The Holiday falling on Saturday this year

makes a long week-end and a short business

week. This store has planned to assist in your

satisfactory enjoyment of the 24th of May by

holding on Thursday, the 22nd, and Friday, the

A Special Empire Day Sale

of seasonable merchandise, with a special view to

holiday needs. Every department has respond-

ed with such enthusiasm and goodwill that it's

difficult to select any for special mention. You'll read with interest the special values outlined on

the two pages of announcements in this paper.

Millinery on Sale

will treat Thursday as a special bargain day for you who can do your shopping early. We have placed in our showcases some of the exclusive hats, such as

are worn at the races. The four items we have out-

placques trimmed and ready to be worn. 2.25

At \$1.75. Leghorns, Milans, Java, Tagels, all superior lines. Regularly \$2.50, \$3.00, \$3.50 1.75

AT THE FLOWER CIRCLE.

Some of our better grade imported French lines which are superior in color tones and shading, large

roses, small mounts, and a great assortment of mis-cellaneous trimmings, including lots of small and large

American beauty roses. Regularly 75c, 90c, 50 \$1.20 and \$1.75. Thursday

AT THE FEATHER CIRCLE.

"Her Majesty" \$2

Corsets \$1.25

price. It is a new "Her Majesty" model we are just

introducing, and it comes at a particularly opportune

a fancy coutil, light yet strong, medium bust, long and graceful below hips, deep unboned section, best rust-

proof boning throughout, wide side steel, four wide

strong elastic garters, patent clasp which can't come

undone, draw cord in bust, deep lace and ribbon trim-

ETRA SPECIALS IN UNDERWEAR.

vests low neck, short or no sleeves, beading and rib-

bon. Sizes 32 to 40 bust; drawers lace trimmed, um-

brella style, open style only. Sizes 32 to 38. 14

low neck, short or no sleeves, lace beading and ribbon,

umbrella style, lace trimmed, or tight knee drawers.

Girls' Dresses, white cotton, front of waist, cuffs,

waistband and skirt of embroidery, lace edges. Sizes

2, 3, 4, 5, 6 years. Regularly \$1.00. Thurs-.59

styles in ginghams, chambrays, and cashmerettes

Blues or pinks. Sizes 2, 3, 4, 5 and 6 years. Regularly 50c to \$1.00. Thursday, clearing at (Third Floor)

day, clearing at

Regularly 20c and 25c. Thursday

Women's Vests or Drawers, fine ribbed cotton:

Women's Combinations, fine ribbed white cotton,

Reduced Prices on Little Girls' Dresses. Little

Little Girls' Dresses. Odds and ends of dainty

\$2.00 model. Thursday, per pair

time. Phone orders filled.

We have just 300 pairs to distribute at this cut

A handsome new "Her Majesty" model, made of

Sizes 18 to 26 inches. A regular 1.25

At \$2.25. Draped hats, in black; fine Crinoline

lined for this big extra bargain day are all good.

Thursday, bargain

to \$5.00. Thursday, bargain

To relieve the pressure sure to come Friday, we

EMPIRE DAY SALE

Women's Suits Thursday

Regularly \$16.00, \$18.50, up to \$22.50. A big holiday special. These suits are extremely good value, including all the newest style. A wide variety of fabrics, beautifully lined. 8.45 Regularly \$16.50, \$18.50, to \$22.50 BIG SAVINGS ON CLOTH DRESSES, REGULARLY \$5.85, \$7.50, AND

\$9.50, THURSDAY, \$3.95. A big clearance to make room for our summer stocks; serges, lustres, Venetians, and Panamas, in black, navy, brown, greens, and black and white checks. Made in several good styles. Holiday price, extra special 3.95

CREAM SERGE SUITS FOR SUMMER WEAR.

Hair line striped cream serges, made in new and dressy styles. Fabrics, styles, and workmanship are of the very best. Coat cutaway or square effects, beautifully lined with white satins. Skirts display the caught-up effects and high waist line. Range of prices \$12.50, \$15.00 and \$18.50.

SPORTING COATS, \$2.45 TO \$6.50. Splendid values in a wide variety of styles and materials. Soft fluffy flannels, in stripes of red and black, green and red, navy and white, blue and black, navy and red, and dark red and yellow; also plain navy and scarlet flannels, cut in pretty Norfolk style with wide belts and collars of white flannel, or in the new Bulgarian blouse style with jaunty collars. Range of prices, \$2.45 to \$6.50.

COATS FOR GIRLS \$3.59.

An exceptionally good lot of separate skirts, well tailored and perfect fitting garments. The styles are new and smart. Materials are splendid quality serges in black or navy, and tweeds in grey, tan and brown mixtures. Sell regularly for \$4.50 and \$5.00. Thursday price

Imported Satin Petticoats \$1.95

Women's Petticoats, of extra quality imported satin, in black and new shades, emerald, Copenhagen, Nell rose, royal purple, navy and king's blue. The straight hanging flounce is made with rows of pintucking and knife-pleating. Sizes 36 to 42. Empire Day Sale price 1,95 JAPANESE SILK PETTICOATS, \$2.95.

Silk Wash Petticoats, of heavy Japanese silk, in white only; the two-piece flounce is made in tailored style, with rows of pin-tucking and under-piece of self. Sizes 36 to 42. Empire Day Sale

KIMONO GOWNS FOR \$1.39. Cotton Challie Kimono Gowns, in fancy floral patterns, navy, sky and cardinal, Empire effect, outlined with plain piping, fancy collar and turn-back cuffs of fine mercerized repp. Sizes 34 to 44. Empire Day Sale price Day Sale price (Third Floor) 1.39

\$15 to \$25 Tunics for \$5.99

Crystal, Jet, and Sequin Tunics, colored effects, metallic colorings, in long or short tunics, at a price that will pay you to put away until next fall, if you cannot use now. Regularly \$15 to \$25. Empire Day Sale price 5.99 \$19.50 TO \$29.50 FRENCH GOWNS,

FOR \$10.00. A beautiful lot of French Lingerie Gowns, plain cream delaines, some col-ored volles and poplins, in some of the newest and prettiest styles of the present season. Regular prices \$19.50, \$25.00, and \$29.50. Empire Day Sale price (Third Floor)

WAISTS

For big business on Thursday we have concentrated our efforts on a group of new waists to sell at Ninety-eight cents. These are all clearances from our own factory, and from other waist makers, and at the price, represent goods that would be sold regularly at \$1.25 and \$1.48.

BRIEF DESCRIPTION. Fancy White Madras, with the latest "Sydney Carton" collar and big colored silk sailor knot.

White Duck Norfolk, trimmed either navy or Copenhagen blue, and white belt. Splendid Tailored Waist of Satin Striped Dimity, laundered collar and soft

Corded White Dimity, with very low Robespierre collar and long sleeves White Lawn Tailored Waist, Robespierre collar and long sleeves.

Colored Striped Delainette, with plain gingham Peter Pan collar and cuffs. Ecru Linen, with low flowing collar and lace knot, short sleeves.

This group and many other styles, in all sizes, marked for a big day's selling at..... (Third Floor) .98 Women's Silk Hosiery

Seconds, extra fine quality, black, tan, and colors, deep lisle top, spliced heel, toe and sole. Sizes 8½ to 10, seconds of the \$1.00 grade. Thursday 350, 3 for \$1.00.

Children's Ribbed Black Cotton Hose, stainless dye, elastic rib, close knit, spring weight, good wearing, double heel and toe, 6 to 10, 25c quality, Thursday .17

Women's Natural Washable Chamoisette Gloves, 2 dome fastener, heavy self back, strong sewn seam, close, fine weave. Sizes 5½ to 7½, 50c value, "PEN ANGLE" SILK SOCK, SECONDS, FOR MEN.

80 dozen, in all shades, black, tan and colors, medium weight, fine, clean thread, through some slight defect are marked seconds, but the wear is there, 3-ply heel, toe, and sole. Sizes 9½ to 11. Extra value, Thursday, 35c pair, 3 pairs

Nine-Cent Day in Notions Safety Pins, assorted, on card of 1 dozen. Regularly 2 doz. 5c. Thursday.

Dome Fasteners, black or silver, all sizes. Regularly 2 dozen 5c. Thursday, Hooks and Eyes, black or silver, all

Mending Wool, carded, black, white and colors. Regularly 3 cards 5c. Thurs-

Pin-on Hose Supporters, black or white, all sizes. Begularly 121/2c and 15c. Thurs-

and 3. Regularly 121/2c and 15c. Thurs Pin Sheets, 400 assorted pins, extra strong. Regularly 5c sheet. Thursday.

(Telephone direct Notion Department) (Main Floor)

HANDKERCHIEFS Are you going out of town for Empire Day? If you are, why not take some of

(Simpson's) handkerchiefs to your friends -sister, mother, father or brother. Handkerchiefs are always acceptable, and

(Initial) Handkerchiefs for women, pure Irish linen, 1/4-inch hemstitch border, fine sheer linen, neat initial, with a pretty, dainty floral spray in corner. Special

Men's Handkerchiefs, pure Irish linen, 14-inch hemstitch border, extra fine quality of linen, full size. Special Thursday 2 for 25c. Women's Embroidered Handkerchiefs,

fine sheer linen, 1/4-inch hemstitch border, pretty, dainty floral, conventional and butterfly designs. Special Thursday, 3 for 50c.

Black Satins and Shantung Silks

Natural Color Shantung or Raw Silk, 26 inches wide, on sale 39c per yard. 34-inch Natural Color Raw Silk, in good weave, assortment of fine and knappy

Black Duchesse Paillette, with fine bright finish and in summer weight, 38 inches Black Duchesse Mousseline, 38 inches wide, firm, bright black and skein-dyed.

Black Satin Duchesse, has the new French finish, and looks exceptionally well when made up; in a 39-inch guaranDo Not Fail to See Simpson's Other Page of Announcements in This Paper

\$10,\$12,\$15 and \$16.50 Men's New Spring Suits

ATSIMPSON'S STORE

to Clear \$7.95 400 Men's New Spring Suits to clear at a price away below the cost of production-undoubtedly our biggest sale of men's ready-to-wear clothing. These high-grade garments were bought from one of our leading manufacturers, which insures your getting a perfect fitting, beautifully tailored suit at this nominal

The materials are thoroughly reliable English tweeds and worsteds, in all the new shades and patterns, in browns and greys, which will give satisfactory service.

Made in smart single-breasted, three-button style, with all the new features clearly defined.

The linings are good wearing mohairs and the workmanship

Every suit worth \$10.00, a great number worth \$12.00 and \$15.00, and many worth \$16.50. To clear 7.95

Boys' Two-Piece \$2.00 and \$2.50 Suits \$3.49

Complete stock clearing sale of broken lines and odd sizes from regular stock. Boys' two-piece suits, double breast sack and single and double breast Norfolk styles, in brown, grey and fancy novelty shades. Owing to our desire to reduce stock, we offer regular \$5.00, \$5.50, \$6.25, \$7.50 and \$9.00 values in sizes 24 to 34. 300 BOYS' STRIPE SHIRT WAISTS, with white attached soft collar and cuffs, full blouse style, splendidly made. Sizes 11½ to 14. Special Thursday50 BOYS' TWEED BLOOMER SPECIAL. 400 pairs strong Bloomers, of imported English cloths, in grey and brown, with high-grade linings, very strongly made. Sizes 23 to 34. Special Thursday. (Main Floor)

32-inch Crum's Standard Prints

on light grounds, with stripe figures, etc. These are all perfect goods, but slightly soiled on the outside. Regularly 15c. 27-inch Plaid and Check Gingham, a cound quality, and will launder perfectly. hursday bargain6/2

A FINE SOFT CREPE has just come into stock, in shades of pink, mauve, grey, champagne, saxe, rose, tan and white, only about sixty yards to a shade. You should come early, as crepes are very scarce. 31 inches.

42-inch Self-colored Plain and Fancy

Wide Taffeta Ribbon 9c a Yard A Ribbon of rare value offered at a reduced price. It is of heavy firm quality and is 4½ inches wide. Most excellent for children's hair bows, hat bows or sashes, and may be had in the best summer colors—white, cream, pink, pale blue, old rose, lilac, navy, red, cardinal and black. Empire Day Sale price.....

Voiles, in pinks, mauves, whites, with spots. Regularly 65c. Clearing at .49

OPTICAL

A magnificent quality of Rich Duchesse Satin, with a brilliant finish, every thread pure silk and yarn dyed. For millinery and summer sashes it cannot be surpasse-

ed. May be had in 24 of the season's best colors, including novelty colors. Re-duced in price. Empire Day Sale

Hats for \$1.00

Holiday bargain of 2,000 men's

stiff and soft hats, at less than half

their regular selling prices. Hats made by one of the oldest and most

reliable of the English manufacturers, and from very fine qualities of fur felt, in all the new and up-to-

date shapes and new colors for

spring and summer wear. The greatest bargain of the season.

Choose your headwear necessities from this lot. \$2.00 and \$2.50 Hats.

Thursday, only 1.00

Our Optical service is always good. Best in the morning. Glasses as low as \$1.00. Optical Dept. 2nd

Men's and Boys' White **Cotton Nightrobes**

We have bought about a hundred dozen Men's and Boys' White Twill Cotton Nightrobes at a very low price. The cotton market is very high, and white cotton nightrobes are scarce at a dollar a piece. Thursday at, each, men's, 75c; boys', 59c.

50c BALBRIGGAN UNDERWEAR, 88c. Men's Egyptian Yarn Balbriggan Underwear, shirts and drawers, all sizes, in sky, white, grey and natural shades. Regularly 50c. Empire Day Sale price, a garment .33

\$1.50 CAMBRIC PYJAMAS, 98c. Men's Cambric Pyjamas, in a range of neat colored stripes. Regularly \$1.50.

15c WASH NECKWEAR, 3 FOR 25c. Men's Wash Ties, in several different shapes and makes. Regularly 15c. Em-

MEN'S NECKWEAR AT HALF PRICE. 10,000 Ties purchased from a Toronto manufacturer, all silk and silk mixtures.

Women's Solid Leather Hand Bags 95c

REGULAR \$1.25 TO \$1.75. In a variety of styles, nine and ten

inch, riveted, and metal frames of nickel, gilt or gunmetal; all are leather lined, and contain change purse. Regular \$1.25 to \$1.75. Empire Day sale price95

\$1,50 SILVER MESH BAGS, 98c. 300 only, silver mesh bags, 51/2inch oxidized frame, ring mesh, detachable kid lining, inside pocket. Regularly \$1.50. Empire Day sale

Good Laces Low Priced

\$1.00 AND \$1.15 FLOUNCINGS CLEAR-ING AT, A YARD, 48c.

27 and 24-inch Swiss Flouncing in very handsome floral designs, in blued, eye-let and guipure lace effects. Our \$1.00 and \$1.15 flouncings. Empire Day Sale

No phone or mail orders filled. CLEARING WOMEN'S NECKWEAR

AT 19c.
Stylish Wash Neckwear for Women, in sailor collars, Robespierre collars, epaulet, or the new sailor collar, made of white pique, crepe or embroidered Swiss, so fashionable this season for tailored suits, blouses and cotton dresses. A 25c and 35c collar. Empire Day Sale price, each19

250 PLAUEN IRISH LACE NECK-

The Robert Simpson Company, Limited

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