

L. SIMPSON Store Closes 5.30 p.m.—Saturday 1 p.m. During June, July, and August. H. H. FUDGER, President J. WOOD, Manager Phone Number Main 7841 We have 25 lines to Central L. SIMPSON

# Simpson's Maple Leaf Sale, Tuesday, July 2nd

## A Summer Special Sale

After the holiday this store will continue the celebration of the birthday of the Dominion by holding a Special Sale throughout all departments on Tuesday, July 2nd, which we call MAPLE LEAF DAY. We invite all citizens and visitors to join with us in making this anniversary memorable. We shall do our part by giving extraordinary values in seasonable goods. You will do yours by paying a visit to this great store, which is equipped with every convenience for the comfort and service of customers. Read carefully the following pages, which tell of money-saving chances in goods for Summer Wear, for the Summer Home, and for the Summer Picnic. The Store is celebrated for its groceries, provisions, and supplies. Always the best quality at most reasonable prices. Besides doing your shopping you may enjoy the orchestral concert in the lunch room from 12 till 2 o'clock and have afternoon tea, ice cream, strawberries, etc., from 3 o'clock till 5.30. You will notice Maple Leaf tickets on special goods throughout the Store. Store opens at 8 Tuesday morning. Will be closed Saturday afternoon and Monday.

### Embroideries Flouncings, Insertions, Etc.

- 33c Cornet Cover Embroidery for 15c. Cambric Cover Embroidery. Small scalloped border, with heading near edge. This particular embroidery is 17 inches deep, with neat embroidered leaf and crest patterns. Extra fine quality of cloth. Our 25c and 32c quality. Maple Leaf Day sale price, per yard..... 15c
- 35c Swiss Flouncings, for..... 15c
- 35c Cambric Embroideries and Insertions for..... 4c
- 35c Swiss Flouncings, 14 inches wide, for..... 4c
- 31.95 Swiss Flouncings, 14 inches wide, for..... 3c
- 25c Placens Lace Bow and Jabot for..... 15c
- 30c Placens Lace "Dutch" Collar for..... 15c

### Waist Prices Cut in Two

- 200 Mixed Styles of New York Lingerie Waists. Regular \$1.95, \$3.50, and \$2.95. Maple Leaf Day sale price..... \$1.00
- 100 Real Battenberg Lace Blouse Slips in white and navy. Sizes 35, 38, and 40. Regular \$1.95 and \$2.50. Maple Leaf Day sale price..... \$1.00
- 100 Solid and Mixed Pure Linen Waists, otherwise perfect. All sizes in the lot. Regular \$1.95 and \$2.50. Maple Leaf Day sale price..... \$1.00
- One Set of Full Sample Blouse variety of sets by a traveler from Paris, novelties not yet shown in soft lace and chiffon combinations. Sizes 38 and 39 only. Regular prices would be from \$2.00 to \$15.00. All marked exactly Half-Price Maple Leaf Day Sale.

### The Ready-to-Wear Section

- Washable Repp Skirt, Special \$1.65. Neat Washable Repp Skirt, made in a most attractive style. Cut in a six-gore model. Fastens down entire front of skirt with removable buttons. Neckline, cuffs, and pockets, all well finished. It is finished with a deep hem, enabling the skirt to be lengthened if desired. Waist bands 24 to 28 inches, lengths 38 to 42 inches. Maple Leaf Day sale price..... \$1.05
- Special Tweed Skirt for \$1.50. Women's Cloth Skirt, made in imported tweeds in colors of brown, green, or grey. Tailored in a neat, plain, covered model. Regular price, \$2.00. Maple Leaf Day sale price..... \$1.50
- \$1.50 to \$3.50 One-piece Dresses, \$2.00. Exquisite One-piece Dresses, suitable for any occasion, made of silk, satin, sheer embroidered net, and lingerie. In a variety of light shades. Cream, pink, blue, grey, black, and white. Necklines, cuffs, and pockets, all stylish and becoming. The waists are cleverly finished with buttons, or with high or low cut collar outlined with fancy lace and pretty bow touches. Some with baby like patterns and the effective sleeves and waist lines have dainty appointments to match. The skirts are similar in design, with over-skirts and pelium styles trimmed with lace and white waists. We recommend these dresses as a most desirable selection for Women's and Men's sizes in the lot. Worth \$18.50 to \$35.00. Maple Leaf Day sale price, per yard..... \$9.95
- \$5.00 to \$12.50 Linen Dresses, \$4.00. Attractive, Fashionable, and New Style Linen Dresses. Made of fine, light, airy, muslin and white. The waists are made with high collar. Some have round Dutch neck with lace collar and other styles to match. Others with pretty bow ties and novelty touches. Skirts fashionably tailored and finished. Worth \$8.50 to \$12.50. Maple Leaf Day sale price, per yard..... \$5.95
- \$5.00 to \$7.50 Summer Dresses, made of French mull. A number of these Princess with the new lace patterns. Other styles with lace and fine tucks. Skirts carry gracefully and trimmed to a very attractive waist. Shades in the lot are pink, sky white, and other colors. Extra length value at a low price. Worth \$5.00 up to \$7.50. Women's sizes in the lot. Maple Leaf Day sale price..... \$5.95
- Parisian Hand-embroidered Frocks. A number of these Frocks, in white and Marquise Hand-embroidered Frocks, with lace and ribbon. Some in fine Irish lace, all of original design. Maple Leaf Day sale price, per pair..... \$4.00
- Girls' Linen Dresses, \$4.00 to \$6.00. Liberty Dresses for Girls from \$4 to \$10. These dresses are made entirely by hand and are of the highest class styles and blends of coloring. Some have embroidered yokes and sleeves, others are Smocked and Empire style. Original prices, \$8.00 to \$20.00. Maple Leaf Day sale, reduced to half-price..... \$5.00 to \$10.00
- Hand-embroidered Irish Linen Gowns. \$12.50

### Rousing Specials in Whitewear

- Regular \$2.00 "La Deesse" Corsets for \$1.00. Charmingly "La Deesse" Corsets, offered at exactly half their real value. Finest white cloth with very stylish new model, medium low bust, extra long below waist, 4arters, rust proof boning, 4 wide side steel, deep lace and ribbon trimmed. Sizes 18 to 24 inches. Regularly priced \$2.00 a pair. Maple Leaf Day sale price, per pair..... \$1.00
- Women's Summer Combinations for 25c. 2000 Women's Union Suits, offered at slightly over half-price. Sizes 22 to 38 bust. Maple Leaf Day sale price, each..... 25c
- Maple Leaf Corset Cover Sale at..... 5c
- Special Nainsook Nightdresses at..... 7c
- Women's Jap. Crepe Combinations for..... 25c
- Princess Slips, Regular \$2.75 for..... 1.50
- \$1.50 House Dress for 95c.
- White lace of V-neck Crepe for \$1.65.
- Maker's Clearance: Prime No. Silk Knicker.

### Grocery Dept. Too!

- These prices are for Maple Leaf Day only, from 8 a.m. to 5.30 p.m., July 2nd.
- 1000 Packages Imported Macaroni..... 25c
- 2000 lbs. Corona Tea, 25 lbs. bags..... 25c
- 500 Tin Header Brand Baking Powder, 16 oz. tin..... 15c
- Tellus Arrowroot, 2 lbs. packages..... 15c
- 100 lbs. Quaker Chewin' Candy, per bag..... 15c

### Four Big Dress Goods Bargains

- 42-inch Mohair Brilliantine Lustres in all the popular shades. Regular value, 50c per yard. Maple Leaf Day sale price..... 25c
- 42-inch Shepherd Check Suiting, beautiful soft draping quality, in four-folds, check. Regular value, 50c per yard. Maple Leaf Day sale price, per yard..... 25c
- 42-inch Special Purchase of All-wool Black French Voile, in medium weight, with fine, open, best-raven dye and permanent finish, 42 inches wide. Regular price, 50c per yard. Maple Leaf Day sale price, per yard..... 25c
- 42-inch All-wool English Serges, made from pure Botany yarns, soft, smooth, and completely navy, black, Copenhagen, grey, brown, etc. Regular value, \$1.00 per yard. Maple Leaf Day sale price, per yard..... 50c

### Silks

- 50c Pean-de-Sole Silk for 25c. English Pean-de-Sole Dress Silks, in a big range of plain colors, also black and white, navy and white, black and white stripes, and navy and white, black and white checks. For inexpensive dresses and waists cannot be equalled. Regular price, 50c per yard. Maple Leaf Day sale price, per yard..... 25c
- Shantung Fongee to go at 25c. Shantung Fongee, in Natural Color only a pure raw silk, with a bright, firm Knobby texture, in a variety of colors. Regular price, 50c per yard, 34 inches wide. Maple Leaf Day sale price, per yard..... 25c
- 50c Japanese Habutai for 25c. 48-inch Wash Tab Silks for..... 25c
- 40-inch \$1.00 Black Satin Tailors for..... \$1.15
- Moire Velours Lining, suitable for Underskirts, coat linings, etc. 40 inches wide. Maple Leaf Day sale price, per yard..... 10c
- Silvaheen, a High-class Lining, suitable for dresses, coats, etc. 40 inches wide. Maple Leaf Day sale price, per yard..... 25c
- Brocade and Striped Linings, in fine satin finish, in every wanted shade, 40 inches wide. Regular price, 30c per yard. Maple Leaf Day sale price, per yard..... 25c
- Moirettes for Underskirts, etc. A good, hard-wearing fabric, in all colors, blue, cream, and black, 36 inches wide. Regular price, 50c per yard. Maple Leaf Day sale price, per yard..... 35c

### Wash Goods & Staples

- 25c Mikado Crepe for 15c. A Quantity of the Celebrated Mikado Crepe, in white, black, and navy, with blue, pink, sky, and other colored grounds, with or without borders. Regular price, 25c per yard. Maple Leaf Day sale price, per yard..... 15c
- 12c Navy Blue for 6c. About 200 Pieces of Fine English Print, 31 inches wide, in 8 colors of each absolutely new design, regularly 12c per yard. Maple Leaf Day sale price, per yard..... 6c
- 15c Head Sheet, Regular 15c. 36-inch Indian Head Butting, pure white, 36 inches wide, 15c per yard. Maple Leaf Day sale price, per yard..... 10c
- 25c Bordered Organizes, Muslins, Etc. for 15c. Imported Printed Voiles, 50c for..... 10c
- 7c 42-inch Flannellets for..... 7c
- 7c 42-inch Bleached Sheet for..... 7c
- 7c 42-inch Bleached Sheet, 70 inches wide, fine linen finished, full bleached, double bed, plain weave, 70 inches wide, 7c per yard. Maple Leaf Day sale price, per yard..... 5c
- 40c Pairs Hookback Bedroom for 25c. Warranted all pure linen, bleached ready-made, 40 pairs, 40 inches wide, 40 inches long. Delightful drying towels. Regular 40c per pair. Maple Leaf Day sale price, per pair..... 25c
- 25c Table Napkins for 15c. 300 Beautiful Satin Damask Table Cloths, 81x113 inches of odd lots all grouped for one great big day's selling, every cloth is fine and beautiful. Some of the best, some of the most desirable designs, some of the most desirable factory, 2 x 2 1/2 yards. Regular \$3.85, \$2.50, \$2.75, and \$3.00 each. Maple Leaf Day sale price, each..... 1.50

### Fancy Table Cloths, Tea Cosies, Trimmings, and Ribbons

- \$3.50 Battenberg Table Cloth for \$1.00. 84 x 84 Elegant Real Battenberg Lace and Linen Square Table Cloths, border of lace, regular \$3.50. Maple Leaf Day sale price, each..... \$1.00
- 31.75 Battenberg Tea Cosy for 20c. Real Lace Battenberg Tea Cosy, with form complete. There are only a limited quantity of these (150 cosies). Maple Leaf Day sale price, each..... 20c
- 7c Cotton Voile Hoses for 5c. 100 only Cotton Voile Waist Pieces, stamped with latest pretty designs. Regular at 8c and 7c. Maple Leaf Day sale price, only..... 5c
- 10c Silk Braid for 5c. 500 yards of Black Silk Braid, with a dainty floral fringed edge. Regular 10c per yard. Maple Leaf Day sale price per yard, only..... 5c
- 31c 40 Silk Dress Girdles for 25c. Rich Silk Dress Girdles, with handsome tassels at ends. Colors only Regular \$1.20 each. Maple Leaf Day sale price, each..... 25c

### Maple Leaf Day Ribbon Bargains

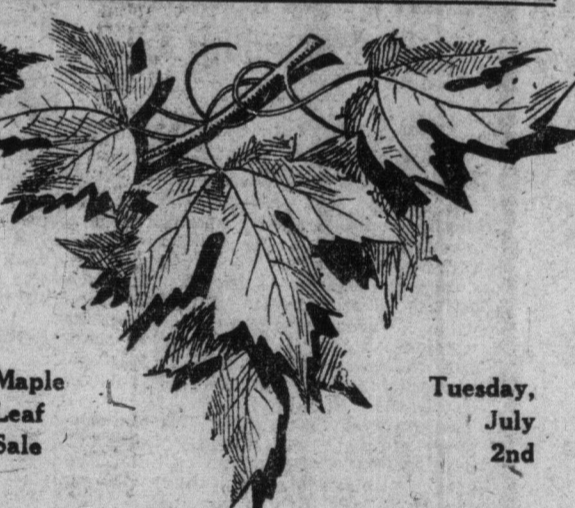
- All Colors Tarfeta Ribbon, including white, cream, sky or pink, 4 and 5-inch Black Tarfeta. Maple Leaf Day sale price, per yard..... 10c
- 15c quality, 4 1/2-inch. Maple Leaf Day sale price, per yard..... 10c
- 15c quality, 5-inch. Maple Leaf Day sale price, per yard..... 10c
- Wash Ribbon, in plain and spotted designs. 4 1/2-inch. Maple Leaf Day sale price, 5c for 15c
- 4 1/2-inch. Maple Leaf Day sale price, 5c for 15c
- 4 1/2-inch. Maple Leaf Day sale price, 5c for 15c

### Chinaware

- Decorated Teapots, 25c. 25c Decorated Teapots, in English jet and russet brown, all sizes. Regular 25c. Maple Leaf Day sale price..... 15c
- 50c Art Ware for \$3.00. Art Ware in beautiful, in the famous Renaissance style. This is a splendid opportunity to save large pot. Regular \$3.00. Maple Leaf Day sale price..... 50c
- Sale of Old Glass Tumblers. 275 Table Tumblers, in brilliant, rich, cut glass ware. This is a splendid opportunity to save large pot. Regular \$3.00. Maple Leaf Day sale price..... 50c
- 20c Dinner Sets for \$1.00. 20 only, Carved Dinner Sets, in decorated spray design and gold finish. Regular \$1.00. Maple Leaf Day sale price..... 20c
- \$71.40 Set of Limoges China for \$50.50. \$71.40 High-grade Limoges China Dinner Set, containing 102 pieces, in the meaning of the great pattern, with matt gold band on edge. Kermis or Choice of Kermis or Divide cups. Regular \$71.40. Maple Leaf Day sale price, per set..... \$50.50
- \$32.25 Set of Limoges China for \$25.00. Beautiful Limoges China Dinner Set, in open stock pattern, in a conventional rosebud border decoration, all pieces treated in genuine coin gold. Choice of Kermis or Divide cups. Regular \$32.25. Maple Leaf Day sale price..... \$25.00

### Enamelware, Hammocks, Cutlery, and Garden Hose

- 1,200 pieces Strinsky Ware will be offered Tuesday, July 2nd, at 3 o'clock. It is brown outside and white inside, first quality (not damaged goods). French silver, heavily recycled, from Germany. Dish Pans, Rice Soilers, Tea Kettles, Water Pails, Bowls, Preserving Kettles, etc. The regular prices range as high as \$1.75. For Tuesday morning, not more than one piece of each size for this clearance. Maple Leaf Day sale price..... 40c for this clearance.
- 12.25 Buy a Hammock well worth double the price. Late season, in the meaning of the great reduction for this line of seasonable goods. The patterns are stripe effects. Strong well made, and woven to give good service. Large pillow and fringed valance. No phone or mail orders for this clearance.
- 1.50 Fruit and Food Choppers, best Gristoid tables, meats, etc. Every kitchen should have one. Maple Leaf Day sale price..... 95c
- 40c Sharp 6-inch Knives. High-grade field steel, made to sell at sixty-five and seventy-five cents. Sharp and bone-handling two and three blade knives, brass lined, and strong extra quality knife, fork and steel. Sharp Maple Leaf Day sale price..... 40c
- 40c Garden Hose, 3-ply, Banner Brand or Planet. Guaranteed fresh and strong. In regular lengths, fitted with complete attachments and 1/2 inch or 3/4 inch hose ends. In regular lengths, fitted with complete attachments and 1/2 inch or 3/4 inch hose ends. In regular lengths, fitted with complete attachments and 1/2 inch or 3/4 inch hose ends. Maple Leaf Day sale price, 1/2-inch size for \$4.15, complete; 3/4-inch size for \$5.00, complete.



Maple Leaf Tuesday, July 2nd Sale

### Wonderful Values in the Millinery Dept.

- Billie Millinery for Midsummer. Special values for Maple Leaf Day Sale. 1000 Hats, \$1.00 values for \$5.00. Mohair, Java and Tassel shapes, with abundance of flower and ribbon trimmings. Regular \$1.00. Maple Leaf Day sale price, per hat..... 50c
- 47.50 values for \$3.50. 100 in this Big Assortment of hats from the workrooms, each one a little different from the other, but all stylish hats. Regular \$7.50 hats. Maple Leaf Day sale price..... 47.50
- 40c Cur Giltas, Sale Price, 40c. Cur Giltas, Sale Price, 40c. Maple Leaf Day sale price, per pair..... 40c
- 25c Celluloid Frames at 15c. Celluloid Photo Frames, Regular 25c. Maple Leaf Day sale price, per pair..... 15c
- 45c Frames for 25c. Celluloid Photo Frames, Regular 45c. Maple Leaf Day sale price, per pair..... 25c
- Silver-mounted China. China Vases, sterling silver mounted. Regular \$1.00. Maple Leaf Day sale price, each..... 75c
- China Hat Pin Holders, silver mounted. Regular 25c. Maple Leaf Day sale price, each..... 15c
- 75c Gravy Ladles for 25c. Silver-plated Gravy and Sauce Ladles. Regular \$1.00. Maple Leaf Day sale price, each..... 25c
- \$4.00 15-leveled Watch for \$2.00. 15-leveled Watch, Regular \$4.00. Maple Leaf Day sale price..... 2.00
- \$1.00 Pearl Necktie for 25c. Fine filled Necktie, beautiful beautiful cream lustre. Regular price \$1.00. The pearls are sale price, per necktie..... 25c
- Silver Cuff Links, 25c. Sterling Silver Cuff Links and Roman Finish Cuff Links, strong and well finished. Regular \$1.00. Maple Leaf Day sale price, per pair..... 25c
- Sterling Silver Earring, 30c. Sterling Silver Earrings, gold-filled ear-strings, round and four-hoop. Regular \$1.00. Maple Leaf Day sale price, per pair..... 30c
- Dress Pin Sets, 25c. Fine Roman Finish Dress Pin Sets, plain and gold-filled. Regular \$1.00. Maple Leaf Day sale price, per set..... 25c
- Baby Pins and Rings, 15c. Gold-filled Baby Pins and Stone-set Baby Rings. Regular \$1.00. Maple Leaf Day sale price, per set..... 15c

### Extraordinary Boot & Shoe Bargains

- Men's Boots and Oxfords, Regular \$2.00 for \$1.00. Men's Boots and Oxfords, 800 pairs Men's Boots and Oxfords, button and Blucher style, in patent calf, tan, russet, calf, gummetal, and vic leather; Goodwear well, McKay sewn, and stand hard soles; new short, and medium vamp; sizes 7 to 11. Regular price, \$2.00, and \$3.50. Maple Leaf Day sale price..... \$1.00
- Boys' Special Sale Boots, \$1.00. Boys' Strong Oiled Box Kip Boots, Blucher style, child leather soles and heels; a neat boot that will stand lots of hard wear; sizes 7 to 11. Maple Leaf Day sale price..... \$1.00
- Women's Footwear at \$1.00. Women's Dainty American and Domestic Ties, made in and Ankle-Strap Pumps and Oxfords, made in calf, patent calf, gummetal, and vic leather; high New York, French, Cuban, and military heels; sizes 7 to 11. Regular \$2.00, \$3.00, and \$4.00. Maple Leaf Day sale price..... \$1.00
- Girls' and Misses' Summer Shoes, \$1.00. Misses' Light Weight Dongola Kid Boots, neat blucher style, patent toe-cap, medium weight sole. Sizes 11 to 2. Maple Leaf Day sale price, per pair..... \$1.00
- Child's sizes, 8 to 10 1/2. Maple Leaf Day sale price..... \$1.25

### Big Curtain and Drapery Reductions

- \$2.00 Nottingham Lace Curtains at \$1.15. 5,000 pairs Nottingham Lace Curtains, large variety of scroll, drop, or floral patterns, good heavy serviceable mesh, strong edge, 50 inches wide. Worth \$1.50, \$1.75, and \$2.00 per pair. Maple Leaf Day sale price, per pair..... \$1.15
- \$5.50 Swiss Lace Curtains at \$3.00. Swiss Lace Curtains, \$3.00, 400 pairs Swiss Lace Curtains, in many new, original, or re-productions of antique designs and color effects, unusually attractive and well adapted for window curtains, cushion covers, and valances, 30 to 32 inches wide. Worth 30c, 35c, and 40c per yard. Maple Leaf Day sale price, per yard..... \$3.00
- 40c English Chintzes for 25c. English Chintzes, Large collection of these handsome prints in many new, original, or re-productions of antique designs and color effects, unusually attractive and well adapted for window curtains, cushion covers, and valances, 30 to 32 inches wide. Worth 30c, 35c, and 40c per yard. Maple Leaf Day sale price, per yard..... 25c
- Heavy Scotch Madras, Regular 40c, for 25c. Heavy Scotch Madras, in white only, beautiful clear ray patterns, 45 to 50 inches wide, floral or conventional effects. Worth 35c and 40c per yard. Maple Leaf Day sale price, per yard..... 25c

### Good Day to Buy Rugs

- \$4.50 Wilton Hearth Rugs at \$2.50. Beautiful Wilton Hearth Rugs, in blue, green, red, or tan. 2 x 4 ft. in size. Regular price \$4.50. Maple Leaf Day sale price, per rug..... \$2.50
- 25c Jap. Matting selling at 15c. A good selection of Japanese Matting. Regular price, per yard, 20c and 25c. Maple Leaf Day sale price, per yard..... 15c
- Save 33 Per cent on an Axminster Rug. Seamless English Tapestry Squares, extra fine 8 x 12 ft. Regular \$10.00. Maple Leaf Day sale price..... \$6.65
- Wilton Velvet Squares Reduced One-Third. 800 Velvet Squares, in various colors, at very big reductions. Oriental, self-color, and 10 x 16 ft. Regular \$18.00. Maple Leaf Day sale price..... \$12.00
- 2 x 4 ft. Regular \$12.00. Maple Leaf Day sale price..... \$8.00
- 8 x 12 ft. Regular \$35.00. Maple Leaf Day sale price..... \$23.25
- Save \$10.00 on an Axminster Rug. Axminster Rugs, for dining rooms, living rooms, etc. In many sizes and colors. Regular \$20.00. Maple Leaf Day sale price..... \$10.00

### Extra Specials in Jewelry, Etc.

- \$2.50 Alarm Clock, Sale Price, \$1.00. Intermittent Alarm Clock. Regular \$2.50. Maple Leaf Day sale price..... 1.00
- \$1.00 Cur Giltas, Sale Price, 40c. Cur Giltas, Sale Price, 40c. Maple Leaf Day sale price, per pair..... 40c
- 25c Celluloid Frames at 15c. Celluloid Photo Frames, Regular 25c. Maple Leaf Day sale price, per pair..... 15c
- 45c Frames for 25c. Celluloid Photo Frames, Regular 45c. Maple Leaf Day sale price, per pair..... 25c
- Silver-mounted China. China Vases, sterling silver mounted. Regular \$1.00. Maple Leaf Day sale price, each..... 75c
- China Hat Pin Holders, silver mounted. Regular 25c. Maple Leaf Day sale price, each..... 15c
- 75c Gravy Ladles for 25c. Silver-plated Gravy and Sauce Ladles. Regular \$1.00. Maple Leaf Day sale price, each..... 25c
- \$4.00 15-leveled Watch for \$2.00. 15-leveled Watch, Regular \$4.00. Maple Leaf Day sale price..... 2.00
- \$1.00 Pearl Necktie for 25c. Fine filled Necktie, beautiful beautiful cream lustre. Regular price \$1.00. The pearls are sale price, per necktie..... 25c
- Silver Cuff Links, 25c. Sterling Silver Cuff Links and Roman Finish Cuff Links, strong and well finished. Regular \$1.00. Maple Leaf Day sale price, per pair..... 25c
- Sterling Silver Earring, 30c. Sterling Silver Earrings, gold-filled ear-strings, round and four-hoop. Regular \$1.00. Maple Leaf Day sale price, per pair..... 30c
- Dress Pin Sets, 25c. Fine Roman Finish Dress Pin Sets, plain and gold-filled. Regular \$1.00. Maple Leaf Day sale price, per set..... 25c
- Baby Pins and Rings, 15c. Gold-filled Baby Pins and Stone-set Baby Rings. Regular \$1.00. Maple Leaf Day sale price, per set..... 15c

### Bargains for Men & Boys

- Men's Linen Suits for \$20.00. A Hot Weather Suit made from a crash linen, single-breasted coat, trousers with cuffs, belt, and side straps, well made. Maple Leaf Day sale price..... \$20.00
- Boys' Blue Serge Suits at \$12.75. Boys' Blue Serge Suits. A specially good English blue serge that will wear well and give good service. Carefully tailored in that military Russian style. Every detail of this suit perfect. Maple Leaf Day sale price..... \$12.75
- Special Navy English Worsted, \$15.00. Quality, style, and value are the outstanding characteristics of our twelve dollar Blue Serge. The material that this suit is made from is one of those dependable English wools, all navy blue. The cloth will wear well and give excellent service. Neatly single-breasted, three-button style, with rousers and quality correct in style, wool mohair linings, and tailored by experts. Maple Leaf Day sale price..... \$15.00
- Men's \$15.00 and \$10.00 Outing Suits for \$15.00. Probably nowhere else in Canada is shown such an extensive and high-class stock of Men's Outing Suits. From the leading firms in our Men's Department, we have selected the best, like the weather shirt, with red and white chevrons and tweeds in halftone stripes, from choicest materials, coat with every new style feature, carefully tailored and tailored into single-breasted three-button style; trousers have cuffs, belt, and side straps. Maple Leaf Day sale price..... \$15.00 and \$10.00 suits at the popular Maple Leaf Day sale price..... \$15.00
- 50c Neckties for 25c. Men's Neckties in a huge assortment of designs and styles. Regular \$1.00. Maple Leaf Day sale price..... 50c
- Men's Pyjamas for \$2.00. Men's Pyjamas in a variety of different materials for summer wear, all sizes. Regular \$2.50 and \$4.00. Maple Leaf Day sale price..... \$2.00
- Men's \$1.00 Outing Shirts for 60c. Men's \$1.00 Outing Shirts, in pure white, pearl grey or light tan. Modish and well made. In each color, 14 to 18. Regular \$1.00. Maple Leaf Day sale price..... 60c
- Illustration Two-piece Bathing Suits. Men's Illustration Two-piece Bathing Suits of fine quality, navy blue, two-draw and tailored fastening on shoulder with two buttons. All per suit..... \$1.00

### Real Bargains for Men

- Panama Hat, \$3.95. A high class Panama hat and a late shipment of Genuine Panama Hats are responsible for this great reduction. These hats are closely woven from the natural fibers and tailored South American palm of more than a genuine Panama hat. They are well made and strongly advise you to take advantage of this special sale. Regular \$5.00. Maple Leaf Day sale price..... \$3.95
- Men's and Youth's Straw Hats, \$1.00. Up-to-date Straw Hats and Youth's Dress, Straw Hats, in a variety of styles. Regular \$1.50. Maple Leaf Day sale price..... \$1.00
- Men's \$1.00 Summer Wool Underwear at 60c. Men's \$1.00 Summer Wool Underwear, Wool Underwear, shirt and drawers (dark). Regular \$1.00. Maple Leaf Day sale price, per pair..... 60c
- Men's White Underwear for 40c. Men's White Underwear, in a variety of styles. Regular \$1.00. Maple Leaf Day sale price, per pair..... 40c
- Men's \$1.00 Summer Wool Underwear at 60c. Men's \$1.00 Summer Wool Underwear, Wool Underwear, shirt and drawers (dark). Regular \$1.00. Maple Leaf Day sale price, per pair..... 60c
- Men's \$1.00 Summer Wool Underwear at 60c. Men's \$1.00 Summer Wool Underwear, Wool Underwear, shirt and drawers (dark). Regular \$1.00. Maple Leaf Day sale price, per pair..... 60c
- Men's \$1.00 Summer Wool Underwear at 60c. Men's \$1.00 Summer Wool Underwear, Wool Underwear, shirt and drawers (dark). Regular \$1.00. Maple Leaf Day sale price, per pair..... 60c
- Men's \$1.00 Summer Wool Underwear at 60c. Men's \$1.00 Summer Wool Underwear, Wool Underwear, shirt and drawers (dark). Regular \$1.00. Maple Leaf Day sale price, per pair..... 60c
- Men's \$1.00 Summer Wool Underwear at 60c. Men's \$1.00 Summer Wool Underwear, Wool Underwear, shirt and drawers (dark). Regular \$1.00. Maple Leaf Day sale price, per pair..... 60c

### Strong Values from the Furniture Department

- Library Tables, \$13.00. Library Tables, in selected quarter-cut oak, finished rich golden color, also Natural Mahogany. Of good design and good workmanship. Regular \$15.00 and \$25.75. Maple Leaf Day sale price..... \$13.00
- Safety Couch Bed, \$7.00. Heavy steel angle and tubing, with National mattress, mattress is bottom filled and covered with heavy green denim. Regular \$12.50. Maple Leaf Day sale price..... \$7.00
- 50 Brass Bedsteads, in full size only, and in bright satin finish. Desirable in every feature of construction, style, and finish. Regular \$24.75. Maple Leaf Day sale price..... \$15.00
- 100 Comfort Bed Rockers, large size, heavy roll arm, built for comfort and durability. Finished natural pine, brown or dark green. Regular \$25.00. Maple Leaf Day sale price..... \$15.00

### The Book Department

- \$2.00 Paperettes for \$1.50. Handsome Paperettes, containing fine Linen Paper, with Envelopes to match. Regular \$2.00. Maple Leaf Day sale price..... \$1.50
- \$1.00 Paperettes for \$1.00. Handsome Paperettes, containing fine Linen Paper, with Envelopes to match. Regular \$1.50. Maple Leaf Day sale price..... \$1.00
- Clearing \$1.00 Books at 25c. 250 Webster's Dictionary for 95c. 250 Letter Writers for 35c.

### How About Lunch?

Breakfast is ready to serve at 8 o'clock. Maple Leaf Day Sale price from 8 a.m. to 5.30 p.m. Dinner from 11 a.m. to 5 p.m. Maple Leaf Day sale price, 30c, 50c, and 75c. Afternoon Tea for Shoppers, from 3 p.m. to 5 p.m. Maple Leaf Day sale price..... 15c

Beginning Tuesday, July 2nd, there will be a Daily Delivery to Post-Office and West-End Stations, Lake Shore Road to

The SIMPSON Company Limited