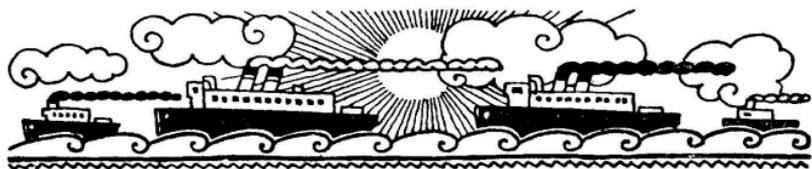


Simpson's
EXHIBITS



**CANADIAN NATIONAL
EXHIBITION
1925**



Introduction

—with the world to draw from, Beauty flows into the great reservoir—the modern store.

THE embodiment of fine art in merchandise, the perceptions of many people, the aesthetic ideals are manifest in the Simpson displays and exhibits at this National Exhibition. The latest tendencies in apparel and accessories, the finest products of the silk loom, home furnishings and decorations, together with a museum collection of priceless Royal Doulton are presented in all their interesting diversity. These exhibits are but a passing glimpse of the treasure trove of exclusive merchandise which it has so often been said gives to the Simpson store the character and atmosphere of an international exposition.



Fashions

1. A graceful, flattering Frock in which a debutante might surround herself with an atmosphere of loveliness. In crepe romaine—a study in striking color contrasts 'gainst virgin white. At \$225.00

2. "The Falling Star Frock"—from Sally Milgrim, the Jeanne Lanvin of New York. A reigning favorite in Fashion's Court in asphodel yellow chiffon. Like stars along "the milky way" the rhinestones twinkle in bedimmed glory round the radiant "Falling Star." At \$245.00

3. Shimmering, scintillating, as captivating as a subtle mode can fancy it, moulding the figure with an exquisite grace of line. Fashion basks in the gleam of metal radiating from the silver slip. At \$225.00

4. The genius of Milgrim takes exquisite expression in this dance Frock of pink-lavender chiffon. Charm, indeed, has been captivated in the artful, variegated blendings of the sweet pea floral motif. At \$225.00

5. Philippe et Gaston inspired this straight sheath Frock, broken at the knee with a clever pleating of chiffon. The whole thing is dyed in the cause of Fashion—in bishop purple. At \$225.00

6. The glory of the mode flashes through this jewelled Frock in cloth of gold. Gorgeous, floriated effects, alluring in color, are expressed in multi-colored

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beads. The straight, short-cut panels are the new Doeuillet inspiration. At \$285.00

7. Youth glories in the activity of the flaring silhouette of this Milgrim Frock. In Persian violet, veiling moss green, it is an exquisite color foil for the shower of geranium blossoms, so typical of Milgrim. At \$275.00

8. Jenny's "Paillette" beaded motifs distinguish this chiffon Frock in the wondrous new blue-rose. Tone pictures in harmonic color progressions are the wonder and the glory of the beaded embroideries. At \$245.00

9. Patou's "Garnet," expressed in Lanvin's "Robe de style," is the secret of the fascination of this chiffon taffeta Frock. The quaint Bertha idea in metallic lace suggests the revival of picturesque Mid-Victorian fashions. At \$185.00

10. Lanvin's "yellow-green" gives light and alluring color to this Frock in silver satin. With myriads of silver beads outlining intricate embroidery motifs it adheres to the glittering mood of the Paris mode. At \$255.00

11. The genius of Louiseboulanger is glimpsed at a glance at this two-tone chiffon Frock that shifts into ombre-tones of greens and yellows. Encrusted with myriads of glittering beads that melt into the chiffon background. At \$245.00

12. The newest chiffon dancing frocks flutter with flares of lace in circular drapes such as shown in this model. It's a Worth idea to applique the lace in metallic threads. In luscious bois de rose. At \$185.00

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13. "Out of the Long Ago," so you'll say as you glance at this Pompadour Frock in green and gold brocade. A replica of Madeleine et Madeleine's bolero frock, with its "petticoat" and vestee of fragile lace patterned in silver threads. At \$185.00

14. Interest centres in this picturesque Frock since it calls back the Mid-Victorian days of basques and crinolines. In old blue and gold brocade so lovely with lace, so quaint with posies. At \$215.00

15. Caught in the web of old gold lace, this bewitching Frock corroborates the report: "Paris is enmeshed in lace." The fashionable flare is introduced in the back fullness. The shoulder drape falling toward the hem has the unique idea of an evening train. At \$165.00

16. Bishop purple and jet black—Molyneux sees the mode of "elaborate simplicity in this colorful contrast and 'mais oui'" the slim sheath gown, unbroken from neckline to hem, appears. The sequined effect of the dyed beads is brilliant. At \$225.00

17. Rich Persian treatments suggested by Suzanne Talbot find perfect expression in this model in luxurious Pompadour velvet. The new fullness that sweeps across the front introduces animation and fashionable grace. At \$225.00

18. The predicted rise in waistlines is noticed in this youthful Frock in softest rose chiffon. The beaded banding is the clever device used. The soft hip drapery is subtly added to relieve the severity of the confining waistline. At \$145.00

19. Patou's Corinthian Red that's been flashing round Paris, throbs in this chiffon dance Frock. Metallized chiffon flowers blossom with life-like

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naturalness, basking in the glow of the diamante hem. At \$185.00

20. Three outstanding fashions—the flaring outline, repeated in the sleeves—the use of sheer fabric for evening, with the addition of metal lace and fur—and the new long sleeves for formal wear—are all seen in the model in periwinkle blue chiffon. At \$195.00

21. The Mid-Victorian fischu, the jewelled effect in rich Persian colorings and the soft, lustrous Pompadour velvet in ivory-white, this is the picture of the autumn mode as set forth in this model. At \$225.00

22. Animation—activity—a fluttering, flaring line, the very spirit of “The Fountain” after which this Milgrim Frock is named. Like myriads of glistening dew drops daintily dancing on slender blades of grass, are its water jet brillante embroideries. In softest chiffon shaded in dawn. At \$275.00

23. A sophisticated Gown of gray chiffon, slim to the knees, then flaring smartly with bands of chinchinola to add a note of luxury to the grace of line. The shading of apricot that shimmers through is another trend toward elaborate color schemes. At \$175.00

24. Interest centres in this sheath Frock, on the petite hem godets of Philippe et Gaston. In satin charmante or striking nuances of pink and cyclamen. At \$250.00

The models used in this exhibit are exact replicas of the original display figures shown at “The Exposition des Art Decoratifs.”



ROYAL DOULTON

"While loveliness goes by."

Royal Doulton—the art pottery on which the sun of England rose, the art pottery on which it has been shining through all the long avenue of years of "trade and traffic." Out of Burslem, these gems of ceramic art, glorious in tradition, have come, breathing all the poetry, exhaling all the loveliness of rare things of beauty.

In the liquid loveliness of their velvet glazes, colors take on a brilliance as if by magic. Sinking into the glaze, they become incorporated with it, expressing decorative embellishments that rival in richness ancient masterpieces in precious metals.

This present exhibition is the finest collection of Royal Doulton Art Pottery ever shown outside the Old Land. It is

*"A feast of wonder and shapes and hues of
Art divine.*

"All of beauty of all use."

No. 1—"THE HARVESTERS"

A wonderful piece of ceramic art, by Tittensor, of the Royal Academy. The perspective, which is tremendously difficult on a rounded surface, has been perfectly realized.

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No. 2—"AN OLD DUTCH INN"

Another Tittensor piece is broadly and forcibly painted in the happiest colors.

Nos. 3 and 4—"A PAIR OF VASES"

Painted in French Sevre style by Brough, who is considered as the finest painter in this style of his time.

No. 5—"SPRING"

Harry Allan is brilliantly clear in depicting bird subjects. The color scheme is exquisite in its daintiness.

No. 6—"THE SWANS"

A delicate piece of coloring by Harry Allen, the very embodiment of grace.

Nos. 7, 8 and 9

Percy Curnock has achieved a particularly uncommon color treatment in this group of flower paintings. The flowers, in a warm orange tint, are wondrous 'gainst a brilliant violet background.

No. 10—"POLAR BEARS"

An Arthur Eaton piece where the character of the Arctic conditions is finely expressed.

No. 11—"THE BIRDS"

Arthur Eaton has realized a glorious quality of sunlight in this bird-picture that is almost quaint in its expression.

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Nos. 12, 13 and 14—"FIGURE PAINTING"

George White is at his best in this fanciful type of figure painting. There is a lightness, elegance in form and color treatment that is unexcelled.

No. 15—"THE THISTLE"

Harry Nixon has done a fine bit of coloring on this piece. The painting is very fine.

Nos. 16 and 17—

"ARISTOCRATS OF THE FRENCH COURT"

Leslie Johnson does this type of picture in the daintiest form and color.

THE ROUGE FLAMBE AND SUNG GROUPS

The combined artistic skill and diligence of Royal Doulton has been rewarded by liberal recoveries of this lost ancient art of beautiful "ruby-red glazes." With chemical wizardry they have discovered new loveliness by building up color schemes that shade off into greens, grays, iridescent blues and Persian violets—over them all a haze hangs, delicate as frost traceries 'gainst a window pane. Collectors of Rouge Flambé will find here Doulton pieces that rival the finest of the Chinese red glazes.





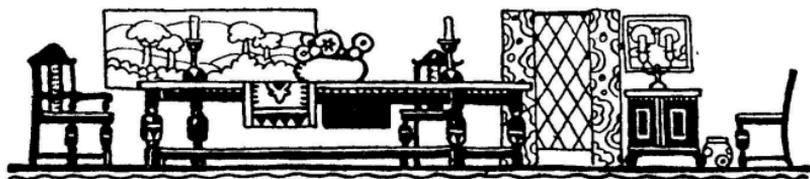
Silks

Silks lure traditional Romance and enduring Beauty to their looms.

Silk—breathes of poetry, of romance, of things that happened long ago. Or so it seems. One's imagination paints swift pictures of Queens and courts of waiting ladies, of bold knights quaffing their ale, of half-forgotten curtsies and other laid-away-in-lavender mannerisms of the long ago. A browsing amongst silks and whist!—all comes back and lives again.

There are the old tapestry patterns that live again in luxurious brocades, descendants of our Grandmothers. The wealth of design and color, the glint of gold, the flash of silver in the metallics that go still farther back to the Renaissance. The stately grace and regal pomp of royal velvets—shades of Madame Pompadour or of Good Queen Bess of Merrie England!

In this present exposition of silks, one comes upon designings rich in lore and history adapting the beauty, grace, rhythm, color and splendor of the old to the requirements of the new.



Furniture

The way of the nomad leads to—home.

Time unfolds with each civilization new expressions of beauty, commensurate for the inspiration of her people. The masters of southern Europe, who nurtured the art Renaissance that was to sweep the world, left an inexhaustible treasure of motif, line and color inspiration for modern home furnishings. While in those past days, finer creations were confined to churches, places of learning and palaces of the mighty—to-day, the trend of the present revival of past-period art seems to centre around the production and grouping of home furnishings.

THE LIVING ROOM

The genial and informal social life of the Georgian period, that found reflection in the home of cultured Britons, is immediately felt as one looks around this room. A modern edition of an Old-English living room showing furniture and furnishings that suggest gracious old Hepplewhite, famous Jacobean and dignified Georgian. The classic meets the romantic in the Chinese rug and exotic colored draperies.

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IN THE DINING ROOM

The picturesque Spanish furnishings create a beautiful present-day interior. "The Tuscan" suite unmistakably indicates its Spanish tendencies in the "paw foot" and the grouping of columns. The Persian rug and art silk draperies emphasize the Spanish feeling.

THE BEDROOM

From sixteenth century France—a period lavish in decorative schemes—this Bedroom Suite was inspired. In walnut it is expressive of restrained elegance. Keyed to that period of exquisite extravagance are the gaily printed French linen hangings and floor coverings. The painted window cornices strike a quaintly reminiscent note.

THE SUNROOM

This modern addition to the modern home provides a medium for the modern fancy for vibrant color. 'Gainst hand-painted walls throbbing with color, garish-hued Swedish draperies achieve the smartest of modern effects.

NOTE: The furnishings in this Exhibit have been selected from our own assortments and arranged by Simpson's Home Furnishing Service. Attendants will gladly answer any question regarding the prices of furniture or draperies.



OUR HOME BUDGET SERVICE

—is the place to get the right start—and the right start is half of making the goal. There you may learn what you should be paying for the roof over your head—what goes into food—what into clothing—how to spend money. An expert's time is yours without charge any hour of the day at the office of the Budget Director at the Store.

THE OUT-OF-TOWN SHOPPING SERVICE

will supply information or make purchases for you. Should you wish to purchase any of the Apparel or Home Furnishings described in this booklet, write to Simpson's Out-of-town Shopping Service. An experienced shopper will make the purchases for you or give you information regarding this or any other merchandise.



The
Robert Simpson Company
Limited