



Empire Shopping Week in Canada

Saturday, May 25th to Saturday, June 1st



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.

Dimity Pyjamas
Pullover style, patterned top and plain pant in shades of peach, flesh, blue and white. Suit **\$1.90**

Pyjamas
Fancy Dimity Pyjama in coat and pant style. All colors with white trim. Suit **\$1.25**

Children's Dresses
3 to 6 years with bloomers. 8 to 14 years without bloomers. In broadcloths or figured Prints with organdie trim. Empire Week, choice **\$1.29**

Middies
Every girl loves a middy and here they are in white with detachable blue flannel collar, or all blue with white braid trim. Empire Week **\$1.75**

Linen House Dresses
Pure Linen Dresses with colored border on short sleeve and front. Extra! Extra! Empire Week **\$1.25**

Knitted Silk Slips
Either opera top or tailored top styles. This is a shadow-proof slip. All new shades, as well as white and black. Each **\$3.00**

Infants' Blankets
Bo-Peep or Pussy design Teddy Bear Blanket in blue or pink shades only. Empire Week, each **77c**

Nurses' Uniforms
Pure white, front button uniforms in sizes 38 and 46 only; regular \$3.00 Empire Week for **\$1.95**

Colgate's Shaving Soap
Possesses all the qualities most desired for shaving purposes; lather abundant and remains until removed. Empire Week, TWO cakes for **17c**

Children's Stockings
5- to 10-year sizes in fine rib cotton; black, brown, sand or white; all sizes. Empire Week pair **19c**

Empire Week
A Sale of Rain Coats for Men, Women, Girls and Boys
Made in England, Scotland and Canada

—Men's Tan Rain Coats, Raglan sleeves; double sewn; guaranteed to give long service. About half price **\$5.00**

—Women's and Misses' Rain Coats, the smartest Raincoats ever offered for \$4.95. These are the swanky sports raincoats you have admired so much at tremendously higher prices. Pretty plaids and flecked materials. Sizes for misses and women, each **\$4.95**

—Exceptional values in misses' Trench Rain Coats in all the fashionable colors at **\$8.75, \$9.50, \$12.50 and \$15.00.**

—Girls' Rain Coats, smartly cut in pretty bright colors with caps to match; to fit ages 4 to 14 years. Outfit, Empire Week **\$2.50**

—Youths' and Boys' Oil Slickers for 6 to 16 years. These coats have all the smart touches the young fellows like. In blue and olive khaki. Will give excellent service. Empire Week all sizes **\$3.95**

Rayon Silk Bedspreads
Made in Canada; 2 sizes, 72x100 and 80x100. In rose, gold, mauve, blue, green and ivory. Empire week only:
72x100 in. **\$3.50 and \$5.95**
80x100 in. **\$3.95 and \$5.95**

Duro Crepes and Georgette
36 in. wide, made in England. Just arrived in time for Empire Week. Beautiful designs and DURO means FADELESS:
Crepes, yard **\$1.25**
Georgette, yard **\$1.50**

Falls' Furniture Department Will Be at Its Best Empire Week

Prices Will Speak For Themselves—They Also Will Speak For Falls' Store, Simcoe

Mohair Chesterfield Suites
Good size suite covered in taupe or brown mohair with reversible cushions; figured tops; nice carved wood frame. Fully guaranteed suite for **\$129.00**

Solid Oak Diningroom Suites
Buffet with dish cupboard, lined cutlery drawer and long linen drawer; china cabinet; extension table and 6 genuine leather-seated chairs. 9 pieces complete. **\$97.00**

Panel Bed Outfit
Consisting of 2-inch post bed, with cane pattern panel; comfortable 90 coil spring and all felt mattress; any bed size. Empire Week **\$17.90**

All Felt Mattresses, \$5.95
Good thick all-felt mattress with art ticking and all roll edge; single, three-quarter and double bed sizes. Special **\$5.95**

7-Piece Diningroom Suite
In fibre, antique buff finish, spring filled cushions. Suite consists of settee, chair, rocker, round table, fernery, desk and chair. A wonderful suite of furniture at only **\$59.00**

Mats, 24x28 in.
Closely woven with pattern on each end for bathroom or bedroom. Assorted colors. Empire Week, each **39c**

Falls' Department Store, Simcoe.

In the Men's and Boys' Store

Men's and Boys' Sweaters
Every size in this splendid range of V-neck or coat style Sweaters in attractive fancy patterns. Half price Empire Week **\$1.49**

Men's Handkerchiefs
Pure white, standard, hemstitched border, 3 for 25c or 95c dozen

Shirts
Made from Canadian Percal with collar to match; all sizes. Empire Week **\$1.19**

Fine Shirts
Smart patterns and well cut; made with collar to match. Empire Week **\$1.45**

Men's Work Sox, 2 Pairs For 50c
Soft, comfortable field sox; seamless; will give good service. Empire Week 2 pair for 50c

Boys' Suits
Three- and four-piece suits in English Tweeds with short and long trousers; 8 to 17 years. Empire Week **\$9.75**

Socks
Summer weight Silk and Wool Socks for men. Variety of plain or fancies 2 pr. for 36c

Boys' Two-Pant Suit
11 to 17 years only. Grey Tweed or Brown Tweed Suits; 18 only in the lot. Empire Week **\$7.50**

Balbriggan Shirts and Drawers
All sizes, either short or long sleeve shirts; short or long drawers. Our 75c quality. Empire Week, each **50c**

Men's Spring Toppers
Men's Fancy Tweed or Herringbone Stripe, spring and summer weight Coats; tailored with style; sizes 36 to 40; worth up to \$17.50. Empire Week **\$13.95**

Work Trousers
Something better than our ordinary cottonade; fine, firm woven cloth; sizes 32 to 44. Pair **\$1.50**

Boys' Golf Bloomers
\$2.50 value Tweed Bloomer, sizes 8 to 14 years. Empire Week **\$1.75 pair**

Boys' Spring Toppers
Grey Tweed Reefers to fit boys 7 to 10 years; regular \$4.50. Empire Week each **\$3.50**

Falls' Department Store, Simcoe.

Pullover Sweaters
Misses' and women's V-neck plain or fancy pullover, sizes 34 to 42. One price Empire Week **\$2.50**

Children's Summer Vests
Very fine quality White Cotton Vest, low neck and no sleeve or low neck and short sleeve; 2 to 14 year size. Empire Week **25c**

Gingham Aprons
Bib style with tie at back, in good weight gingham. Each **42c**

Knitted Suits
Smart two-piece knitted suits for women. Shades are green, fawn, copen, grey and scarlet. Fine thread silk and wool. Empire Week **\$7.50**

Ladies' Coats
Canada produces the finest of finished garments from materials gleaned from the Empire. The season's finest are here grouped for this Empire Week at the following prices:
\$21.95, \$24.95, \$29.95, and \$34.95

House Dresses
Three unusual groups of House or Porch Dresses for women and misses. Percal, Ginghams, Broadcloths, in smartest stripes. Empire Week **60c, 85c and \$1.10**

Falls' Department Store, Simcoe.

Stamped Aprons
Entirely new patterns on fine quality, good weight cotton. Empire Week, each **29c**

Duro Prints
Specially priced for Empire Week selling. Guaranteed colors; 31 in. wide. Yard **25c**

Scotch Ginghams
32 in. wide. Full range of designs. While they last, Empire Week, yard **15c**

Embroidered Pillow Cases
Made in Ireland; nice even weave; good quality; 42 in. wide. Pair **95c**

Kitchen Towel
All pure Linen, attractive fast color borders. Empire Week each **19c**

Towelling
Made in Canada; 20 in. wide. A chance to support home industries. Clean blue, gold or green borders. A 35c cloth. Empire Week, yard **29c**

Linen Towelling, 12c Yard
16 in. wide. Made in Ireland; variety of borders. Empire Week yard **12c**

Linen Sets Worth \$12.00 for \$10.00
Cloths are 2½ yards long with 1 dozen napkins to match. Choice designs from "Old Erin's Isle."

Breakfast Cloths, Worth \$1.35 for 95c
All pure Linen, 52 by 52 in. bordered in blue, gold and mauve.

Falls' Department Store, Simcoe.

Face Cloths
Soft, absorbent, good size wash cloths with very narrow fringe. Empire Week 2 for 15c

Mud Mats
Good heavy quality Cocconut Fibre Mud Mats; popular size; each **47c**

Linoleum
Heavy quality, four yards wide, printed Linoleum; good selection of patterns and colors. Empire Week, square yard **79c**

Cushions
Chintz Cushions, size 18x18 in. Good selection of colors, for car or home. Each **29c**

Curtain Nets and Dotted Marquisette
Large rack of assorted Nets, Volles, plain and dotted Marquisette and Madras; from 36 to 45 inches wide; worth up to 60c yard. Choice yard **33c**

36-inch Baroness Satin
Shown in all the popular shades of the season; regular \$1.50 quality. Empire Week, yard **\$1.19**

Ladies' Hose
Silk and Wool with strongly reinforced heel and toe. Mid grey, sand, fawn, pearl and dark grey. Worth 95c pair. Empire Week pr. **75c**

Children's Umbrellas
Fine Cambric Cover Umbrella in red, navy, blue or green. Empire Week, each **79c**

Ladies' Umbrellas
Real quality cover, 10 rib, amber tip, strong frame. Black, Navy, Red and Green. Empire Week **\$1.29**

Black Duchess
Full 36 in., extra quality lustre finish; ribbon edge; worth \$1.50. Empire Week yd. **\$1.19**

All-Wool Delaines
Season's finest Dress Material and the patterns are very new and pleasing; all fancies; worth \$1.25 yard. Empire Week yard **90c**

Plain Georgette
40 in. Summer Material in plain shades of gold, brown, navy, delph, sky, rose, beige, pink, yellow, green also white and black; worth \$1.35. Empire Week yard **\$1.00**

Falls' Department Store, Simcoe

A Few of the Many Empire Week Offerings in the Downstairs Store are Listed Below

Dinnerware
From the good old Motherland comes this splendid array of semi-porcelain Dinnerware. Note Empire Week prices—**\$17, \$19, \$22, \$25, \$30 and \$32.**

Colored English Ware
Useful home pieces and gift numbers in colored plates, bowls, vases, candy jars, teapots, syrup jugs, marmalade jars, etc. Empire Week **39c, 59c and 79c**

Moth Bags
Now is the time you use them for protection from moths and dust; 4x26x55. For the Empire Week, each **39c**

Wagons
Every live Canadian boy needs a wagon. He loves one. Note these values for Empire Week **\$3.75, \$4.50, \$9.00 and \$10.50**
Heavy disk wheels and rubber-tired.

Doll Carriages
Empire Week and the little lady is remembered. Here are doll carriages in sand, blue, or coffee colors. Empire Week **\$3.75 to \$15.00**

Laundry Soap
Widely known soap, P. and G. Empire Week **4 bars for 15c**

Dust Mops
Made of heavy treated cotton and finished wooden handle. For the Week **85c**

Wall Mops
Reach the ceiling with ease and do the job well with one of these long handle mops. For the Week **85c**

Sherbet Glasses
Made in Canada; fine quality glass; star or grape pattern Sherbets. Empire Week SIX for **95c**

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