

THIRD AND LAST MAPLE LEAF DAY THURSDAY

IN SIMPSON'S

Midsummer Sale

Thursday will be the third and last day of the Maple Leaf Sale. There will be no lack of splendid bargains, for the goods have been pouring in, and every department is prepared with a new list for the final day. The store is in better shape than ever to take care of your summer needs, and to give you the service you demand. Test it by selecting from this magnificent list for Thursday.

Store Hours: 8.30 a.m. to 5.30 p.m. Saturday closing 1 p.m., with no noon delivery.

STORE REMAINS CLOSED ALL DAY TODAY—DOMINION DAY

In the New Linens and Staples Department—Fourth Floor

DRESS LINENS CLEARING HALF-PRICE
Oyster and White Dress Linens, in a beautiful soft, loose weave; will not crush easily; width 36 inches. On sale Linen Department, 4th Floor. Regularly 50c yard. Sale price Thursday, yard25

TRAVELLING RUGS.
All- linen Danish Table Cloths, in a range of handsome bordered designs; size 2 x 2 1/2 yards. Regularly \$2.75 and \$3.00. Sale price Thursday1.95

TURKISH BATH TOWELS.
Plain White or Fancy Striped Turkish Bath Towels; heavy, close pile. Sale price Thursday, pair48

WHITE DUCK.
30 inches wide; splendid quality for ladies' and children's wash dresses or skirts. On sale Cotton Counter. Regularly 16c and 18c yard. Sale price Thursday, yard12

WHITE LINEN.
Closely woven with a nice even thread; just the weight for dainty summer dresses, etc.; 36 inches wide. Sale price Thursday, yard23 (Fourth Floor.)

Notes of Mantle Values

SILK DRESSES, \$5.95.
Purchased for Thursday's selling, these dainty silk dresses are offered at a clearing price; four new styles; just from the makers' hands; navy, tan, brown, black and Copenhagen messaline; long tunic and deep frilled skirts; set-in sleeves and novelty collars. Thursday5.95

CREAM BLANKET COATS, \$10.00.
A nice weight for cool summer evenings; smart Balmacaen style, with full ripple backs and patch pockets, or sports coats, with belt at the hips. Thursday10.00

THE NEWEST COTTON FROCKS.
A great variety of colors and fabrics showing the new fashions most attractively. Materials are linen, sponge, ratine, crepe, lawn, voile and novelty fabrics. Whether for street, house, golf, tennis or vacation uses these dresses are sure to please you. Prices \$6.00 and over.

YOUNG WOMEN'S WASH FROCKS, \$4.65.
Specially priced are these dainty dresses of figured voiles with vests, long tunic skirts, some in three-tiered effect. Shades and styles are innumerable and hence these dresses are practically exclusive. Thursday4.65 (Third Floor.)

The Millinery Attractions

DRESS HATS AT \$3.85, REGULARLY \$6.00 AND \$7.50.
PANAMA HATS, \$2.85, REGULARLY \$5.00 AND \$6.00.
These two specials are accompanied by a splendid display of white hats, white wings, white flowers, and fruits.

CHILDREN'S MILLINERY.
The day's specials are hats in fine Milans, tagels, perfectly bleached, and nicely trimmed.

40 dozen manufacturers' samples, have been added to the three tables of hats that were regularly \$1.65, \$2.25, \$2.75 and are special Thursday at1.00

OUTING
And hats for afternoon wear, in white tennis cloth and ratine, are offered at special prices of \$1.00 and \$1.50. (Second Floor.)

The Carpets and Rugs

In the Midsummer Sale some of the values we are quoting are the best that have been offered this season, and will mean a big saving to you. Anticipate your requirements for the fall.

IMPORTED WOOL FIBRE RUGS AT HALF MARKED PRICES.
Three good sizes in two different qualities are included in this sweeping price reduction of these serviceable rugs:

8.0 x 9.0, regular price \$6.00, Thursday2.50
8.3 x 10.6, regular price \$8.50, Thursday3.25
9.0 x 12.0, regular price \$7.50, Thursday3.68

Another quality in this same make in several very attractive designs:

8.0 x 9.0, regular price, \$6.95, Thursday3.45
8.0 x 10.6, regular price \$10.25, Thursday4.25
9.0 x 12.0, regular price \$12.00, Thursday5.15

The best values we have ever offered in Seamless Axminster Squares. Newly imported goods and at a fraction of their regular prices. Suitable designs for dining-room, drawing-room, living-room and bedrooms:

8.1 x 11.6, regular price \$25.00, Thursday17.75
9.10 x 12.2, regular price \$17.50, Thursday13.75

STERLING VALUES AT THESE BARGAIN PRICES.

6.7 x 7.10, regular price \$10.50, Thursday8.75
7.4 x 10.6, regular price \$17.50, Thursday12.75
8.0 x 10.6, regular price \$21.00, Thursday14.75
9.0 x 12.0, regular price \$24.00, Thursday17.75

Scotch Tapestry Rugs—9.0 x 9.0, special Thursday, \$6.00; 9.0 x 10.6, special Thursday, \$7.95; 9.0 x 12.0, special Thursday, \$9.85; 10.6 x 12.0, special Thursday, \$9.85.

English Axminster Hearth Rugs—27 in. x 54 in., special \$1.95 each; 30 in. x 60 in., special \$2.19 each. (Fourth Floor.)

Fresh Groceries

GUARANTEED BY OUR LARGE SALES.

2000 lb. Dairy Butter, in prints24
Choice Side Bacon, per cent21
or whole. Per lb.21
2000 stone Fresh Potatoes31
stone31
Best Quality Shortening 3-lb. cello42
Edwardsburg or Borden's42
Syrup, 5-lb. pail42
Salt in bags, 3 bags14
Grapenuts, 2 packages14
Malta Vine Breakfast Cereal, 3 packages25
500 lb. Peck Peas Shortbread25
Reg. 2c. Per lb.25
Choice Olives, in quart gem. Per jar30

Best Featherstrip Coconut, Per bottle18

Scott Taylor's Worcester Sauce, 9 bottles25

Pure Gold Seal Dressing, 3 pkgs. 25

Clark's Potted Meats, assorted, 5 pkgs. 25

Choice Fruit, 3 lbs.25

Canned Apples, 3 lbs.25

Flour, Canned Corn or Peas, 3 tins25

5c ASSAM TEA FOR 2c.

1000 lb. Fine Rich Full-Bodied Assam Tea of uniform quality and fine flavor, a 5c tea anywhere. Thursday, per lb.2c (Basement.)

Straw Boater Hats

In very fine split and sennit braids, in up-to-date shapes; high or medium crowns, with extra fine quality trimmings, \$2.50 and \$3.00 hats. Maple Leaf Sale Thursday1.45

Men's Straw Hats, in negligee shape; fine Canton and split braids; curling and pencil edge soft brims; black silk bands; fine leather sweatbands. \$2.00 hats. Thursday85

Men's Panama Hats, extra fine Ecuadorian manufacture, soft, pliable and even close weave and clear natural black, dressy shapes. Thursday, for 3.75 (Main Floor.)

High-Grade Suits \$12.95

FOR MEN.
Regular values were \$15.00, \$18.00, \$20.00 and \$22.00. They are broken lines from our regular stock; not any line with a complete range of sizes, but all sizes from 34 to 44 in the lot; so you will surely be fitted. There are fine English worsteds and tweeds, in summer weights and medium weights, made in new single-breasted styles; fashionable colors and patterns; finest tailoring guaranteed. Sizes 34 to 44. To clear12.95

"PALM BEACH" SUIT AT \$3.75.
Made from linen and cotton mixtures, in plain linen color; ideal hot weather suits. The coat is single-breasted, with patch pockets; the pants have cuff bottoms and belt straps; nicely tailored. To clear3.75

BOYS' BLUE SERGE SUITS, \$4.95.
Regular values \$6.00 to \$9.00. Natty double-breasted two-piece suits, with full cut bloomers; beautifully tailored from navy blue English serge; well shaped shoulders and lapels; twilled and serge linings. Sizes 24 to 34. Thursday4.95 (Main Floor.)

Electric Irons

Guaranteed for all time; nickel-plated finish; complete with long cord and attachment plug; ready to connect with any lamp socket. Regular \$4.50. Thursday2.95

Electric Toasters—Makes two pieces at one time, nickel-plated finish. Complete with cord and attachment plug, ready to connect with any lamp socket. Regular \$4.50. Thursday2.95 (Electric Fixture Dept., Fifth Floor.)

Men's Balbriggan Underwear

Shirts and Drawers; sizes 34 to 44. Regularly 50c. Thursday25

Men's Combinations, several different styles to select from; long sleeves, ankle length, or short sleeves, knee length. Regularly \$1.35 to \$2.00. Thursday57

Men's Pyjamas, flannellette, prints, etc.; all sizes in the lot. Regularly \$1.75, \$1.50, and \$2.00. Thursday85

Men's Nightrobes, in flannellette; large and long; sizes 15 to 18. Regularly 75c. Thursday45

Men's Shirts, laundered or soft cut; all cut coat style; sizes 14 to 18. Regularly \$1.25 to \$2.00. Thursday85

Men's Wash Ties, wide shapes; a special purchase. Regularly 20c and 25c. Thursday to clear, 4 for1.00

Men's Bathing Suits, one-piece style. Sizes 32 to 48 only. Regularly 50c. Thursday25 (Main Floor.)

Curtain Nets, Scrims and Curtains

Novelty and Bungalow Nets, 10c Per Yard—About 1600 yards, only every piece is marked less than half. In the lot are a few pieces of high-class wire or mesh nets, 30 inches wide, in white only, for casement windows. Prices range from 25c to 50c yard. Maple Leaf Sale, yard10

Fancy Bordered Berlin, 7c Per Yard—Only a limited quantity up of this very popular curtaining, and will sell out quickly. Regularly 9c yard. Maple Leaf Sale price, each7c

Rich Scotch Madras, 3c Yard—For curtains in any room, 50 inches wide, cream and white, the most popular and durable of all. Maple Leaf Sale, yard3c

Trimmed Opaque Window Shades, 3c Each—Good quality cloth, trimmed with dainty Nottingham insertions and mounted on reliable spring rollers; white or green only. Size 47 inches x 70 inches. Complete with brackets and ring pull. Regularly 7c. Maple Leaf Sale price, each3c

Awning Stripes, 20c Yard—A large selection of Heavy Quality Awning Duck, 30 inches wide, in tan, blue or green. Maple Leaf Sale price, yard20

\$1.50 Assyrian Curtains, 50c Pair—A new and attractive curtain colored stripes in soft shades of brown, tan, green, etc. (set washing colors, fringed top and bottom, 3 yards long. Regularly \$1.50. Maple Leaf Sale price, pair55

Printed Mustin Curtains, 75c Pair—The ever-popular spotted or clove muslin curtains, fringed one side and bottom. Maple Leaf Sale price, per pair75

5c Plushon for 40c Yard—This new and artistic fabric is made to take the place of velvet; it has a rich, glossy finish, 50 inches wide, in shades of brown, green, blue and crimson. Maple Leaf Sale price, yard4c

Dress Goods Specials

FROM OUR SUITING SECTION.
\$2.00 and \$2.50 Suitings, including whipcords in self, two-tone and shot effects, Bedford in many new and fashionable colors, Gabardine, popular shepherd's check, in every wanted size of check, also fancy check suiting, broche suiting, jacquards, golfine, duvetyne, broadcloths, etc., etc. Regularly \$2.00 and \$2.50 yard. Thursday, per yard88

BALMACAAN COATINGS.

The popular and fashionable coatings for present wear are these elegant tweed mixtures. They blend beautifully in a magnificent range of colors. Our entire stock of coatings is reduced for this one day's rush selling. \$2.00 and \$2.50. Thursday, per yard1.46 (Second Floor.)

Silk and Satin Specials

COLORÉ DUCHESSE SATINS.
A big clearance in \$1.50 and \$1.65 grades; magnificent range of colorings, greens, grays, tans, browns, yellow, gold, Alice and saxe blues; many shades of green, pink, deep coral, sky, magenta, cerise, taupe, purple, etc., etc., with plenty of black and ivory. On sale1.33

Striped Summer Silks, most effective in the made-up garments, and in continuous demand; white with black, navy and white, old rose and white, tan and white, green and white, mauve and white, are a few of the combinations. 40-inch. \$1.50 to \$1.65 qualities. On sale1.33

Black Silks and Satins, 36 and 38 inches wide; broken ranges in duchesse satins, paillettes, messaline and peau de soies. Per yard1.10

Ivory India Silk—A weighty quality; one yard wide. This quality is well worth \$1.25 yard, and is admirably adapted for waists, dresses and the better foundations. Thursday88 (Second Floor.)

Canvas Covered Tourist Trunks

Hardwood slats, sheet iron bottom, heavy outside straps, strong corner bumpers, brass lock and bolts, neatly lined and fitted with two trays, dress tray and top tray. Size 32-inch, regularly \$6.25, Thursday \$5.35; 34-inch, regularly \$6.50, Thursday \$5.65; 36-inch, regularly \$6.75, Thursday \$5.95.

Steamer Trunk—Waterproof canvas-covered steamer trunk, fibre bound, hardwood slats, sheet iron bottom, outside straps, neatly lined and fitted with tray. Size 32-inch, regularly \$4.40; 34-inch, regularly \$4.65; 36-inch, regularly \$4.90; 40-inch, regularly \$5.20. Thursday, all sizes, one price4.39

Leather Club Bag—Selected cowhide leather, oat grain; colors, black, brown and russet; reinforced corners, swing handle, brass lock and slide catches, full leather lined and pockets. Size 16-inch, regularly \$5.50; 17-inch, regularly \$6.00. Thursday4.95 (Sixth Floor.)

Low Prices for High-Grade Shoes

Men's New Goodyear Welted Oxfords, \$1.99—Men's \$3.50 to \$5.00 Oxfords, in button and blucher styles, all leathers and all sizes, will be put on sale Thursday at (telephone orders filled)1.99

Women's W. L. Douglas \$5.00 Sample Boots, Thursday \$2.95
—This is a chance for the woman who wears a 3, 3 1/4 or 4. They are made in button or laced styles, new rosette toes and blind eyelets, in black French calf, tan willow calf, gunmetal and patent kid. Regularly \$5.00. Thursday2.95

White Pumps and Oxfords, 99c—Fine white canvas and white poplin, button and laced styles, in Oxfords and pumps, with or without straps, medium and lightweight soles, Cuban heels. Sizes 2 1/2 to 7. Regularly \$1.25 and \$1.50. Thursday99

Low Shoes for Women, \$1.95—Colonials with cut steel buckles, pumps with tailored bows and Oxfords in both button and laced styles; all popular leathers, medium and light-weight soles. Some have the new kidney heels, others have Cuban and low heels. Sizes 2 1/2 to 8. Regularly \$2.50 to \$4.00. Thursday special1.95

White Boots for Women, \$2.95—These are beautiful boots made on this season's best fitting and most stylish lasts; every pair is fresh and new, some are lined with lavender satin. There is white Nu Buck and fine South Sea Island duck in both button and laced styles with Goodyear welted and flexible McKay sewn soles and high medium and low heels. Sizes 2 1/2 to 8. Regularly \$4.00, \$4.50 and \$5.00. Thursday special2.95 (Second Floor.)

The Robert Simpson Company, Limited