

Store Hours: May 8.30 a.m. to 5.30 p.m. daily

June, July and August Saturdays 1.00 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.

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 regarding

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, some are 3-piece sets, and there are several complete sets for dining-room and boudoir. These will be disposed of in

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 few items enumerated here, the

REDUCTIONS TOTAL MANY THOUSAND DOLLARS

and these are only a fraction of the exhibits now displayed on our fifth floor, with appropriate decorations. 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 \$139.50. Half-price \$69.75.
- Dining-Room Suite—Made of solid mahogany throughout, "Adams" design; consisting of sideboard, dinner wagon, china cabinet, extension table, two arm chairs and six side chairs. Regularly \$1500.00. Half-price \$750.00.
- Sample China Cabinet—Solid mahogany, "Chippendale" design. Has bent-glass ends, glass door and movable shelves. Regularly \$40.00. Half-price \$20.00.
- China Cabinet—"Colonial" design; has bent-glass side and glass door, with movable shelves and mirror at back. Regularly \$75.00. Half-price \$37.50.
- Extension Dining Table—Solid mahogany, colonial design, 60-inch top, extending to 10 feet. Regularly \$120.00. Half-price \$60.00.
- 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, very finely carved. Dinner wagon has one long drawer and under-shelf. Extension table extends to 10 feet. Dinner cabinet of one arm and five small chairs. Regularly \$310.00. Half-price \$155.00.
- Breakfast Suite—"Jacobean Period," in solid oak, consisting of seven pieces; Buffet has two drawers and two cupboards, under-shelf and the back is neatly carved; dinner wagon has carved panel top; gate-leg dining table has oval top; four dining chairs, in high-back design; six chairs, cabinet with glass sides and four movable shelves. Regularly \$415.00. Half-price \$207.50.
- Library Table—"Italian Renaissance Period," made of solid mahogany, handsomely hand-carved, with drawers conveniently arranged at both sides of table. Regularly \$200.00. Half-price \$100.00.
- Writing Desk—"Sheraton" design, made of solid mahogany, beautifully inlaid; the back is neatly arranged with small drawers and cupboard. Regularly \$375.00. Half-price \$187.50.
- Sewing Table—"Sheraton" design, made of solid mahogany, with satinwood inlay lines; four small drawers and shelf. Regularly \$70.00. Half-price \$35.00.
- Sewing Table—"Colonial" design, solid mahogany, has very massive pedestal, two drawers and two pockets on each side. Regularly \$40.00. Half-price \$20.00.
- Drawing-Room Tables—Made of solid walnut and mahogany; can be supplied in various designs, with plate glass tops. Regularly priced from \$40.00 to \$60.00. Half-price \$20.00 to \$30.00.
- Tea Wagon—"Sheraton" design, made of solid mahogany, neatly inlaid and fitted with separate tray. Regularly \$95.00. Half-price \$47.50.
- Curio Cabinet—"Louis XV" design, decorated with Buhl work, inlaid mahogany and mahogany. Pump for mahogany, glass sides and shelves. Regularly \$80.00. Half-price \$40.00.
- Music Cabinet—Made of Circassian walnut, has double doors and conveniently spaced shelves. Regularly \$48.00. Half-price \$24.00.
- Wardrobe—Made of solid mahogany. Regularly \$15.00. Special half-price \$7.50.
- 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—Antique oak, "Jacobean" period. Regularly \$54.00. Special half-price \$27.00.
- Arm Chair—in old oak, "Jacobean" design, upholstered in green moiré. Regularly \$48.00. Special half-price \$24.00.
- Revolving Study Chair—Well upholstered. Regularly \$48.00. Special half-price \$24.00.
- Desk—in solid mahogany, "Sheraton" design, neatly inlaid. Regularly \$112.00. Special half-price \$56.00.
- Dressing Table—in Circassian walnut, "Colonial" design, has triple mirrors at back. Regularly \$88.00. Special half-price \$44.00.
- 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 \$31.00. Special half-price \$15.50.
- Dressing Table—in Circassian walnut, "Colonial" design, has long centre mirror and two mirrors. Regularly \$108.00. Special half-price \$54.00.
- 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—To match above arm chair. Regularly \$60.00. Special half-price \$30.00.
- Cellarette—Made of solid quarter-cut oak; the interior is conveniently arranged. Regularly \$22.75. Special half-price \$11.37.
- Sewing Cabinet—in solid mahogany, the drawers have arranged interior. Regularly \$21.00. Special half-price \$10.50.
- Arm Chair—in ivory finish; the back, seat and wing are woven cane, loose cushion. Regularly \$25.50. Special half-price \$12.75.
- Recker—To match above chair. Regularly \$20.00. Special half-price \$10.00.
- Arm Chair—in solid mahogany, "Sheraton" design, finely inlaid, has cane seat and back. Regularly \$27.00. Special half-price \$13.50.
- Arm Chair—in solid mahogany, "Adams" design, neatly carved. Regularly \$41.90. Special half-price \$20.95.
- Arm Chair—"Old Dutch" design, in solid mahogany. Regularly \$40.00. Special half-price \$20.00.
- Arm Recker—"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 Sale Booklet.

- Suits for Women and Misses, \$5.95—Samples, all beautifully tailored and lined throughout; materials are serge, whipcord and broad cloth. All sizes, values \$9.50, \$10.50, \$12.50 and \$14.00. Empire Day Sale, \$5.95.
- and more in the discount made for this one day's selling; the dresses are suitable for any occasion; shades of brown, tan, Copenhagen, navy and black; sizes well assorted. Empire Day Sale, \$5.95.
- Cotton Dresses, \$2.95—Samples Worth \$4.50, \$5.00 and \$6.00. Materials include voile, calico, muslin and fine lawn. All sizes, values \$4.50, \$5.00 and \$6.00. Empire Day Sale, \$2.95.
- Girls' Nicely Tailored Coats—To be worn with a sailor blouse; single-breasted styles, some fasten with buttons, shades of brown and gray. Empire Day Sale, \$8.
- Skirts for Women, \$5.00—Plain, covered skirt, high waist line, made from good quality French chamois and tweeds, in black, navy, brown or gray; front lengths 37 to 41 inches, and waistbands 22 to 27 inches. Empire Day Sale, \$5.00.
- Coats for Misses and Women, \$7.95—Spring and summer fabrics; smart black and white checks, navy serges, raw silk in natural shade only, rattines and woads; a wide range of styles, all of the very latest; some of them are half-lined. Empire Day Sale, \$7.95.
- Smart Coats for Misses and Women, \$4.95—Materials for hot summer days or cool evenings; a nice range of wool tweeds in various light mixtures, also silk and silk poplins in natural or lemon shades only; a splendid assortment of styles; Balmain-style coats, and double-breasted, with ripple backs and flared flounce. Empire Day Sale, \$4.95.
- Women's Hand Bags—in fine Morocco, Seal Grain, Crepe Grain, Fine Valrus and Moore Silk, fitted with change purse and swing mirror; some in leather, some in gunmetal and silver finish. Regularly \$1.50 to \$2.50. Empire Day Sale, \$95.
- Gummetal Mesh Bags—Round, oval and single and double mesh, six and seven-inch frames, in fancy or plain narrow styles. Regularly \$1.00 to \$1.50. Empire Day Sale, \$3.49.
- Gummetal Change Purse—On long chain, fine mesh. Regularly \$1.00. Empire Day Sale, \$59.
- Girdles in Mesaline—Taffeta and Dresden silk, shirred on elastic bands, fastened with covered buttons or buckles. Empire Day Sale, \$1.99.
- Hair Switches—Real hair, wavy or straight, 25 inches long, 2 1/2 inches stem. All shades of brown. Regularly \$4.00. Empire Day Sale, \$2.50.
- Summer Hats (worth several dollars more)—200 new hats have been prepared for this important sale. With these we offer a large number of copies of hats that we have purchased from New York. All of these will be purely summer styles and will be made in the Empire Day Sale more. Empire Day Sale, \$4.50.
- 3,000 Outing and Shirt Waist Hats at \$1.00—An immense variety of styles, in Pine Chip, Imitation Panama, Ratine, Tennis Cloth, etc. All trimmed very smartly. Empire Day Sale, \$1.00.
- \$1.75 to \$3.00 Girls' Dresses, \$1.25—Taken from our regular stock. Many of our best selling styles are represented. The lot includes Gingham, Chambray, Percales and Gaiters, in checks, stripes or figured designs of blue, pink or tan, and a choice selection of handsomely trimmed white lawn dresses. All are charming styles for summer wear, and the making is perfect in every one. Sizes for ages 10 to 14. Regularly \$1.50, \$1.75, \$2.00, \$2.50 and \$3.00. Empire Day Sale, \$1.25.
- \$1.25 to \$1.75 Girls' Dresses, \$1.00—Will put on sale for one day only a wide selection of our best selling styles in Pretty Summer Dress, in fine lawn, muslin, cotton or soft crepe, high neck or slip-over styles, dainty trimmings of Valenciennes lace, etc. Many of these exceptional bargains you should not fail to take full advantage of. Lengths 35, 38 and 40 inches. Regularly \$1.25, \$1.50 and \$1.75. Empire Day Sale, \$1.00.
- \$1.50 Fashionable Corsets, \$1.00—A handsome line of ribbed white cotton, very long skirt and back, fine all-steelproof boning, wide steel and strong steel, bust draw cord, embroidery trim. Sizes 12 to 18 inches. Regularly \$1.25. Empire Day Sale, \$1.00.
- Women's Combinations, \$1.00—Women's Combinations, fine ribbed white cotton, low neck, with short or no sleeves, lace, banding and ribbon, wide fine lace-trimmed umbrellas. Sizes 34 to 42 inches. Regularly \$1.00 and \$1.25. Empire Day Sale, \$59.
- Waist of Quality—Pure Silk, Pongee, Natural Color, Shirt Waist, low "supers" collar, with corded yoke, drop shoulder and long sleeves. Sizes 34 to 42 inches. Regularly \$1.25. Empire Day Sale, \$99.
- Pure Washing Silk Shirt Waists, in pretty subdued stripes, open front, in large solid colors, soft French collar and long sleeves. Sizes 34 to 42 inches. Regularly \$1.25. Empire Day Sale, \$99.
- A splendid range of Imported Waists, in fine silk, crepe de chene and other soft, silky materials; made in the newest and most effective styles of the present moment; black and a great choice of navy, brown, cadet blue, etc., amongst the lot. Values from \$2.50 to \$4.00. Empire Day Sale, \$1.85.
- Shadow Lace Waists, 3 designs, in creu only, made up in the low neck style and each having a band of pink or blue satin ribbon running round bust. Regularly \$1.50. Empire Day Sale, \$99.
- Waist, made from Copenhagen blue gauze of very fine quality, open front fastened with white buttons, with white "sunshine" collar and cuffs edged with embroidery. All sizes, \$1.00. Regularly \$1.00. Empire Day Sale, \$49.
- Rich Dress Suits—Beau-de-noire, Pungel, lines in de-chene, in big ranges of plain shades, and an immense stripe assortment in light and dark grounds. For dressmaking and alterations. Regularly \$1.00. Empire Day Sale, \$99.
- Good Business Suits—In creu, that is almost complete and includes 300 yards of ivory satin Duchesse at the same price. Regularly \$1.25. Empire Day Sale, \$99.
- Striped Summer Suits—Striped Messaline, high and low neck, in creu, with hard-wearing weaves; Chequer stripes, etc. etc. In fact, all kinds of striped suits, in 12 to 14 inch waists. Regularly \$1.50. Empire Day Sale, \$99.

- Two-Piece Suits for Men, \$9.00—Made from homespun cloth, in light gray; will give the utmost service, with this minimum cost; the coat is single-breasted, three-button and is half-lined; the trousers have the bell loops and cuff bottoms, best tailoring throughout; the ideal outing suit. Empire Day Sale, \$9.00.
- Men's \$20 and \$22. Grand Suits, to Clear, \$15.00—These lines are taken from our regular stock; they are only the best of suits; made from beautiful English worsted cloth, in brown and gray, showing good stripe patterns; the coats are single-breasted, in the most fashionable design; fine will make lining and the best tailoring; sizes 38 to 44. Empire Day Sale, \$15.00.
- Women's Neckwear—2000 pieces of Plauen Lace Collars, a manufacturer's samples. All the new shapes for 1914. Round collars, coat collars, shoulder collars, in white and ecru, 50c, 65c, 75c and \$1.00 collars. Empire Day Sale, \$25.
- \$1.50 Motor Veil for 75c—Silk Chiffon Scarfs, 8 1/2 inches long, 2 1/2 inches wide, 2-inch hemstitch ends, fancy satin stripe borders. Colors, black, brown, navy, pink, sky black, purple and champagne. Regularly \$1.50 each. Empire Day Sale, 75c.
- Women's 50c Hose for 30c, 3 pairs \$1.10—Shot Silk Black Cashmere, red, white, and blue unbordered black cashmere, floral designs, and plain black cashmere. Sizes 5 1/2 to 10. Regularly \$1.10 per pair. Empire Day Sale, 30c.
- Women's Mercerized Cotton Hose—Colors black, tan and white, extra fine quality, fast dye, full-fashioned, brilliant thread. Sizes 5 1/2 to 10. Regularly 25c per pair. Empire Day Sale, 15c.
- Women's "Pan-Angle" Cashmere Hose—Fine Black Cashmere, spring weight, seamless, strong, good wearing yarn, 2 1/2 ply heel, toe and sole. Sizes 5 1/2 to 10. Regularly 35c per pair. Empire Day Sale, 25c.
- Men's Shot Silk Cashmere Sox—Colors black and red, black and blue, black and white, all wool, spring weight, spliced heel, toe and sole. Sizes 5 1/2 to 11. Regularly 50c per pair. Empire Day Sale, 30c.
- Men's Silk Lisle Thread Sox—Extra fine qualities, nice weights, fast dyes, black, navy, purple, mauve and other shades; spliced heel, toe and sole. Sizes 5 1/2 to 11. Regularly \$1.00 per pair. Empire Day Sale, 20c per pair.
- Boys' and Girls' Ribbed Cashmere Hose—Fine Black Cashmere, spring weight, seamless, strong, good wearing yarn, spliced heel and toe. Sizes 5 1/2 to 10. Regularly 25c per pair. Empire Day Sale, 15c.
- Women's Long Silk Gloves—Black and white, open end, 5 1/2 inch length, 5 1/2 inch double tipped fingers, elbow length, 5 1/2 inch to 8 1/2 inch value. Empire Day Sale, 25c.
- Women's Washable Gloves—Fine chambray cloth, close weave, 2-dome fastenings, 12 1/2 inch length, 5 1/2 inch to 8 1/2 inch value. Empire Day Sale, 25c.
- Boys' Russian Suits, \$2.95—Regularly \$4.50, \$4.50 and \$5.00—only. A collection of odd lines from our regular stock; military and sailor styles, with elastic bottom bloomers. Browns, tans, blue serge and plain gray. Sizes 2 1/2 to 4 1/2. Empire Day Sale, \$2.95.
- Boys' Summer Suits, \$2.95—Regularly \$4.50, \$4.50 and \$5.00—made of double cloth, with black velvet collar, black twilled linings and black velvet collar; some with self collar. For outing wear. Sizes 2 1/2 to 4 1/2. Empire Day Sale, \$2.95.
- 625 Diamond Rings—In Tiffany and Tiffany-Belcher styles. Regularly \$25.00. Empire Day Sale, \$12.50.
- Pearl Set—Crescent and Star Brooch in 10k gold. Regularly \$2.25. Empire Day Sale, \$1.12.
- Floor Covering of many kinds—Summer Rugs nearly half-price. The "Ratona," a closely woven, anti-static carpet for cottage, veranda and porch use, in greens, reds, tans and blues. Two sizes, 7 1/2 x 10 1/2, Empire Day Sale, each \$4.95.
- 50 Yards New English Axminster Stair Carpet at \$1.49—The best of the new spring carpets included in this special lot of 27-inch wide Stair Carpet. Regularly \$1.75 and \$1.95. Empire Day Sale, \$1.49.
- Large Bred Bakery, Wilton and Apsey Rugs—Single Rugs and dropped designs. All the qualities and colors are the very best. Sizes 11 x 15 1/2 and 10 1/2 x 13 1/2. Wilton and Saxony Rugs, prices from \$35.00 to \$65.00. Empire Day Sale, \$17.50.
- 11 1/2 x 12 1/2 Pine Quilts, Regularly \$1.95. Empire Day Sale, \$1.19.
- Scotch Tapestry Rugs in sizes 12 1/2 x 12 1/2, 12 1/2 x 15 1/2 and 10 1/2 x 15 1/2. Empire Day Sale, each \$12.95. Size 10 1/2 x 15 1/2. Empire Day Sale, each \$12.95.
- 14 Tapestry Rug at \$7.18—A number of odd rugs in one of the best sizes, 10 1/2 x 14 1/2. Empire Day Sale, \$7.18.
- 160 Bath Towels, 66" Pair—White or brown linen Turkish bath towels, extra heavy. Will give excellent wear. Good large size, 25 x 56 inches. Regularly \$1.60. Empire Day Sale, pair \$88.
- Serviceable Bed Spreads, \$1.25—White checked bed spreads for double beds, size 72 x 92 inches. Medium weight, hemmed ends. Regularly \$1.45. Empire Day Sale, \$1.25.
- Damask Table Cloths, \$1.25—All linen in range of handsome oval designs, with plain centers; also an assortment of all-over designs. Size 2 x 2 1/2 yards. Regularly \$2.25 and \$2.50.
- English circular pillow cotton, full lined and of a good serviceable make, 22 inches wide. Regularly 20c yard. Empire Day Sale, yard \$1.00.
- Hemmed Sheets, \$1.00—Cotton sheets, made from stout, finely woven, round thread English cotton, shirred corners, with a 2-inch top hem and 1-inch bottom hem. Carefully made and finished. Two sizes, 7 1/2 x 9 1/2 inches and 6 1/2 x 9 1/2 inches. Empire Day Sale, pair \$1.00.

Tuesday's Grocery List

- One car Standard Granulated Sugar, in 20 lb. cotton bag, Per bag 90
- Choice Picnic Hams, 6 to 8 lbs. each \$1.25
- Lake of the Woods Five Roses Flour, 5 lb. bag, \$1.14
- Choice Messina Lemons, Per doz. 20
- Finest Canned Tomatoes, 3 cans 25
- Canned Corn or Peas, 3 cans 25
- Conner's Perfection Cocoa 1/2 lb. tin 22
- Finest Creamery Butter, Per lb. 28
- Pure Kettle-Rendered Lard, 5 lb. tin 54
- Quaker Oats, Large package 25
- Imported English Mail Vinegar, 1 Imperial qt. bottle 20
- Rich Red Salmon, 2 tins 25
- 500 lbs. Fresh Graham Biscuits, Per lb. 10
- Quaker Oats, Large package 25
- Canned Green Large Peas, Per tin 10
- St. Charles Milk, Per tin 10
- Post Toasties, 3 packages 25
- Banner Brand Jam, assorted, 5-lb. pail 45
- Campbell's Soups, assorted, 2 tins 24
- Blue Bell Jelly Powder, assorted, 25
- Pure Gold Quilts, Chocolate and Custard Powder, 3 packages 25
- Macoson's Kipperd Herring, plain or in Tomato Sauce, Per tin 14

CANDY SECTION

- 1000 lbs. Creamed Dates, Per lb. 20
- 1000 lbs. Imported Turkish Delight, Per lb. 15
- Simpson's Nut Bar, Special, 3 bars 10

The Robert SIMPSON Company Limited