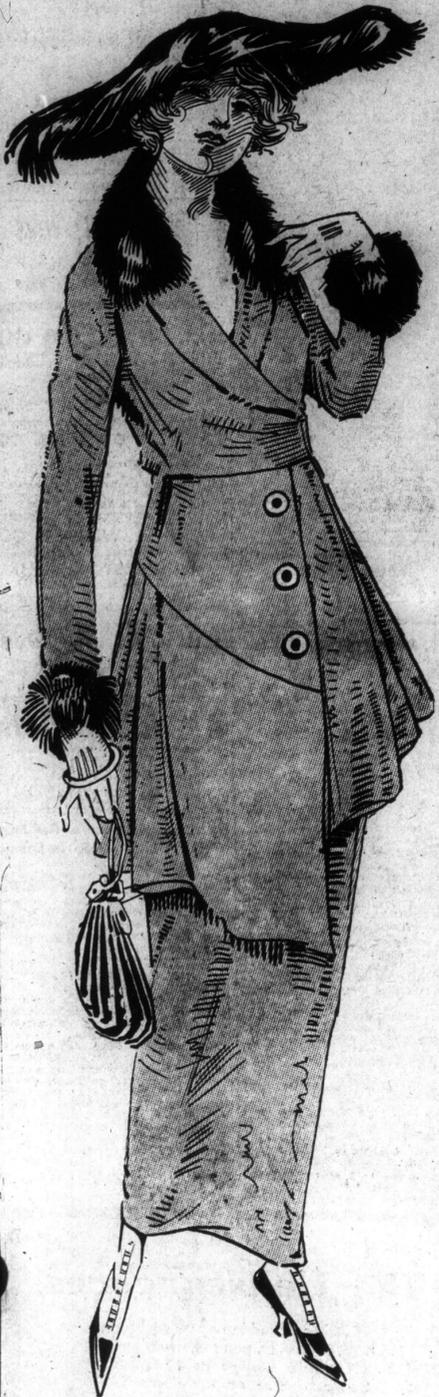


Simpson's Fall Fashions

With the Sincere Belief That Our Efforts to Interpret the Modes for the New Season in Their Most Acceptable Phases Will Be Pronounced Delightfully Successful, We Extend You a Cordial Invitation to the

AUTUMN OPENING TODAY

And the Following Days This Week, When We Shall Display New Modes in Suits, Frocks, Coats, Blouses, Furs and Millinery, for Misses and Women, and the Many Other Accessories of Dress, Offering a Complete Chapter by Which Will Be Read the Style Supremacy of the Simpson Store.



Wonderful Array of Suits

Comfort and Distinctive Style—The Outstanding Features of the Autumn Modes

Suit Coats that descend below the knee, richly lined and usually interlined, high muffler collars; and the liberal, even lavish, use of fur characterizes the stunning new autumn suits for women and misses. The trend of fashion is toward the practical tailored suit, but handsome dressy models are also featured.

Velours, silvertone, fine serges, gabardines and poplins are the materials in rich sombre shades of brown, grey, Burgundy, green, taupe and blue, also black. Priced \$35.00 to \$150.00.

The New Coats Are Straight of Line, Mostly of Velour and Extremely Practical

Simplicity, but not severity, straight lines, made lovely by soft ripples, pleats and flying panels and much fur trimming, are notes of interest in the handsome coats for women and young women.

They are mostly fashioned from wool and suede velours, pompom, duvet delaine, silvertone and velvet in shades that enhance their warm appearance. Moderately-priced coats, have great collars, and trimmings of self or seal plush, while exclusive models are richly adorned with seal, sable, beaver and such furs. Priced from \$25.00 to \$135.00.

Opening Special in the Misses' Section

Misses' Velour Coats at \$25.00, on sale at 10 a.m. today. A variety of clever styles, lined or half lined, featuring convertible collars, broad belts and button trimming; the leading shades. Today, \$25.00.

Opening Special in the Women's Section

Women's High-class Coats at \$35.00. The latest New York styles developed in a variety of high-grade materials and colors. Novelty collars, belts and pockets, and button trimming. Today, \$35.00.

Charming New Dresses

Combining the Practical and the Artistic in a Score of Delightful Ways

The silhouettes hold true where all the autumn frocks are concerned, but is beautifully beguiled from too straight and narrow a way by soft drapes, apron panels, irregular tunics and deep tucks. They are also mostly collarless.

The varied and lovely materials are serge, jersey, satin, charmeuse, taffeta, crepe de chine and georgette, in everything from the smartly tailored street dress to exclusive dressy models.

Rich fringes, beading, embroidery in silk, chenille and wool add charm, while every conceivable color is shown.

On Sale at 2 p.m. Today in Misses' Section—New Serge Dresses at \$21.75

They are regularly \$27.50. Fashioned from fine Botany serge in a variety of smartly tailored styles, embroidered and button trimmed. Colors navy, black, brown, green.

Blouses Par Excellence

Georgette is Again the Dominant Note of the Autumn Blouse

Georgette is again the reigning favorite, with crepe de chine closely following. For strictly tailored wear the satin blouse, mostly in rich tartan plaids, predominates.

But the colors, too glorious for words and so numerous as to be bewildering. Reindeer, beaver and mixed browns, greys, taupe, beige, bottle green, white, mats and flesh—alone or in rare combinations. There is an abundance of navy, and the smartest designs in black and white.

The style features are many. The collarless neck line, ruffled, rucked and pin-tucked fichus, accordion pleating, embroidery in silk, wool and beads, and the modish fringe are a few of the many touches that make each blouse a thing of beauty and a joy as long as you wear it.

GEORGETTES, priced from \$5.95 to \$25.00. CREPE DE CHINE, priced from \$5.00 to \$12.50.

New Neckwear Exclusively Dainty

The "Rosebud" Neckwear of sheerest net, exquisitely fluted edged and interlined and shaded with tiny silk rosebuds. You may have "vestees, gimpas, jabots, fichus, collars and collar and cuff sets in a wonderful variety of styles.

Flillet Neckwear is more favored than ever, either in machine or hand-made designs. Lovely georgette collars, too, alone or combined with delicate lace. Vestees of every description in georgette, satin, net and lace.

Gloves--Hosiery New Autumn Shades

Those of washable cape gloves are here in more charming styles than ever. All the new shades with Havana brown predominating—straight or gauntlet style, with embroidered backs and contrasting cuffs. \$2.00 to \$3.75.

Thread Silk Hose, in plain shades. Many show smart clox. \$1.50 to \$3.75 a pair.

Pure Italian Silk Hose—silk from top to top—feature the newest shades. \$2.00 a pair.



Today, We Will Show a Complete Assemblage of the PARIS and NEW YORK STYLES IN

MILLINERY

FOR THE AUTUMN SEASON

Exclusive Models from Paris

BY MARY AND ANNIE—LEONTINE—MAISON LEWIS—GERMAINE—RIVES—MARGUERITE AND LEONIE—TALBOT—HERMANN AND OTHERS.

Stunning New York Tailored Hats

TO WHICH BENDEL, JOSEPH, HYLAND, BRUCK WEISS, GAGE, RAWAK, BURGESSER AND OTHER LEADING MAKERS HAVE CONTRIBUTED. A host of charming hats from our own designers—faithful copies of authentic New York and Paris creations.

The opening display of Autumn Millinery discloses one of the smartest, most practical and altogether entrancing assemblages with which Dame Fashion has ever tempted womanhood.

Brims with bird-like sweep and brims that roll up abruptly or droop divinely—turbans that are brimless, and poles, are among the many designs. Ostrich, grenched, glycerined and curled, form crowns, brims and exquisite ornaments. Burnt goose, gours, paradises, hawks and nutmats enrich the hatter's plush, silk velvet or beaver of which these beautiful hats are fashioned.

Opening Special—Grouped

Somewhere among the great gathering your hat awaits you, at a price that you will be willing to pay.

High-class Tailored Hats, made from hand-blocked shapes, French shapes, and many entirely hand-made hats. Beautifully trimmed with feathers, wings, ornaments, or richly draped. All the leading shapes and colors. Prices \$17.50, \$19.50 and \$22.50.

The New Autumn Silks and Velvets

The Most Interesting and Tempting Display We Have Ever Exhibited.

A revelation in authoritative weaves, distinctive and exclusive designs. Incomparable beauty in colorings, bringing out the soft rich autumn tones, and above all, that unrivalled supremacy in quality which has made "Simpson quality" justly famed.

Monday's display will be an enlargement of our exhibit at the National Exhibition—one whole aisle from the Queen west to the Queen east elevators being used to feature the favored weaves in SILKS, VELVETS, PLUSHES, arranged in the most delightful and artistic combinations.

Satins, of course, lead—"Baronette," "Kitten's Ear," "Crepe Meteors," "Jerette Crepe," "Liberty" and "Grenadine" Satins, and many different finishes in Satin Duchesse.

Broadcaes, Pussy Willows, Foulards, Damas Broches, etc., etc.

A word about Velvets. We have been most fortunate in getting our Velvets, Silk Plushes, Corduroys and Velvetens here in time—and demand already points to another big season. Three large sections given over to the showing of all that is new and select from French, British and American manufacturers.

Dress Goods—Suitings—Coatings

Velour De Laine, Broadcloths, Tricotine and Fine Serges Have First Call for Suits and Coats

CHARMING VELOUR DE LAINE, beautifully soft, suede-like finish, for suits and coats. \$5.00 to \$7.50 yard.

"SIMPSON QUALITY" SERGE—Simpson, the name synonymous with the apex of quality and absolute satisfaction, our serge suiting section is one veritable maze of "navy blue," to meet the phenomenal demand for this popular shade, featured in men's cloth serge, West of England serge, fine Botany serge, admiralty serge, mannish chevots. Note—These cloths are all specially "soap shrunk," and dyes are guaranteed. Prices range from \$4.00 to \$6.50.

TRICOTINE AND GABARDINE—These weaves allied to serges are very popular for suits and dresses; 50 to 52 in. wide. Priced from \$2.50 to \$5.00.

NEW COLORED DRESS SERGES—Fine chiffon serges, for dresses; 52 inches wide. Per yard, \$3.50.

ALL-WOOL DRESS POPLINS—42 to 52 inches wide. Per yard, \$2.50 to \$3.50.

THE NEW FUR PLUSH COATINGS—See the newest in "Sealart," "Artez," "Yuletex," "Hairsal," "Nulamb," "Kerami Persica." For coats, coat sets, shoulder capes, muff sets, etc. Also a wonderful display of Saltz and Lister's Silk Plushes, in black, seal, beaver, taupe and mole.

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