

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Do you belong to the Home-Lovers' Club? It means money in your pocket for a much longer time.

The Robert SIMPSON Company Limited

The Palm Room satisfies your good taste in food and your good taste in service and environment.

Rug Treasures From the East

Finest Rug Products in a Gorgeous Display and Priced Phenomenally Low

Just unrolled from the great aromatic bales in which they left the cargo boat, these magnificent spreads of Oriental rugs possess an appeal difficult to resist. Woven on the spindles of Eastern shepherds and worked into the intricate and fascinating designs which pass down from father to son as trade secrets, these products display color combinations most unusual and yet blended into soft harmony.

So choice and attractive are they that a Toronto woman the other day, speaking of Simpson's display, declared: "I go to see them and I cannot leave the place; I want to buy them all."

Bokharas, Afghans, Pergams, Mosouls and Kazkars all in array. The view will be a delight to you, and the prices are phenomenally low.

Fine Kermanbah Rugs

Extra fine grade rugs with beautiful lustre, in lighter shades of green and rose. Ideal for parlor use. Sizes range from 5' x 8' to 9' x 14'. Priced from \$295.00 to \$795.00 each.

Khieva-Bokhara Rugs

Wonderful rugs, specially known for their rich shades of deep red and wine color, woven with goat's hair pile. Noted for durability and hard wear. A select assortment in sizes from 4' 8" x 5' 6" to 6' x 4' 9". Priced at \$119.00 each.

Pergams

Very popular rugs, with deep pile and exceptionally rich colorings. A heavy type, which will lie flat and not curl. A large range of sizes, from 5' x 3' to 8' x 6', marked at special prices, from \$79.00 up to \$249.50.

Fine Anatolians

Perhaps the most popular of all Eastern rugs for modern furnishing. In a wide range of colors, featuring rich blues, delicate shades of rose and cream. The high grade of wool and the excellent colors, combined with the perfect weaving, make these rugs ideal for a well-furnished room. A splendid stock of room sizes, from 5' x 7' 6" at \$195.00 to 13' x 10' at \$739.00.

Rare Kazaks

A few extra choice pieces, in sizes suitable for large hotel or den use. Extra heavy pile. In shades of their noted rose, crimson and blue. Small sizes, around 3' x 6', at \$69.50 each; large room size, 6' x 8', at \$295.00 each.

Simpson's—Fourth Floor.



Imported Satin Tams

The very moderate price is no indication of the splendid value of these soft pretty tams. Of chic style, made from rich satin, finished with viscra or silk straw, black, navy and brown. Would sell regularly at \$7.50. Today ..... 5.50

New Straw Ready-to-Wears have just arrived, in lissere and porcupine straws; also the fashionable new shiny Ramea braids, that resemble ribbon grass. Splendid variety of shapes, including black, navy, taupe, nigger and Maeterlinck blue; also high sports shades. Moderately priced from \$3.50 to \$10.00.

Simpson's—Second Floor.



Making Merry With St. Valentine

In Our Stationery Department Will Be Found Every Decorative Essential For the Festive Season

There will be racing and chasing from night until morn; all sorts of mischief and merriment afoot; hearts pattering rapidly in various unsuspected bosoms, and young Cupid loosing innumerable sheafs of arrows and, enjoying the busiest night in many years.

For isn't St. Valentine one of the most romantic old coves one could wish, and his day a sort of armistice from the conventionalities that hamper youthful heart burnings? And above all isn't it Leap Year?

You will want a store of things for the dinner, the dance, or the tea party on that day. We have a special stock to supply your requirements.



The ideal method for the young hostess who is planning a party, for the dance committee or for any organization handling arrangements for a festive time, is to visit the Stationery Department, Main Floor, and from the host of suggestions there settle the whole program without trouble.

Part of the Array

- Festoons, red and white combined, 2 for ..... .25
- Streamers, white or red, 2 for.... .25
- Crepe Paper, all colors, per fold.. .20
- Decorative Crepe Paper, per fold. .25
- Decorative Table Covers, 60 x 84 inches ..... .50
- Serviettes, per dozen ..... .8
- Basket Favors, per dozen, 75c and \$1.10.
- Flyers, white, per dozen ..... .35
- Lunch Sets (for 12 people).....1.25
- Paper Lamp Shades, each, 15c, 30c and 50c.
- Cardboard Shades, each ..... .10
- Masks, in red, white, pink and yellow, each ..... .10
- Fancy Aprons, each ..... .15
- Fancy Caps, each ..... .15
- Gold and Red Arrows, in packets, 2 for ..... .25
- Skating Programmes, per dozen.. .10
- Seals, Hearts, Cupids, Arrows, etc., in packets, 2 for ..... .25
- Decorative Cut-Outs for Ices, per dozen ..... .20
- Valentine Post Cards, each, 1c; 2 for 5c, and 3 for 5c.
- Fancy Valentines, priced from 1c to 50c.
- Valentine Cards, 8 in packet, with envelope ..... .10
- Tally Cards, per dozen ..... .25
- Dance Programs, per dozen ..... .50

Our selection of Valentines for mothers, fathers, husbands, wives, brothers, sisters, sweethearts, is very dainty and attractive.

Stationery Dept.—Main Floor.

Now You Should Plan Re-Decoration

Of course you are planning new drapes and wallpapers for some, if not all, of your rooms this spring. Now is the time to make your arrangements.

New season's stocks are arriving. Chintzes in great variety and delightful coloring, velours, nets, scrims and madras muslins.

Draperies—Fourth Floor.

Also wonderful new wallpaper effects, in exclusive shadow designs and Chinese patterns.



All drapery orders received today will be delivered by March 1st.

We will gladly send an interior decorator to advise and suggest.

Wall Papers—Sixth Floor.

Luggage Which Defies Hard Wear

Strength, Quality and Convenience Are Built Into Our Goods

Many pieces of Simpson luggage are world tourists of long standing. Their trans-Atlantic voyages cannot be numbered on one hand. The labels of American and European hotels where they have sequestered for nights and days would make an imposing collection.

And yet this luggage is as good as on the first trip from the Sixth Floor to the customer's home. Why? Because Simpson quality is in it.

Note the big sturdy corners on the trunks, corners that will dent a concrete platform; the sturdy built-to-wear suitcases, and the smooth, smartly-finished elegant club bag, betokening the fine taste of the owner, and his excellent judgment in travelling goods.

On Simpson's Sixth Floor your train or boat requirements for the southern trip will be most satisfactorily arranged. Here for example is the Excelsior model in the wardrobe trunk. Specially designed in mechanical perfection, simplicity and complete arrangement.

- Three-quarter size ..... 115.00
- Full size ..... 130.00



Fine British Serges

Chiffon Dress Serges. Lovely fine soap-shrunk British serges, in navy and black, 52 inches wide, for one-piece dresses. Today, yard ..... 3.50

Fine Botany Serge. All-wool soap-shrunk qualities, 52 and 54 inches wide. Fast navy and black. Today, yard .. 5.50

College Serges, in navy and black. 40 inches wide. On sale Main Floor bargain tables today, yard ..... 1.95

All-Wool Dress Serges. Guaranteed best Bradford dyes, fine twill finish, medium and dark navys and black. 42 inches wide. Today, yard ..... 2.24

54-Inch Suiting Serge. All-wool West of England serge suiting. Guaranteed to give entire satisfaction in wear. 54 inches wide. Fast navy and black. Today, yard ..... 2.95

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