FIRST DAY OF SIMPSON'S MAPLE LEAF SALE

THREE MAPLE LEAF DAYS IN SIMPSON'S SUMMER SALE

Beginning Monday, June 29th, at 8.30, continuing Tuesday and after the holiday, on Thursday, by Three Maple Leaf Days, we celebrate the Anniversary of Confederation. This page tells of how we thus focus the interest of our great Summer Sale around the day---just half-way through the calendar year---which Canadians call Dominion Day. Customers all over the Dominion are responding in thousands to the Mail Order Edition of our Summer Sale Catalogue. Here is a page of similar good things for city customers.

In the New Staple Department---Fourth Floor

Largest Size Flannelette Blankets, $1.25 Pair—Made in England, from an extra good quality of flannelette, with a nice, close napping. These come in plain white only. Size 70 x 84. Maple Leaf Sale, pair **1.25**

Clearing of Cottage Bed Spreads, $1.00 — Snowy White Crochet Bed Spreads, finished with hemmed ends, size 70 x 90 inches. Regularly $1.25 and $1.50. Maple Leaf Sale **1.00**

$2.25 and $2.50 Damask Table Cloths Reduced to $1.69—Pure Linen Damask Table Cloths, assorted designs, size 2 x 2½ yards. Regularly $2.25 and $2.50. Maple Leaf Sale **1.69**

Plain Pillow Cotton, in a close, even weave, width 44 inches. Maple Leaf Sale, yard ..... **.13**

Awning Duck, good heavy quality, 30 inches wide; this is an odd line we are clearing, and can only supply red and white stripes. Maple Leaf Sale, yard ..... **.18**

Damask Table Napkins, assorted designs, two sizes, 18 x 18 or 19 x 19 inches, good serviceable quality for hotels or restaurants, hemmed ready for use. Maple Leaf Sale, dozen **1.00**

$1.35 and $1.50 Bath Towels Clearing at 75c Pair—Here's a chance to buy large, heavy Turkish Bath Towels at a greatly reduced price; these come in a plain brown linen or pure white, an ideal towel for the bath. Regularly $1.35 and $1.50 pair. Maple Leaf Sale, pair ..... **.75**

$2.00 Bed Quilts, $1.48—English Alhambra Bed Spreads, in blue and white colorings only, heavy quality, size 74 x 96 inches. Regularly $2.00. Maple Leaf Sale **1.48**

White English Satin Bed Spreads, closely woven, in good design, large size, 76 x 96 inches, will launder nicely and give good satisfaction every way. Maple Leaf Sale **1.95**

Irish Linen Pillow Cases, beautiful fine quality, will launder perfectly, size 45 x 36 inches, nicely finished with a deep hemstitched hem. Maple Leaf Sale, pair ..... **.89**

Irish Brown Holland Linen, for ladies' and children's wash dresses, motor coats, etc., width 38 inches. Maple Leaf Sale, yard ..... **.18**

Flannelette, in a range of neat stripes, for making nightgowns, pyjamas, etc., 36 inches wide. Maple Leaf Sale, 10 yards for ..... **.98**

White Duck, splendid quality, for making ladies' and children's wash dresses and nurses' aprons, width 30 inches, on sale at Cotton Counter. Maple Leaf Sale, yard ..... **.15**

Handkerchiefs for Women

Sample Handkerchiefs, Swiss embroidered, pretty floral patterns, scallop and hemstitch borders, scarcely two alike, each handkerchief mounted on card; 15c and 3 for 50c handkerchiefs. Maple Leaf Sale, 3 for ..... **.20**

Men's Initial Handkerchiefs, white lawn, full size, ¾-inch hemstitch borders, silk embroidered initial, soft mercerized finish, our 4 for 25c handkerchiefs. Maple Leaf Sale, 4 for ..... **.20**

Girls' White Lawn Handkerchiefs, hemstitch borders, corners are trimmed with Valenciennes lace insertion, our special 4 for 25c handkerchiefs. Maple Leaf Sale, 6 for ..... **.20**

Infants' Bibs, white lawn, wadded and quilted, trimmed with cotton wash lace, a 6c bib. Maple Leaf Sale, 7 for ..... **.25**

Maple Leaf Sale of Jewelry

A Long Guard of real coral, full 50 inches in length, safety ring attachment. Regularly 98c. Maple Leaf Sale ..... **.29**

Two hundred 14k Gold Pearl Sunbursts, 81 genuine pearls, beautiful creamy lustre, selling with a fine gold-filled chain, without extra charge. Regularly $18.00. Maple Leaf Sale **9.95**

A Fine Gold-filled Rope Necklet, with strong bolt-ring snap. Regularly $1.50. Maple Leaf Sale ..... **.98**

Six patterns in 14k Gold Necklets, set with genuine matched pearls; in daisy bird and leaf, lovers' knot daisy and baroque pearl drop and three bird and star drop. Regularly $15.00, $16.00, $17.50 and $18.00. Maple Leaf Sale **9.95**

9k Gold Baby Signet Rings. A good heavy ring which will not break or bend easily. Made of extra strength for children. Regularly 75c. Maple Leaf Sale **.53**

A 14k Gold Sunburst, with diamond centre, 80 genuine pearls and one fine diamond. A pendant attachment and safety catch. Without extra charge, a 10k Curb Chain. Regularly $25.00. Maple Leaf Sale **16.95**

Two hundred Engine-turned and Plain Gold-filled Lockets. Regularly $1.50. Maple Leaf Sale ..... **.98**

To clear, 25 Pearl and 10k Gold Necklets, in several different designs. Regularly $8.00. Maple Leaf Sale **3.95**

Gloves and Hosiery

Women's Silk Finish Lisle Thread Hose, "Pen-angle" brand, seamless finish, sheer weave, black and white, sizes 8½ to 10. Regularly 35c. Maple Leaf Sale **.25**

Women's Real Silk Thread Hose—Half silk leg, half lisle top, extra fine thread, closely woven seamless finish, nice weight; black, tan and white. Sizes 8½ to 10. Regularly 59c pair. Maple Leaf Sale, 39c; 3 pairs **1.10**

Women's Elbow-length Plain Lisle Thread Gloves—Opened at wrist, dome fasteners, perfect finish. Sizes 5½ to 7; black and white. Extra value. Maple Leaf Sale ..... **.25**

Women's Long Silk Gloves—20-inch length, extra fine quality, opened at wrist, dome fasteners, double-tipped fingers, black and white. Sizes 5½ to 7½. Regularly 59c ..... **.47**

Women's Wrist-length Pure Silk Gloves—2 dome fasteners, double-tipped fingers, fine close weave, black and white. Sizes 6, 6½ and 7 only. Regularly 45c value ..... **.27**

Women's Washable Chamoisette Gloves—Embroidered black backs, 2 dome fasteners, nice fine cloth, washes and wears well, white only. Sizes 5½ to 7½. Regularly 35c ..... **.20**

Imported Wilton Rugs Price Reduced

Two of the most popular sizes are offered here in some of the most beautiful seamless Wilton Rugs that are made, lovely medallion and all-over designs, in shades of rose, tans, blues and greens; these rugs have exceptional merit and at these low reduced prices are great values:

Size 6 ft. 7 in. x 9 ft. 10 in. Maple Leaf Sale **23.95**
Size 9 ft. 1 in. x 12 ft. 6 in. Maple Leaf Sale **43.95**

Thirty Scotch Tapestry Rugs, Size 10 ft. 6 in. x 12 ft. Reduced to $8.98 Each—A splendid lot of the best new spring designs included at this very low price, all one size. Maple Leaf Sale, each **8.98**

9 ft. x 9 ft. Mikado Summer Grass Rugs, Half-Price—These are firmly woven grass rugs, in greens, tans, reds and blues, some have stencilled designs on the one side, others are entirely plain rugs, $6.00 value. Maple Leaf Sale **3.00**

Mikado Rugs in other sizes, priced as follows for this special three-days' sale:
8 ft. x 10 ft., figured **3.89**
8 ft. x 10 ft., plain **3.49**
9 ft. x 12 ft., figured **5.79**
9 ft. x 12 ft., plain **5.09**

Fifty 6 ft. x 9 ft. Botan Summer Rugs—In good bright colors and bold figures. Regular values $4.00 each. Maple Leaf Sale, each **2.49**

English Brussels Rugs at $8.75 Each—A useful size, 6 ft. 6 in. x 9 ft., good new pattern, reliable qualities, extra good values. Maple Leaf Sale, each **8.75**

Here is a Beautiful Seamless Axminster Rug, in Three Sizes, at Less Than Cost Price—These three sizes are all in one pretty floral medallion pattern for parlor, sitting-room or bedroom.

Size 9 ft. x 10 ft. 6 in. Regularly $21.00. Maple Leaf Sale **13.98**
Size 9 ft. x 12 ft. Regularly $24.00. Maple Leaf Sale **15.98**
Size 10 ft. 6 in. x 13 ft. 6 in. Regularly $31.50. Maple Leaf Sale **20.98**

25 Per Cent. Reduction on These Lovely New Colonial Rag Rugs—Beautiful colors for dainty bedrooms; pinks, grays, blues and lavenders, all to be reduced 25 per cent. for this special clearing sale:
6 ft. x 9 ft. Regularly $5.43 and $9.25. Maple Leaf Sale, **$3.98 and $6.98.**
7 ft. 6 in. x 10 ft. 6 in. Regularly $8.73 and $14.50. Maple Leaf Sale, **$6.48 and $10.98.**
9 ft. x 12 ft. Regularly $10.73 and $18.50. Maple Leaf Sale, **$7.98 and $13.98.**

2.30 to 9 o'Clock Extra Special Art Wool Rugs Marked Half Prices—These 20 rugs turned out for a rush clearance won't last more than half an hour. Note these extraordinary values.

Sizes 9 x 9 ft. to 9 ft. 12 in. Prices at half, **$2.98 to $6.50.**

Men's, Women's, Misses' and Boys' Land and Water Hats

Fine quality imported felt, plain colors, of cardinal, brown, tan, gray, navy or white, also mottled colors. Maple Leaf Sale ..... **.29**

Men's $1.00 Soft Hats, 45c—Crusher or knock-about shape, a light weight, good-wearing summer hat; colors navy, slate, green, brown and black. Regularly $1.00. Maple Leaf Sale ..... **.45**

$5.00 Panama Hats for $2.90—Men's South American-made Panama Hat. Selected quality palm leaf, very even, close weave, tough and pliable in fabric. A hat that will give more than ordinary wear; clear and natural bleach, and extra well trimmed and finished. Our regular $5.00 quality, in four of the most popular shapes. Maple Leaf Sale **2.90**

$2.00 Hats for 95c—Men's and Youths' Straw Boater Hats, correct 1914 shapes, medium or high crown, with fine black silk bands. Very fine quality, American split braids, and in the much-worn sennit and fancy rustic braids. Regularly $2.00 hats. Maple Leaf Sale **.95**

Sale of Women's Pumps and Oxfords, $1.95

2400 pairs, bought and specially priced for this sale. The Pumps are patent colt, black suede, tan calf and gunmetal calf, with high and medium heels; the Oxfords are patent colt, tan calf, gunmetal, fine vici kid and white buckskin; all sizes from 2 to 7. Regularly $2.50, $3.00 and $3.50. Maple Leaf Sale **1.95**

White Pumps, 99c—Dressy White Poplin Pumps, with tailored bows on vamps, new recede toes, white Cuban heels and flexible hand-turned soles. Sizes 3 to 7. Regularly $1.30. Maple Leaf Sale **.99**

Barefoot Sandals — Cool and comfortable, with fancy open vamps and two straps and buckles, strongly reinforced soles; cream, American elk and tan leathers. Maple Leaf Sale: Sizes 12 to 2, **.79.** Sizes 9 to 11, **.69.** Sizes 5 to 8, **.59.** Sizes 2 to 5, no heel, **.49.** Women's sizes 3 to 7, tan only ..... **.99**

Men's $4.00 and $4.50 Patent Oxfords, $1.99—600 Pairs High-Grade Patent Oxfords, in both button and laced styles. Every pair is made on a popular last. All have medium weight Goodyear welted soles. Sizes 5½ to 9. Regularly $4.00 and $4.50 ..... **1.99**

Bathing Shoes—Fine White Duck Bathing Shoes, bound and trimmed with navy blue or red. Maple Leaf Sale: Women's, sizes 3 to 7, **.49.** Misses', sizes 11 to 2, **.39.** Children's, sizes 7 to 10 ... **.29**

Boys' Russian Wash Suits 79c

Boys' Military and Sailor Russian Wash Suits, with bloomers; made from neat striped galateas, cambric cloth and blue chambrays, natural linens and plain white linens; sizes 2½ to 6 years. Regularly $1.25, $1.50 and $1.75. Maple Leaf Sale ..... **.79**

Boys' 75c Blue Chambray Rompers, 39c—Full-cut style, blouse and bloomers combined, made from strong imported chambrays in dark blue shades. Suits are piped with white braid. Splendid for play wear. Sizes 2½ to 6 years. Maple Leaf Sale ..... **.39**

IN MEN'S FURNISHINGS.

Men's Double-thread Egyptian Balbriggan Underwear, shirts and drawers, long sleeves, ankle length. Sizes 34 to 44. Regularly 44c. Maple Leaf Sale, a garment ..... **.29**

Men's Combinations, long or short sleeves, ankle or knee length; several different makes and materials to select from. Sizes 34 to 44. Regularly $1.00 to $2.00. Sale price ..... **.89**

Men's Pyjamas, assorted materials for summer wear; odd lines at greatly reduced prices. Sizes 34 to 44. Regularly $1.50, $2.00 and $2.50. Maple Leaf Sale ..... **.98**

Men's Nightrobes, of English flannelette, in stripe designs, large and roomy body. Sizes 15 to 19. Regularly 75c. Maple Leaf Sale ..... **.49**

Men's Shirts—All kinds of shirts and all styles and makes. Sizes 14 to 18. Regularly $1.00, $1.25, $1.50 and $2.00. Maple Leaf Sale ..... **.89**

Men's Work Shirts, in a heavy black and white drill, or Flaxman shirt of English Oxford, with double breast. Sizes 14 to 18. Regularly $1.00 and $1.25. Maple Leaf Sale ..... **.89**

Austrian China Berry Set

Seven pieces, large oval berry bowl and six fruit nappies; excellent quality Austrian china. Pink floral decoration on green tinted background. Regularly 75c ..... **.39**

Jardinieres—Pretty floral and tinted decorations, some have handles. English jardinieres suitable for house or verandah use, to fit 6, 7 and 8 inch pots. Regularly 98c ..... **.49**

Punch or Lemonade Sets—Of American pressed glass of pretty design. Each set consists of one large footed punch or lemonade bowl and six handled cups. Regularly $1.50 the set. Maple Leaf Sale ..... **.69**

Imported Etched Glass Water Tumblers—Full crystal and of pretty conventional, etched design, imported water tumblers. Even edges and brilliant finish. Regularly $1.00 dozen. Maple Leaf Sale ..... **.60**

21-piece Tea Set—Splendid quality of semi-porcelain with pretty old style "Blue Castle" decoration. Set is composed of six cups and saucers, six tea plates, two bread plates and slop bowl, in all, 21 pieces. Regularly $1.50. Set ..... **.98**

Tourist Trunks

High, square shape. Canvas covered, hardwood slats, sheet iron bottom, two outside straps, heavy brass trimmings and brass lock and bolts, top tray and dress trays. Size 32 inches. Regularly $6.25. Maple Leaf Sale **5.85**
Size 34 inches. Regularly $6.50. Maple Leaf Sale **5.65**
Size 36 inches. Regularly $6.75. Maple Leaf Sale **5.95**

Monday Basement Sale

Laundry or Soiled Linen Baskets of bright, clean willow, in round, oval or square shapes, also corner hampers; Regularly $2.00, Monday **$1.49;** regularly $2.50, Monday **$1.98;** regularly $2.75, Monday **$2.39.**

NEW STOCK OF CLOTHES PROPS.

600 Best Quality Clothes Props. Monday Sale ..... **.14**
25c Washboards. Monday sale ..... **.19**
65c Ironing Boards. Monday sale **.49**
Pastry Rolling Pins, revolving handles. Monday sale ..... **.10**
Pastry or Cake Boards. Monday sale ..... **.39**
72 Clothes Pins. Monday sale ..... **.8**

GAS PLATES SPECIAL SALE.

Powerful 2-burner size Cooking Gas Plates, suitable for laundry purposes and light summer cooking; these plates combine economy and satisfaction; burners are easy to adjust so as to give equal consumption of air and gas. Regularly $1.75. Monday sale **1.33**
One-burner Gas Plates, 75c size. Monday ..... **.59**
Gas Ovens for pastry, strong, good quality. Monday sale ..... **.89**
Dome Toasters, toast 4 pieces of bread. For ..... **.18**
Dome Toasters, larger size. Monday ..... **.32**
Carpet Beaters, strong wire. Monday ..... **.9**
Bright Tin Handled Dustpans, full size. Monday sale ..... **.5**

15c DAISY KETTLES, 9c.

300 only Quick Boiling Teakettles. Regularly 15c. Monday sale ..... **.9**

IRON HEATERS.

Covered Iron Heaters that will hold 3 of Mrs. Potts' irons. Regularly 25c. Monday ..... **.18**

WILLOW CLOTHES BASKETS.

Fresh, Clean French Willow Clothes Baskets, a shipment late in delivery, and to effect a great clearance of this bulky stock we are selling at these exceptional prices Monday:
65c and 75c Willow Clothes Baskets. Monday's sale ..... **.39**
85c, 95c to $1.15 Willow Clothes Baskets. Monday's sale ..... **.79**

GERMAN GRANITEWARE.

1,600 pieces of hard-wearing Graniteware, first quality goods; fit out your kitchen with this inviting blue netted white ware; in the lot are preserving kettles, handled lipped saucepans, teapots, covered saucepans with granite covers, assortment of sizes, rice boilers and teakettles; customers who come early get best choice. Regular prices range from 65c, 75c to $1.25. Monday's sale price, each ..... **.49**
(We cannot promise to fill 'phone or mail orders for this graniteware.)

PRESERVING KETTLES.

Granite Preserving Kettles that will take care of all preserving; these kettles are of strong treble hard-coated graniteware, in sizes 10, 12, 14 quart. Monday sale ..... **.89**
Preserving Kettles, bail handles, mottled blue-gray graniteware, in sizes 4, 6 and 8 quart. Monday sale ..... **.29**
500 Round Galvanized Dish Pans. Regularly 40c. Monday sale ..... **.19**
5,000 "Sure Kill" Fly Swatters. Monday ..... **.4**

TINWARE SPECIALS.

Galvanized Wash Tubs, with side handles. Regularly sold for:
Regular 55c size. Monday's sale **.42**
Regular 57c size. Monday's sale **.53**
Regular 75c size. Monday's sale **.62**
Regular 85c size. Monday's sale **.78**
Galvanized Foot or Rinsing Tubs, oval, with side handles. Regularly 40c. Monday ..... **.31**
Tin Oval Foot or Rinsing Tubs. Regularly 30c. Monday sale ..... **.23**
Galvanized Wash Boilers, suitable for Nos. 8 or 9 stove. Regularly $1.00. Monday ..... **.67**
Tin Wash Boilers, copper bottoms, Nos. 8 or 9. Regularly $1.25. Monday ..... **.79**
Strong Galvanized Garbage Cans, close fit-over covers, bail handles:
Regular 65c size. Monday's sale **.53**
Regular 75c size. Monday's sale **.63**
Regular 95c size. Monday's sale **.83**
35c Clothes Racks, for ..... **.15**
35c Clothes Racks, for ..... **.25**
50-foot Cotton Clothes Lines ..... **.25**
75-foot Cotton Clothes Lines ..... **.45**
100-ft. Galvanized Wire. Monday **.25**

THE GROCERY LIST

Fels Naptha Soap, per bar ..... **.5**
Sunlight, Surprise and Taylor's Borax Soap, per bar ..... **.4**
Wide Awake and Comfort Soap, per bar ..... **.4**
Heather Brand Soap, 7 bars ..... **.25**
Pearline, 1-lb. package ..... **.10**
Simpson's Big Bar Soap, per bar ..... **.10**
Powdered Ammonia, 4 packages ..... **.25**
Old Dutch Cleanser, 3 tins ..... **.25**
Sapolio, per cake ..... **.8**
Naptha Powder, package ..... **.5**
Goldust Washing Powder, large package ..... **.23**
Lux Washing Powder, 3 packages ..... **.25**
Taylor Soap Powder, 2 packages ..... **.9**
Pan Shine Cleanser, 3 tins ..... **.25**
Royal Blue, 2 packages ..... **.7**
White Swan Lye, per tin ..... **.7**
Canada White Laundry Starch, package ..... **.7**
Celluloid Starch, 3 packages ..... **.25**
Bon Ami, per cake ..... **.12**
Parowax, 1-lb. package ..... **.10**
So-Clean Sweeping Compound, per tin ..... **.23**
Diamond Cleanser, 3 tins ..... **.25**
1000 lbs. Pure Ceiona Tea, of uniform quality, fine flavor, black or mixed. 5 lbs. **1.15**

The Robert Simpson Company, Limited