



Empire Shopping Week in Canada 21st to 28th April



This week has been set aside by the larger stores, from coast to coast, for the purpose of Empire Shopping Week. Falls' Department Store, Simcoe, enters heartily into this event with remarkable price attractions on merchandise **MADE IN THE EMPIRE**. Everything will be in readiness Saturday morning—Come and see the appropriate window displays and the very fine displays throughout the store.



ATTRACTIVE NEW IDEAS IN CHILDREN'S FINER DRESSES AND PANTIE DRESSES

Pantie Dresses—Cunning little Gingham Dresses with straight panties for the 3 to 6 year little lady. Trimmed in contrast, bias and parrot applique on front. Empire Week **50c**

Children's Dresses for the Junior Miss, 8 to 14 years. Something decidedly different in Bolero style, belted, short sleeves, front inverted pleats in skirt. White, Green, Powder Blue, Pink, Rose Silk Rayon. Empire Week **\$2.75**

Kiddies' Dresses, Pantie Dresses, Bloomer style. All the popular shades, contrast collar, cuffs and 2 pockets. Shirring at neck. Broadcloth. Empire Week **\$1.75**

A Few of the Many Attractive Items in the Downstairs Store for Empire Week are Listed Below

New Colored Enameled Ware—Highest quality "High Light," colored enameled wear. Shades of Green, Red and Gold. Pails, Tea Pots, Vegetables, Dish Pans, etc. Empire Week only, choice **\$1.29**

Aluminum—A medium-weight Aluminum line of Friers, Sauce Pans, Roasters, Vegetables, Stew Kettles, etc. Empire Week, Choice **60c**

Kitchen Boards—Smooth finished Bread or Meat Board, oblong shape with handle. The 50c size for **30c**
The 75c size for **40c**

Scales—Useful family scale, neatly constructed and very necessary in the home. Empire Week, each **\$2.25**

Kitchen Reminders—The nicest thing yet in its line, alphabetically listed with related suggestions of things "needed". Indicator points to "needed article" until you move it. Each **15c**

Useful Nickle Trays and Salad Bowls—Oval shape, useful size trays. Each **17c**
Oblong shape, highly finished nickle, each **30c**

Salad Bowls—Colored bowls of Green, Gold or Blue, having black-edged figures and gold-touched edges. Price **50c**



MEN'S SMART SUITS AND TOP COATS

Suits—Single or double-breasted styles. College and Conservative effects. In brand new patterns and high quality materials.

Top Coats in swagger Box Coat styles of Tweeds, Cassimeres, Herringbone, Plaid and fancy mixtures. Many of the suits have 2 pairs of Trousers.

—Suits **\$15.00, \$19.00, \$23.50, \$25.00 and \$35.00.**
—Top Coats **\$15.00, \$16.50, \$17.50 and \$19.50.**

Falls' Department Store, Simcoe

GROWN, MANUFACTURED, BLEACHED AND FINISHED WITHIN THE EMPIRE

Sheets—(Ready made) made from the finest staple cotton, beautifully finished. Quality and wear guaranteed.

Plain Hem:
—Size 72x90". Regular \$4.50 pair. Empire Week **\$3.75 pair**
—Size 80x90". Regular \$5.25 pair. Empire Week **\$4.35 pair**
—Size 90x108". Regular \$6.25 pair. Empire Week **\$5.15 pair**

Hemstitched:
—Size 70x90". Regular \$5.00 pair. Empire Week **\$3.95 pair**
—Size 80x90". Regular \$5.75 pair. Empire Week **\$4.65 pair**
—Size 90x108". Regular \$6.75 pair. Empire Week **\$5.75 pair**

PILLOW CASES—40", 42", 44" WIDE

Plain Hem:
—Regular \$1.20 pair. Empire Week **90c pair.**

Hemstitched:
—Regular \$1.30 pair. Empire Week **98c pair.**

BEDSPREADS—MADE IN ENGLAND—ALSO IN INDIA

Striped, all colors, Krinkle weave, no ironing. A real bargain. Size 80x105". Regular \$2.95. Empire Week, each **\$2.35**
—Size 80x105". Regular \$3.95. Empire Week, each **\$3.15**

Made in India:

Your bedroom will look all the brighter with one of these Bedspreads. Bright exotic colors. Very new. Very attractive. Two sizes:

—Size 72x108", regular \$3.95. Empire Week, each **\$3.35**
—Size 90x108", regular \$4.95. Empire Week, each **\$4.00**



THE BEST DINNERWARE OFFERING IN THE STORE'S HISTORY

2 Dozen Sets at This Very Low Price—You Will Appreciate the Savings When You See the Dinnerware

24 China Dinner Sets, several patterns to select from. White ground with fine glaze. Sprays and Baskets of vari-colored Flowers in Blue, Yellow, Orange and Rose, gold line edge. Full 96 piece sets for 12 persons. Empire Week, complete set **\$14.00**
Dinnerware Section in the Downstairs Store

WOMEN'S PYJAMAS

Crepe Pyjamas, square neck, no sleeve, fancy crepe pyjamas, pull-over smock style. Misses' and Women's sizes. Empire Week, Suit **\$1.50**

Dimity Pyjamas—Good weight Dimity Pyjamas in plain colors with contrast trim yoke. Either square or round neck. All sizes. Empire Week, suit **90c**

ENGLISH PRINTS AND ENGLISH SHIRTINGS

Prints—31" wide, fast colors, dainty floral designs, suitable for aprons, house dresses, school dresses. A special at 35c yard. Empire Week, yard **28c**

Shirting—31" wide, 200 yards of fast color striped Shirting, White ground with Black, Blue or Mauve stripe. A special 50c cloth. Empire Week, yard **30c**

SOAPS, LAUNDRY AND TOILET AND OTHER HOME HELPS

—P. and G. Laundry **5 bars for 22c**
—Gold Laundry **4 for 21c**
—Infants' Delight Toilet **2 for 13c**
—Bon Ami, Tin **12c**
—Genuine French Castile large bars, each **40c**
—Castile Toilet **4 cakes for 11c**
—Glycerine Toilet, cake **5c**
—Lux, 2 packages for **10c**
—O' Cedar Polish, large, each **47c**

Falls' Department Store, Simcoe

EMPIRE WEEK IN GIRLS' MIDDIES, RAIN COATS, MISSES' DRESSES AND KIDDIES' PANTIE DRESSES—Bloomer style

Middies—Splendid quality white twilled middy cloth, with wool navy collar, white braid trim, long sleeves. Sizes 14 to 20. Empire Week **50c**

Raincoats—A comfortable weight waterproof for ladies. Well tailored coat in Red, Green, Mauve or Blue, made with convertible military collar. Sizes 36 to 44. Empire Week **\$3.95**

Rain Hats in smart style, each **\$1.00**

Misses' Dresses—Several smart styles in nurse's printed percale Dresses with contrast chambray trim. Sort sleeves only. All the newer shades. For 16, 18 and 20 years. Empire Week **\$1.25**

Kiddies' Pantie Dresses—Bloomer style Pantie Dresses for the 3 to 6 year miss. Pretty little styles in fancy and check gingham. Empire Week **77c**

THE FLOWERS THAT BLOOM IN THE SPRING

English Crepes—Plain and floral designs, Ripollette weave, no ironing. They are using this for Lingerie, Curtain Drapes, Bedspreads, Pillows and Runners, 30" wide. Empire Week **30c yard**

Foulards—Ten nice small designs from which to choose a dress for Mother, Navy and Black, 36" wide. Empire Week **75c yard**

English Broadcloths—The display of checks and stripes in this fine weave is very attractive. 38" wide, and very smart looking. Regular 98c. Empire Week **60c yard**

FINER LIGHTLY CUT GLASSWARE MANUFACTURED WITHIN THE BRITISH EMPIRE—MUCH UNDERPRICED FOR THIS EVENT

—Large Water Jug and six Glasses. The 7 pieces Empire Week **97c**

—Tumblers, clear glass, lightly cut, 2 for **15c**

—Sugars and Creams, set complete **40c**

—Goblets, fine tall stem ware, 6 for **\$1.50**

—Sugar and Cream in the new colors. Set complete **90c**

—Candy Jars in pink, each **\$1.19**

Closeware Display in the Downstairs Store
Falls' Department Store, Simcoe

LINENS

GROWN, FINISHED, BLEACHED WITHIN THE EMPIRE

Imported Linens. There are no better, Guaranteed qualities. Need we say more?—"Shamrock" Brand.

Designs—Crocus, Pansy, Fern and Lily of the Valley:

Cloths:
Size 2x2 **\$4.75**
Size 2x2 1/2 **\$5.95**
Size 2x3 **\$7.25**

Neckties: **\$5.65 doz.**

Designs—Rose, Marguerite and Honey Suckle.

Cloths:
Size 2x2 **\$7.35**
Size 2x2 1/2 **\$9.00**
Size 2x3 **\$11.00**

Neckties: **\$8.75 doz.**

Colored Border Breakfast Cloths

All Linen, 52x52", washed and ready for use. Colors Green, Rose, Blue, and Gold. Each **\$1.95**

H. S. TOWELS

Pure Linen, fancy design, 18x34". Heavy quality. Special at 75c each. Empire Week, each **50c**

Falls' Department Store, Simcoe

HIKING BREECHES, SPORT KNICKERS AND GYM BLOOMERS

Hiking Breeches—A variety of smart Tweeds in only the better styles and materials. All sizes for misses and women. Empire Week, pair **\$4.75**

Sport Knickers for Juniors, also in Tweeds and larger sport plaids. Sizes 8 to 14 years. Empire Week, pair **\$2.95**

Gymnasium Bloomers, Navy Serge, full pleated sport Bloomer, 6 to 14 year sizes. Empire Week, pair **\$3.00 and \$3.50**

FINE SCOTCH FINGERING YARN AND SUPERIOR FINGERING YARN

It's a joy to work with these fine soft yarns. They are the best procurable. The Scotch Fingering comes in Fawn, Brown, Scarlet, Grey, Black, White and Heather mixtures. lb. **\$1.29**

The Superior Fingering comes in all the colors of the rainbow, and is beautifully soft. Worth 20c ball. Empire Week 2 balls for **28c**

Falls' Department Store, Simcoe



HARVEY'S FINE SILK UNDERWEAR—UNDERPRICED FOR EMPIRE WEEK

Harvey Silk Bloomers in fine knitted quality with double reinforcement, in regular and bobette styles. Sizes 34 to 44. Shades of Nile, Mauve, Peach, Apricot and White. Empire Week, pair **\$1.45**

Harvey Silk Vests in fine knitted quality, opera top, tailored trim. Sizes 34 to 44. Shades of White, Apricot, Peach, Nile, Mauve and Yellow. Empire Week **90c**

Harvey Princess Slips, finest quality of Rayon Silk, made with Opera top. Two flat pleats at back. Trimmed with pleated frill. Shades, White, June Rose, Peach, Apricot, Sunset and Black. Empire Week **\$2.95**

Harvey Silk Corsets—Rayon Silk with Tailored and Lace Trim. Shades of Apricot, Peach, Mauve, Yellow, Nile, Green and White. Sizes 36 to 46. Empire Week **\$2.95**

BATH TOWELS MADE IN ENGLAND

A full range of soft, fleecy, absorbent Bath Towels. Prices from 59c pair to \$4.95 pair. All at lowered prices for Empire Week.

Union Bath Towels—Two lines of Linen and Cotton Towels, large size. A rub with these leaves that beautiful, restful after-glow. —Regular 89c, Empire Week, each **73c**
—Regular 98c, Empire Week, each **78c**

BOUDOIR PILLOWS, STAMPED SMOCKS AND MANDARIN COATS

Boudoir Pillows—Made up and stamped pillows in Rose, Blue, Gold, Mauve and Pink. Choice **28c each**

Stamped Smocks and Mandarin Coats—Black Sateen and Linene. Some are stamped only, some stamped and tinted. Very new and smart. Empire Week **\$1.50, \$1.85 and \$1.95**



OFFERINGS FROM "THE BOYS' OWN STORE" FOR EMPIRE WEEK

Boys' Suits for Ages 6 to 10 Years, \$4.50
Boys' Norfolk-style Suits in all wool navy English Serge—Coat and Knickers, smartly made.

Boys' Suits \$4.95

In Fancy Tweeds, Tans, Greys, etc. Norfolk style coat and knickers.

Boys' Long Pant Suits \$10, \$12, \$15 and \$18

These are in the new fancy Tweeds, also Navys. Smart single or double-breasted styles, with long trousers, Golf knickers, vest and coat. 4 pieces. Suit sizes 25 to 36.

Boys' New Tweed Toppers \$4.50

Smart double breasted styles in the new fancy light tweeds for boys 6 to 10 years.

Boys' 3 Piece Suits \$7.95

Double breasted styles, all wool navy Serge, shape-keeping clothes. Coat, Bloomers and Long Pants. For boys 6 to 14 years **\$2.95**

Falls' Department Store, Simcoe