

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100



The Robert SIMPSON Company Limited

A Man's Dinner
In the Palm Room the Business Man may obtain a substantial meal in which the food is cooked to his liking and served promptly. A quiet, restful place in which to dine with comfort.

Your Guide

In the lower, left hand corner of this page appears the Shoppers' Daily Guide, which will be a regular feature each morning. In concise form it indicates the various sale offers as they occur on all the floors of the Simpson Store, and is designed to provide a useful and convenient summary for shopping activities.

This Year Wash Fabrics Will Assume a Popularity for the Making of Dresses, Greater Than for Years

For 1926 fashions decree that summer frocks shall be made of these fresh, crisp materials more extensively than for some seasons.

Sheer Voiles in Gay Colors fairly make you long for summer's golden days. Light blue, pink, gray, yellow, navy, copen, mauve, rose, Nile, reseda and black are some of the colors you may choose from. 40 inches wide.

Scotch Zephyrs, a sturdy fabric and enduring—like the Highlands whence it comes. White grounds, with stripes of gray and blue or checks, in navy and white or red and white. 32 inches wide.

Beach Cloth. This heavier wash fabric, ideal for the summer suit, comes in shades of navy, Alice, rose, sand, gray, green, gold, brown, black and white. 36 inches wide.

Ratine—Ideal for Summer Frocks, because no matter how many tubings, the fabric remains unimpaired. The novelty designs are smartest, showing white grounds with stripes of mauve, gray, pink, blue and green. 36 inches wide.

Mercerized Pongee. Extraordinary in its versatility, for there is no part of the summer costume it cannot successfully fashion. Colors copen, rose, gray, sky, natural, pink and white. 42 inches wide.

The New Doucittine. A fine fabric something along the order of nainsook, in pretty shades of navy, copen, sky, rose, pink and mauve. 32 inches wide.

Simpson's—Second Floor.

A Brownie Offer

Takes pictures 1 3/4 x 2 3/8, both vertical and horizontal. Has reliable lens and Rotary shutter, is strongly constructed and neatly finished in imitation leather and nickel. No. 0. Today... **2.90**

- Also:
- No. 2 Brownie **3.35**
 - No. 2A Brownie **4.60**
 - No. 2C Brownie **6.00**

Simpson's—Main Floor.



Milady's Toilette

Have you noticed the many new aids to beauty we are showing in our Toilet Section? In addition to the manifold needs for one's winter care of the face we also show some novelties that are just coming into popularity in leading centres.

It is with profit that one follows the toiletry announcements from day to day. Our prices are most reasonable and frequently offer remarkable values.

Simpson's—Main Floor.

Little Folks' Needs

Are Particularly Well Served in Simpson's. Note Some Exceptional Offers in Apparel for Today

Two charming styles in Velvet Dresses from regular stock. One wool embroidered, the other has shirred bodice and long-silk sash. Colors in the lot—Copen, navy, brown and cardinal. Sizes 2 to 5 years. Regularly \$6.75 and \$7.50. Today **4.50**

Girls' Underskirts, made of good quality white cotton and flounced with edgings of open work embroidery. Double cotton waistband. Sizes 6 to 14 years. Today **.89**



All-Wool Serge Reefers. Dark navy, in convertible double-breasted style, that will button both ways. Swagger brass buttons down front and cuffs and silk flag ornaments on sleeve. Black twill sateen lining. Sizes 2 to 6 years. Today **13.50**

Children's Serge Tams, black or dark navy, with one-piece crown and silk ribbon band. Gilt printed letters and streamers. Leatherette sweatbands. Sizes 6 to 6 1/2. Today **1.49**

Simpson's—Third Floor.

The Four Weeks' Course in Dressmaking and Tailoring

Commencing February 23, Under the Direction of

Mrs. Judith Blackburn

Offers to women of Toronto an unprecedented opportunity to gain a practical knowledge of sewing—as well as a chance to make a tailored suit coat, dress or blouse, or any other garment, under the direction of one whose expert system is of national renown. All at the small cost of \$2.00 for the complete course.

Even if You Have Never Sewed a Stitch

Mrs. Blackburn says: "You may begin a garment, finish it and have it perfect" during this remarkable course. In other words, Mrs. Blackburn assumes the responsibility.

Moreover, if you are accustomed to doing your own sewing or are an experienced dressmaker, you will gain points that will be of inestimable value to you.

Again, you are perfectly free to join the classes for the privilege of hearing the lessons, even if you do not wish to make a garment at all. At all events, be sure to

Attend the Free Lecture Tomorrow at 2.45 p.m.

Given by Mrs. Blackburn in the Lunch Room, Sixth Floor

In this lecture Mrs. Blackburn will explain her wonderful System of Dressmaking and Tailoring, and will give a practical demonstration. You are personally invited to attend. By doing so, you will be under no obligation to take the course unless you wish to do so.

Enroll Now — At the Information Bureau, Main Floor, Centre. Price of Entire Course is only **\$2.00.**

The Robert SIMPSON Company Limited

Lovely Spring Frocks

In Colors That so Appeal to the Eye Are Featured for Women and Misses in the Dress Department

One fetching frock in teal duck or marine blue or taupe has the new long bodice, embroidered and piped in contrasting shades. Also a simulated button-pocket.

A chic navy taffeta design has its skirt corded to give the slightly distended hips, which pockets are set. Other new modes are the narrow velvet ribbon about the wide taffeta girdle and short sleeves.

Another lovely navy taffeta is ruffled a bit over the hips and boasts of a long Tuxedo collar and vestee of navy georgette embroidered in bugle beads and crystals.

These and more other charming models at the moderate price of **27.50**

Inspiring Rug Display

Not Only Will Your Needs in Floor Covering Be Supplied But Expert Advice as Well

It does one's heart good to visit the Rug Display on the Fourth Floor. Not alone is the insight into the wonder work of the far East which one gains a thing to prize, but here will come the inspiration as to the floor covering for certain rooms in your home, which perhaps has puzzled you.

In variety and design this display is authoritative. The purchaser will receive as well the expert suggestion and advice of those who know what rugs are fitted for special environments, and how they should be disposed.

If you like the deep wine color, here are Bokhara or Kiva Rugs from Turkestan. They are distinguished by a close even weave, and are usually designed in set figures.

The Dozart is a fine bit of workmanship, woven in the Hamadan district, Persia. It has a long close pile, small intricate design, and produces a lustrous iridescent effect that is much sought after.

Among the highest types are the Anatolians, woven in Asia Minor from genuine Angora wool, with design and finish that sets them apart in beauty.

Simpson's has become known for the excellent quality of the Chinese rugs provided. Typical Mongol patterns worked out in blue and gold, and fascinating to behold.

All of these rugs are specially priced, and the value given at the sale prices is most unusual in view of transportation conditions. Chinese Rugs from **\$25.00 to \$550.00.** Anatolians from **\$250.00 to \$550.00.**

Simpson's—Fourth Floor.



SHOPPERS' DAILY GUIDE

BASEMENT.
Simpson's Tuesday Market. Meats and Fish. Groceries. Fruit Section. Candy-Section. Flower Section.

MAIN FLOOR.
Women's and boys' stockings reduced.
Enrollment for Dressmaking Course at Exchange Bureau.
Toilet Specialties.
Reduced prices on rings in Jewelry Dept.
Specials in Stationery and Book Dept.
Attractive offers in Men's Clothing today.
Men's shirts and ties reduced.

SECOND FLOOR.
Women's lingerie sale-priced.
Showing of Spring dress fabrics.
Spring hats at special prices.
February Black Silk Sale.
Boys' clothing offers.
Women's footwear reduced.

THIRD FLOOR.
Children's wear specials.
Silk waists and wool spencers on sale.
Women's winter coats reduced.
Spring suits for women and misses.

FOURTH FLOOR.
Big opportunity in towels and towelling.
Reduction in window shades.
Home-lovers' Club.
Linoleum sale.

FIFTH FLOOR.
February Furniture Sale.

SIXTH FLOOR.
Sale of "Made in Canada" wall papers.
Electric fixtures reduced.
Household paint at 60c a quart.
The Palm Room and Cafeteria.

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