

EMPIRE DAY SALE AT SIMPSON'S

STORE HOURS 8.30 a. m. to 5.30 p. m.

STORE CLOSURE TODAY 5.30 p. m.

The Great Spring Holiday—Empire Day, begins the summer season in Canada; summer apparel, summer furnishings in our homes, equipment for summer sports and gardening, the hundred-and-one needs of the summer vacation—all must be refurbished or renewed. That is why Simpson's EMPIRE DAY SALE, which immediately follows the holiday, on Tuesday, May 26th, will be of exceptional interest to you. The items need no praise by us.

Gloves—Hosiery
 Women's Fine Summer Gloves, long plain lisle thread, long lace lisle thread, wrist length pure silk thread, all in black and white, also washable chamollette in natural and white, in wrist length; all sizes, perfect finish and fitting. Extra value, Tuesday, at 25.
WOMEN'S FINEST SUMMER HOSE, TUESDAY, AT 25c.
 In the lot are plain black, tan and white and mercerized cotton hose, embroidered in colors, black cotton with natural wool sole, and unbleached mace sole, and some outside width; best finish; all sizes. Exceptional value, Tuesday, at 25.
CHILDREN'S FINEST SUMMER HOSE, TUESDAY, AT 25c.
 In the lot are mercerized fine ribbed lisle thread, close and very elastic weave, tan, sky, pink, white and black; also Buster Brown's sister in white; princess lisle in black and white, and plain black cotton, and ribbed cotton heavy weight, in black; sizes 5 1/2 to 8 1/2. Extra value, Tuesday, at 25.
 Men's Finest Quality Imported Silk Lisle Thread Socks, bright brilliant thread, near like real thread silk, and will wear better; a great selection of colors, black and tan included, and some silk embroidery, colored design, spliced heel, toe and soles; sizes 9 1/2 to 11; usually 35c quality. Tuesday, at 25.

Carpets
LOOK OVER THIS LIST OF POPULARLY PRICED FLOOR COVERINGS.
 Heavy Floor Oil Cloth at 27c a yard—36, 45, 54, 72 and 90 inches wide.
 Canvas Back Stair Oil Cloth—18 inches and 22 1/2 inches wide, at 12c and 17c a yard.
 Scotch Tapestry Carpet at 55c a yard—For rooms and halls, with 27-inch Stair Carpet to match. Special value, 55c a yard.
STENCILLED JAPANESE MATTING RUGS AND MATS.
 3.0x 4.6 25
 3.0x 6.0 30
 6.0x 9.0 125
 9.0x 9.0 150
 9.0x12.0 225

Breakfast
READY AT 8.30 TO 10.30 A.M.
 Special for Early Shoppers.
 Choice of Corn, Cream and Eggs, boiled or poached, or Fried Bacon or Small Steak with Hashed Potatoes; Toast with Marmalade or Fresh Rhubarb; Pot of Tea or Coffee with Cream 20
 Take Queen Street Elevator to Sixth Floor.

Toilet Goods
 Hair Brushes, solid backs with 11 rows of hand-drawn bristles. Regular price 60c. Sale price 39.
 White Celluloid Tooth Brush Trays. Regular price \$1.25. Sale price 69.
 Real Ebony Cloth Brushes with pure French Tooth Brushes with pure bristles. Regular price 20c. Sale price 10.
 Grossmith's Phul-nana and Slem-el-nasin Perfume. 1 1/2 oz. bottle. Sale price 75.
 Prostilla Hand Lotion. Sale price 46.
 Kirk's Jap Rose Talcum Powder. Sale price, per can 15.
 Atkinson's English Toilet Soaps, verbena, eau de cologne, sandalwood and rose. Sale price, 3 cakes for 25.

STEAMER TRUNKS.
 Canvas-covered, fibre bound, with heavy hardwood slats, sheet-iron bottom, two strong straps on outside. Sizes 32, 34, 36 and 40 inches. Empire Day Sale 4.39
CANVAS-COVERED TRUNKS.
 Iron bound, hardwood slats, sheet-iron bottom and tray. Sizes 28, 30 and 32 inches. Empire Day Sale 1.98
COWHIDE SUITCASES.
 Steel frame, leather corners, swing handle. Brass lock and catches. Linen lining. Sizes 24 and 26 inches. Regularly \$5.95 and \$6.25. Empire Day Sale 3.49
LEATHER CLUB BAGS.
 Watrous and long grains, swing handle, brass lock and catches, full leather lined. Sizes 16 and 18 inches. Regularly \$4.00 and \$4.50. Empire Day Sale 2.50
40-PIECE CARLSBAD CHINA TEA SET, \$2.79.
 Splendid quality "Carlsbad" China Tea Set, with pretty pink rosebud cluster decoration, gold-traced handles and edges. Set composed of 40 pieces: 12 tea plates, 12 cups and saucers, 2 cake plates, slop bowl and cream jug. Regularly \$3.75 complete. Empire Day Sale 2.79
1150 BRASS JARDINIERS, 95c.
 Perfectly Finished Brushed Brass Jardinieres to fit 8-inch pots. Regularly \$1.50. Empire Day Sale 95c
\$3.50 CUT-GLASS WATER JUG, \$2.25.
 Beautifully cut design on perfect clear heavy blank. Cut-Glass Water Jug. Regularly \$3.50. Empire Day Sale 2.25
\$3.50 CUT-GLASS BERRY BOWL, \$1.98.
 Cut-Glass Eight-inch Berry Bowl. Buzz and diamond cutting. Perfectly finished, clear, even blank. Regularly \$3.50. Empire Day Sale 1.98
4-PIECE "BLUE CASTLE" COGNAC SET, \$1.98.
 Napkins to match. Empire Day Sale, each 49c
"BLUE CASTLE" COGNAC SET, \$1.98.
 Finest quality, thin English porcelain, with pretty decoration. Set consists of 8 cups and saucers, 6 tea plates, 2 bread plates, slop bowl, baker and meat platter. Empire Day Sale, complete 1.98
SALT SETS, 78c.
 Two Cut-Glass Open Salt Cellars, beautifully cut, with two sterling silver salt spoons, gold lined bowl. Empire Day Sale 78c
\$4.50 WATCHES, \$2.69.
 For vacations and outings. Tight-fitting gunmetal cases with jointed back and an excellent 15-jewel movement of reliable make, closely regulated and guaranteed strictly accurate. Regularly \$4.50. Empire Day Sale 2.69
GUARANTEED ACCURATE.
 Sectional plate, fancy pattern handles. Regularly \$3.50 dozen. Empire Day Sale, set of 6 2.00
 Rogers' Silver-plated Dessert Spoons, section plate, to match spoons. Regularly \$5.00 dozen. Empire Day Sale, set of 6 3.00
 Rogers' Silver-plated Dessert Forks, section plate, to match spoons. Regularly \$7.00 dozen. Empire Day Sale, set of 6 4.50
 Rogers' Silver-plated Tablespoons, section plate, fancy pattern handle, to match spoons. Regularly \$6.00 dozen. Empire Day Sale, set of 6 3.50
 Rogers' Silver-plated Medium Forks, section silver plate, to match spoons. Regularly \$8.00 dozen. Empire Day Sale, set of 6 5.00
40 BROWN TANNY BEANPO, \$4.00.
 English Jet. Sterling silver deposit in neat scroll design. Regularly \$4.00. Empire Day Sale 3.00
\$4.75 CASSEOLE, \$2.97.
 Casserole, genuine Guernsey fireproof lining, with cover fitted in silver-plated frame, pieced design, bright finish; ebony finish handles. Regularly \$4.75. Empire Day Sale 2.97
LUXURIOUS HAMMOCKS.
 A great variety of patterns, fancy stripes, floral effects. Close weave, of separately dyed warp. Wide fringe valance, elastic pillows, and footrest. Regularly \$2.50. \$3.75 to \$4.75. Empire Day Sale 2.98
NICKEL-PLATED KITCHEN UTENSILS, \$1.45.
 Size 7, 8, 9, pit or flat bottom. Regularly \$1.35 to \$1.45. Empire Day Sale 98c
GRISWOLD FOOD CHOPPERS.
 Griswold Food Choppers, extra refined finish. Regularly for nuts, meats, vegetables, etc. Regularly \$1.50. Empire Day Sale 97c
AMERICAN LADY, \$1.00.
 Cedar Oil Mop, protected with rubber band to save furniture from injury. The yarn spreads the oil and absorbs the dust, while the felt quickly produces a dry, lustrous polish. Regularly \$1.50. Empire Day Sale 1.00



The Good Will of the Bride

The growth of this business is accounted for in part at least by the fact that we highly appreciate the good-will of our customers and leave nothing undone to deserve it. Now we want to start right with the Brides of June, and so make this announcement regretful.

FURNITURE FOR THE BRIDE.
 With special pleasure and satisfaction. From Grand Rapids (the home of artistic furniture), from Great Britain, and from the largest Canadian cabinet-makers, we have accumulated a variety of the latest models of furniture. Some are single pieces, carved, or inlaid with mahogany, and there are several complete sets for dining-room and boudoir. These will be disposed of in a special pleasure.

A THREE DAYS' SALE AT HALF PRICE.
 We ask the special attention of the relatives and near friends of the bride to this opportunity of making a handsome and permanent contribution to her new home. On the items enumerated here, the

REDUCTIONS TOTAL MANY THOUSAND DOLLARS.
 and these are only a fraction of the exhibit now displayed on our fifth floor, with appropriate decorations, ready for inspection, Saturday, May 23rd. Sale begins Tuesday, May 26th.

Half-Priced Furniture Items

Dressing Table—Made of solid mahogany throughout, colonial design, has handsome carved legs and standards and triple mirror at back. Regularly \$176.00. Half price 88.00
Chiffonier—To match above dressing table, in solid mahogany, has four long and two short drawers. Regularly \$140.00. Half price 70.00
Four-post Bed—To match above pieces, made of solid mahogany, the posts and rails are beautifully hand-carved. Regularly \$190.00. Half price 95.00
Dining-room Suite—Made of solid mahogany throughout. "Adams" design, splines, wains, has one long drawer and china cabinet, extension table, two arm chairs and six side chairs. Regularly \$1,500.00. Half price 750.00
Sample China Cabinet—Solid mahogany, "Chippendale" design. Has ten glass ends, glass door and movable shelves. Regularly \$128.00. Half price 64.00
China Cabinet—"Colonial" design; has bent glass side and glass door. Regularly \$128.00. Half price 64.00
Extension Dining Table—Solid mahogany, colonial design, 60-inch top, extending to 10 feet. Regularly \$150.00. Half price 75.00
Dining-room Chairs—Solid mahogany frames, have neatly woven rush seats; set consists of one arm chair and five small chairs. Regularly \$70.00. Half price 35.00
Dining-room Suite—"Elizabethan Period," finished in old oak. Buffet has three top drawers and three cupboards. Dining room chairs, in high grade leather, slip seats; china cabinet with glass sides and door, movable shelves. Regularly \$418.00. Half price 209.00
Writing Desk—"Sheraton" design, made of solid mahogany, beautifully inlaid; the back is neatly arranged with small drawers and cupboards. Regularly \$275.00. Half price 137.50
Drawing-table—"Colonial" design, solid mahogany, has very massive pedestal, two drawers and two pockets on each side. Regularly \$48.50. Half price 24.25
Drawing-table—To be supplied in various designs, with plate glass tops. Regularly priced from \$40.00 to \$50.00. Half price, \$20.00 to \$25.00.
Wagon—"Sheraton" design, made of solid mahogany, neatly inlaid and fitted with separate tray. Regularly \$96.00. Half price 48.00
Shaving Stand—Made in solid mahogany, has adjustable mirror and neatly arranged drawers. Regularly \$41.00. Special half price 20.50
Arm Chair—"In mahogany, "Chippendale" design. Regularly \$41.00. Special half price 20.50
Arm Chair—"In oak, "Jacobean" design, upholstered in genuine leather. Regularly \$48.00. Special half price 24.00
Revolving Study Chair—Well upholstered. Regularly \$69.00. Special half price 34.50
Desk—"In solid mahogany, "Sheraton" design, neatly inlaid. Regularly \$112.00. Special half price 56.00
Dressing Table—"In cirsassian walnut, "Colonial" design, has triple mirrors at back. Regularly \$68.00. Special half price 34.00
Cheval Mirror—"Made of solid mahogany, large British bevel mirror. Regularly \$42.00. Special half price 21.00
Cheval Mirror—"In solid walnut, has oval British bevel mirror. Regularly \$11.00. Special half price 5.50
Hall Arm Chair—"Elizabethan" period, made in walnut, antique finish; the back rails and legs are beautifully carved. Regularly \$72.00. Special half price 36.00
Hall Chair—"Old Dutch" design, in solid mahogany. Regularly \$85.00. Special half price 42.50
Cellarette—Made of solid quarter-cut oak; the interior is conveniently arranged. Regularly \$22.75. Special half price 11.40
Sewing Cabinet—"In solid mahogany, the drawers have arranged interiors. Regularly \$11.00. Special half price 5.50
Arm Chair—"In ivory finish; the back, seat and wing are woven cane, loose cushion. Regularly \$23.50. Special half price 11.75
Arm Chair—"In solid mahogany, "Sheraton" design, finely inlaid, has cane seat and back. Regularly \$37.00. Special half price 18.50
Arm Chair—"In solid mahogany, "Adams" design, neatly carved. Regularly \$48.00. Special half price 24.00
Arm Chair—"Old Dutch" design, in solid mahogany. Regularly \$95.00. Special half price 47.50
Arm Chair—"Adams" design in mahogany, has cane seat and back. Regularly \$55.00. Special half price 27.50
 These items are in addition to those shown in the Empire Day Booklet.

Men's Clothing Items for Today's Selling

FASHIONABLE NORFOLK SUITS.
 The men's preference is a single-breasted yoke Norfolk Suit, with pleats front and back and belt. The pants are finished with cuff bottoms, belt straps and side straps. Finest tailoring and best finish. Sizes 35 to 42. Price 18.00

SOFT-ROLL FRONT TWO-PIECE SUIT.
 Made from shepherd's plaid English worsted, in smart two-piece style; coat is single-breasted, with soft-roll front, short length, narrow shoulder, narrow width trousers with cuff bottoms, belt and side straps, finest tailoring. Sizes 35 to 40. Price 15.00

MEN'S LIGHT WEIGHT COATS FOR COOL EVENINGS.
 For these cool evenings, made from English Burberette cloth, in fawn shade, single-breasted, Raglan shoulder style, silk sleeve linings and through shoulders, nicely tailored. A rain-protecting coat, as well as a light weight top coat. Price 18.50

Men's Hats

Men's Panama Hats, large full shape, high crown, with slight ridge showing over the top and medium brim, or in a smart telescope or slightly depressed crown shape, with heat curl brim which can be worn turned down if desired. These hats are made from selected South American braids in close-weave, natural bleach, which does not injure or destroy the wearing qualities of the fibre; best finish and trimmings; the best value in a Panama hat offered. Saturday, only 2.85

Men's Stiff and Soft Hats, new and most fashionable spring and summer shapes, fine quality imported fur and fur mixed felt, wide range of colors. Regular prices \$2.00, \$2.50. Tuesday's sale price 85c

Men's and Youths' Soft Felt Hats, crushed style, light in weight and medium wide brim, an extra good hat for summer wear; colors tan, brown, green, navy and black. Tuesday's sale price, for 40c

Men's and Boys' Caps, medium large golf shape, in fancy patterns of assorted tweeds, dark, medium or light shades; also fine navy serges. 15c and 25c caps. Tuesday's sale price 5c

Men's Straw Hats in dressy boater shape, medium high crown and brim medium width, fine sennit, Canton or yocco braids; extra well trimmed; light in weight, and cushion fitting leather sweatbands. Tuesday, special sale price 75c

Umbrellas

SPECIAL CLEARING \$1.00 and \$1.25 SILK and WOOL UMBRELLAS, 75c.
 240 only Fine Quality Silk Mixed Covered Umbrellas, paragon steel frames, choice selection of plain and mounted handles. Special, \$3.00 79c

CLEARING LINE OF SUMMER PARASOLS, 75c.
 Special purchase of Sample Parasols, in stripes, Dresden and fancy combinations in the new shades, mounted on standard shape frames, long stylish handles. Special value 75c
 Fine Quality Silk Parasols in the season's newest designs and colorings, mounted on brass frames, in the new bell, tub and standard shape frames. Natural woods and fancy carved handles. Special 2.50

Today's Special Offerings

A reminder to those who will be shopping today.
Lingerie Waists—Lovely crepes. Regularly priced \$2.95, \$3.95 and \$5.00. Today 1.95
Vanity Cases of German silver. Regularly \$1.50 and \$2.00. Today 85c
Warren's Suits—Many shades and materials. Regularly \$12.50 to \$17.50. Today 7.95
Women's Corsets which have sold at \$1.50 and \$1.75. Today 89c
Girls' Dresses—Chambrays and galatas. Regularly \$1.25 to \$2.25. Today 1.00
Suiting Fabrics—Checks, Worsteads, Whipcords, diagonals. Regularly \$1.00. Today 49c
EVERY SORT OF SPORTING GOODS, TENNIS EQUIPMENT, BASEBALL SPECIAL, TIES, BOXING, CRICKET, ETC., TO BE CLEARED TODAY AT HALF PRICE.
 Men's Summer Suits—Handsome in style and fabric. Regularly \$15.00 to \$20.00. Today 10.75
 Men's Shirts—Several odd and broken lines. Regularly \$1.25 to \$2.00. Today 99c and \$5.00. Today 2.50
Pumps and Oxfords for Women—The newest styles in all sorts. Regularly 1.95 and \$2.00. Today 1.49
Bed Spreads—White herringbone style. Regularly priced \$1.75. Today 1.49
Gun Metal Watches—For men. Sterling value at \$6.00. Today 2.98
CLEARING PARIS, NEW YORK AND FISK PATTERN HATS. REGULARLY PRICED FROM \$12.50 TO \$25.00 EACH. TODAY'S PRICE ONLY \$7.50.

Basement Items for Tuesday's Shoppers

8.30 a.m.—Graniteware Sale—8.30 a.m.

30c EACH—BIG SPECIAL VALUE—30c EACH.
 1200 Assorted Saucepans, Preserving Kettles, Vegetable Cookers, Covered-Handle Pans, Rice or Oatmeal Cookers, Tea Pots, Coffee Pots, etc. The colors—All white and blue, green and white, blue and white. One piece of each kind to a customer. No phone or mail orders for this clearing. Choice, for each 30c
\$2.75 COVERED CLOTHES BASKETS, \$2.19.
 To clear this bulky stock of Fresh Clean, Willow Baskets, with hinged lids, we are offering the balance for early shoppers. Tuesday, regular \$2.75, Tuesday 2.19
AMERICAN GIRL CEDAR OIL MOP, 78c.
 To introduce this Specially Prepared Oil Dusters, Cedar Mop, which will clean, polish and finish hardwood floors, linoleums, etc. In all styles, we are offering 200 for sale, complete with handle, Tuesday, for each, 79c
Clean, White Dish Mops. Tuesday, 7c and 10c.
Lavatory Mops. Tuesday 10c
Strong Woven Strand Mop Cloths, strongly bound at head. Tuesday, 15c, 25c, 35c.
UNUSUAL BASEMENT VALUES.
 4-foot Wooden Step Ladders, with pull-back attachment. Regular 78c. Tuesday, 59c
5-foot Step Ladders. Regular 78c. Tuesday, 59c
CLOTHES BASKETS.
 Bright, Clean, Laundry Clothes Baskets of strong willow make will be on sale Tuesday at these prices:
 35c Willow Clothes Baskets, for Tuesday, 29c
 45c Willow Clothes Baskets, for Tuesday, 39c
 55c Willow Clothes Baskets, for Tuesday, 49c
 65c Willow Clothes Baskets, for Tuesday, 59c
EXTRA HEAVY QUALITY.
 55c Willow Baskets. Tuesday 35c
 65c BROOMS, 25c.
 300 Full Corn, 5-String Broom, Strong Brooms. Regular 90c. Tuesday 59c

Tuesday's Grocery List

One car Standard Granulated Sugar, in 20-lb. cotton bag Per bag 30
 Choice Picnic Hams, 6 to 8 lbs. each Per lb. 16
 Lard, in 5-lb. tin Per tin 16
 Choice Mashed Potatoes 3c per tin
 Finest Canned Tomatoes 3c per tin
 Canned Corn or Peas 3c per tin
 Cowan's Perfection Cocoa 7c per tin
 Finest Creamery Butter Per lb. 25
 Pure Kettle-Rendered Lard 3-lb. pail 24
 Pure Gold Quick Tapioca, Chocolate and Custard Macoonie's Kipperd Herring, plain or in Tomato Sauce Per tin 14

CANDY SECTION

(Main Floor and Basement).
 1000 lbs. Creamed Dates Per lb. 20
 1000 lbs. Imported Turkish Delight Per lb. 20
 Simpson's Nut Bar. Special 3 bars 10