coming down and trying on some of the hundreds of models on show at this opening display. There are numberless hats made in our own workrooms, that can with difficulty be distinguished from the imported models, and their prices are marvellously close.

A SOUVENIR OF OUR EARLY FALL OPENING.

To each woman who visits our opening to-morrow morning will be afforded an opportunity to buy one French Ostrich Plume, 20 1/2 inches long, in black, white or color. We have 90 only of these plumes, and when these are sold we cannot promise to continue the sale at this price, as each feather sold costs us more than the selling price. Regular value \$6.00. To-morrow at \$3.00, one only to each person 3.65

A Short Resume of Materials for Fall Wear Correct Suitings and Dress Fabrics for 1913

A SEASON OF NEW WEAVES, SHADES AND COLOR COMBINATIONS.

Fall suitings, cloakings and dress fabrics, imported from the fashion centres of Europe; many of them shown exclusively by this Store; also a fine collection of standard fabrics, in all the usual and proven colors, and in a marvellous array of odd colors.

SOME NEW MATERIALS.

Jacquard Suitings, in a variety of new French designs and colorings; self colorings; two-toned and multi-tone effects.

Boucle and Loutpee Suitings, in shot and two-tone effects, with rich velvet finishes.

Delaive Velour Suitings, rich, soft, clinging fabrics, in plain and corded effects.

All-wool French Ratine Suitings, in the newest French colorings.

Peau de Neche Suitings, the very newest, have a rich velvet pile finish, and come in rich tones.

Diagonal Suitings, in medium and wide wale; they will be much used in smart tailored suits. We have a fine collection of them.

Serge Suitings, every conceivable weave and finish; all guaranteed qualities, thoroughly soap shrunk and unspottable.

THE DRESS WEIGHT FABRICS.

French Ratine Crepes, beautiful soft textured fabric, in every wanted shade and black.

Permo Shantung Dress Fabrics, will not crush in wear, and give more than satisfaction.

San Toys and Bengaline Cords, in all-wool and silk and wool; new French tones.

Silk and Wool Eolennes, in lovely shades for street or evening wear.

Wool-backed Empire Satin, an uncrushable satin that gives good wear, in a fine range of shades, also ivory and black, etc.

Silks in Our Opening Display

When we say our best previous efforts have been excelled this season we give sufficient assurance that you will find here the world's latest and most artistic productions in silk dress fabrics, gown lengths in brocaded velvets on sheer grounds of ninon and charmeuse, brocaded charmeuse, ninons, chiffon and marquisettes, in all the newest and most wonderful combinations; shot satins are shown in many combinations; silk chiffon hollow cut velvets will be much worn. Being a season of high colors the following shades will be much in demand: Mustard, brass, tango, flamingo, ninon Louis, Bulgarian blue, porcelain, marron rouge, tangerine, flamingo, Vatican purple, satinique, cerise, Paddy green, royal purple, duchesse mousseline satin, in a big range of exquisite colorings, all double width, from \$1.00 to \$2.60 yard.

Charmeuse and Crepe Meteors, a beautiful soft draping fabric, in a delightful range of shades, 44 in. wide, \$2.00 to \$4.50 yard.

Silk Crepe-de-Chene, a lovely sheer fabric, and one of the most popular for fall, all the new colorings, 44 in. wide. Per yard, \$1.50 to \$2.00.

Shot Duchesse Satin, in combination colorings, 40 inches wide, \$1.50, \$2.00 and \$2.50 yard.

Printed Ninon, Marquisette and Crepe de Chine, in most wonderful designs and beautiful color blendings, 44 inches wide, \$1.50 to \$7.50 yard.

Moire and Moire Brocades, in a lovely range of shades, exclusive designs, \$3.50 and \$6.00 yard.

Chiffon Velvets and Plushes, rich, thick pile, practically uncrushable, in beautiful street and evening shades, \$2.50 to \$5.00 yard.

Velvets, Velveteen and Velveteen Cords are endless in their variety of weaves and colorings.

All these and many more will be spread for your delighted appreciation on the opening day.

The Robert Simpson Company, Limited GROCERY ITEMS for Thursday will appear in tomorrow's paper.

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