

**VISITORS**  
are invited to make use of the store's conveniences: Parcel Check Office and Telegraph Office, Basement. Post Office and Information, Main Floor.

# THE ROBERT SIMPSON COMPANY LIMITED

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are invited to make use of the store's conveniences: Lunch Room, Sixth Floor. Rest Room Third Floor.

## Diamonds at Greatly Reduced Prices

Three-stone Rings of sapphire, pink tourmaline and diamond, and single diamond rings, platinum tips. Regular \$10.00. Friday 4.95  
Solitaire Diamond Rings, slightly imperfect but wonderful bargain. Regular \$25.00 to \$35.00. Friday 17.50  
Ruby and Diamond and Onyx and Diamond Dinner Rings. Regular \$35.00. Friday 18.90  
Seven-stone Rings, setting faced with platinum, band of 14k. gold. Regular \$40.00. Friday 27.50  
Princess Style Rings, cluster diamonds. Regular \$75.00. Friday 55.00  
One Solitaire Diamond. Regular \$200.00. Friday 125.00  
Diamond Set Cameo Pendant, and pearl, aquamarine and diamond pendant of 14k. gold and platinum. Regular \$33.00. Friday 17.50

## Today's Special Prices on Homefurnishings

### Sheets, Pair \$1.00

500 pairs, Bleached Summer Sheets, good weight, for double beds. Size about 70 x 90 inches. Friday, pair 1.00  
White English Satin Bed Spreads, for double beds. Regularly \$3.75. Friday, pair 1.98  
Turkish Chintz Comforters. Size 90 x 70 inches. Friday 1.85  
Government Standard Towels, hemmed. Friday, 4 pairs for 1.00  
Bleached Damask Table Napkins, for restaurant use, etc. Size 20 inches. Friday, dozen 1.25  
Towelings, 10 Yards for 95c—Crash roller towelings, 17 inches wide, or checked glass, 22 inches wide. Friday, 10 yards for 95c  
Bleached Table Damask, assorted designs, 57 inches wide. Friday, yard 1.25  
Lace Trimmed Dresser Scarfs, size 17 x 60 inches. Friday, each .48  
Wash Cloths, Friday, 6 for .25  
Factory Cotton, heavy quality, for sun tents. Width 36 inches. Regularly 12 1/2c. Friday, yard .9  
Indigo Checked Apron Gingham, 36 inches wide. Friday, per yard .12 1/2

## Clearance of Wall Papers

Borders and Ceiling Papers, stripes, all-over patterns and conventional designs; large variety of colorings. Regular 15c to 35c. Friday, single roll at .5  
Imported Wall Papers, Regular 1.00 and 1.25. Friday bargain, single roll at .25  
Silk Fibre Papers, Regular 50c. Friday special, single roll .9  
VARNISH STAIN.  
For all woodwork and floors; light oak, golden oak, walnut, mahogany, green and cherry. Regular 75c. Friday bargain, quart .45

## 5000 Yards of Cretonne

A splendid lot of good colors and designs. Reduced from 75c and 85c yard to 50c.  
Another extra good lot reduced from 40c to 30c.  
Cretonnes for Bedrooms, parlors and sitting-rooms—Reduced from 35c and 40c to 25c.  
500 PAIRS NOTTINGHAM CURTAINS AT 50c.  
Regular 75c value, 3 yards long, about 48 inches wide.  
FRIDAY, PAIR 99c  
BAMBOO VENEER SCREENS.  
A limited number, natural colors only, strongly made, with pulley and cord—  
4.0 x 8.0, special .79  
6.0 x 8.0, special .119  
7.0 x 8.0, special .139  
8.0 x 8.0, special .149  
10.0 x 8.0, special .189  
BORDERED SCRIMS, 76c.  
A good selection of Pretty Scrims, bordered in pink, blue, green and yellow, 36 inches wide. Special, yard 16  
WINDOW SHADES, 25c  
Opaque shades with reliable roller bracket and ring pull, cream color only. Special .29

## 150 Remnants of Tapestry Carpet at 79c and 95c

A clearance of manufacturers' samples in 1 1/2-yard lengths, many patterns and colors. Regular \$1.50. Friday, each 75c and 95c.  
SMALL BRUSSELS RUGS, 85.75.  
12 only, imported rugs, in good Oriental patterns and colorings. Size 4 1/2 x 7 1/2. Regular \$10.25. Friday 8.65  
TAPESTRY RUGS  
10 only, Scotch Rugs, in brown and fawn colorings and Oriental designs. Size 6 1/2 x 9 1/2. Regular \$12.25. Friday 10.75  
ENGLISH BRUSSELS RUGS.  
6 only, small conventional designs. Size 7 1/2 x 9 1/2. Regular \$12.25. Friday 10.75  
IMPORTED SEAMLESS AXMINSTER RUGS AT ONE-THIRD REDUCTION.  
Two-toned gray ground, blue and green border; also small conventional design. Size 7 1/2 x 10 1/2. Regular \$25.50. Friday 10.75



## New Straw Hats for Men

Pick a new Straw or Panama from our big showing of this season's smartest shapes. Among them:

### THE RANDOLPH

One of our smartest sailors, made of fine quality English braid, medium crown and brim, black corded silk braid and flare bow. A smart young man's hat. Price 1.50

### THE YORK

A hat that will appeal to the conservative dresser comes in semit straw, high crown and medium brim, black corded silk band and flat bow, cushion fitting band. 2.00

### THE PANAMA

The new Alpine shape, with pencil brim and pinched crown, made of genuine South American Panama, in beautiful bleach and finish. 5.50

### THE MAJOR

A slightly tapered shape in the new flat pineapple braid, high crown and medium brim, with black corded silk band and bow. A popular hat. Priced at 2.50

## A Special

This morning we place on sale 200 Men's Split and Semit Straws at 95c. The lot consists of new smart shapes, with medium and high crowns and different width brims. Special .95

**Don't Miss Today's Offerings!**  
The Last Day of the Maple Leaf Sale includes Sale Specials, Friday Bargains and Week-end values in the one day's selling. Special efforts have been made to make this day a record in concentrated values to customers of the Simpson Store.

Whether it's a Tie or a Hat---Underwear or a Collar---Handkerchiefs or Suits, the Men's Store Stands Ready With the Best Values

**Men's \$10.50 Tweed Suits at \$7.95**  
English tweeds, in grays and in browns, small patterns, carefully tailored in good fitting, single-breasted, three-button sacque styles, with single-breasted vest. Sizes 36 to 44. To clear 7.95  
**HOT WEATHER SUIT AT \$5.50.**  
Made from crash linen, coat is single-breasted, with patch pockets; the trousers have five pockets and cuffs. Sizes 35 to 44 5.50  
**200 HOT WEATHER COATS AT \$1.00.**  
In light weight cotton material, linen shade or gray; cut single-breasted, with patch pockets. Sizes 34 to 44 1.00  
**MEN'S \$3.00 AND \$3.50 WASH VESTS AT \$1.98.**  
In sizes 34 to 39. Single-breasted, assorted sizes. Friday 1.98  
**BALBRIGGAN UNDERWEAR.**  
1,200 garments Friday at 25c. Natural shade; sateen faced shirts and drawers. Sizes 34 to 44. Friday .25  
Only two suits to any customer.  
**\$1.25 AND \$1.50 COMBINATIONS AT 95c.**  
Men's Balbriggans, "Poros Knit" and white lisle thread combinations; "Tru-Knit" make; broken ranges from regular stock. Sizes 34 to 44. Regular \$1.25 and \$1.50. Selling Friday at .95  
**Boys' Navy Bathing Suits, one-piece style. Sizes 20 to 32. Special Friday .25**  
**BOYS' JERSEYS.**  
In blue, white, white and sky; short sleeves only; pull-over style. Sizes 18 to 32. Regular 25c. Friday .19



## Shirts at 59c

Regular 75c, 89c, \$1.00, \$1.25 and \$1.50 Shirts 59c, 3 for \$1.75.  
An immense and well-assorted stock of summer shirts, including solettes, in tan, blue and white, with separate collar or collar attached styles; also cambric in blue and black, hairline and cluster stripes; laundered and double French cuff styles; coat fronts, double yokes and large roomy bodies. Sizes 14 to 17. Regular 75c to \$1.50. Friday 59c, 3 for \$1.75.

## Sporting Goods at Reduced Prices

Tennis Racquets, Jacques' celebrated English make. The Excelsior, Friday \$1.95; the Royal, Friday 1.75  
Racquet Cases, Friday  
Tennis Balls, Friday, 25c, 30c and 40c  
Tennis Nets, size 42 feet x 2 1/2 feet, Friday, \$2.75; tarred, Friday \$2.50  
Centre Bands, for holding centre of net, Friday, 50c  
Tennis Marking Tapes, complete Friday  
Jacques' Lawn Bowls, 5, 5 1/2, 6 and 6 1/2 size. Friday, pair 1.75  
Bowling Balls, extra heavy. Friday  
Golf Sticks, Drivers and Brassies  
Golf Clubs, Putters, Mashies, Irons, Wedges, Friday, each  
Golf Balls, specially priced at, 25c and 30c  
Golf Bags, brown canvas, leather bound. Reg. \$2.00 and \$2.50. Friday 1.50  
Hammocks, a large assortment, colors, with pillow. Regular \$1.25. Friday \$1.00  
Couch Hammocks, angle iron frame, good steel springs, brown canvas, and ends. Well filled mattress. Friday \$1.50  
Lawn Swings, four-passenger, Friday \$5.95; two-passenger, \$3.95  
Camp Stools, folding steel frame with canvas seat, very strong, light, serviceable. Regular \$1.25. Friday .95

## BASEBALL GOODS HALF PRICE

Baseball Gloves, regular 30c. Friday 15c  
Baseball Mitts, regular \$1.00. Friday 75c to 80c  
Solid Alcohol Stove and Kettle, complete with solid alcohol. Friday

## Boys' Tweed Norfolk Suits at \$4.95

English and Canadian made single-breasted models; fancy Norfolk effects, in brown and blue, checks, stripes and plain weaves, bloomers full cut. Sizes 25 to 34. Regular \$6.00 to \$7.50. Maple Leaf Sale Friday  
**BOYS' WASH SUITS, 40c.**  
Sturdy suits, with full-fitting coats and pants that fasten on at the colors guaranteed fast; white gray with blue or blue and black stripes, and plain blue knickerbockers, white tunics with blue stripes, or white suits. For boys 2 1/2 to 14. Regular 75c and 95c. Maple Leaf Sale Friday  
**BOYS' SHIRT WAISTS, 40c.**  
Various sizes and colors; white wash fabrics; white, with black and black and navy stripes; blue and white stripes effects; for boys 7 to 17 years. Sizes 11 1/2 to 14 1/2. Leaf-Sale Friday

# The Store is Closed All Day Tomorrow--- Dominion Day

## Today's Holiday Apparel for Women and Misses

**WOMEN'S \$20.00 NEW SERGE SUITS AT \$15.00.**  
English serge, black or navy; pure wool, new full length, convertible collar and semi-belt; satin serge lining. Friday 15.00  
**WOMEN'S TUB SUITS, \$8.95.**  
A number of smart suits from regular stock, broken sizes and single garments in linen shade. Formerly \$12.50. Friday special 8.95  
**Other Wash Suits at \$4.95 and \$7.95.**  
**WHITE CHINCHILLA COATS AT \$4.95.**  
Full ripple back and belt. Regular \$7.50. Friday 4.95  
**WOMEN'S COATS AT \$12.50.**  
From our best selling styles; black, navy, tan and novelty weaves. Regular \$16.50 to \$22.50. Friday 12.50  
**60 WHITE VOILE DRESSES AT \$3.50.**  
Very full skirt, gathered at waist; novelty buttons and large collar. Sizes 32 to 42. Regular \$5.95. Friday 3.50  
**WOMEN'S WHITE CORDELINE SKIRTS.**  
Extra quality white cordeline, flared style, with or without pockets, high waist or separate belt. Regular \$1.75. Friday 1.29

## 150 Misses' Smart Tub Suits \$5.95

Wide stripes, white and tan and gray and tan, with large collar and wide belt; others with yoke back and patch pockets; white, tan, blue, gray. Sizes 14 to 20 years. Former prices \$10.00 to \$12.50. Friday 5.95  
**50 MISSES' SILVERBLOOM SUITS AT \$7.98.**  
Smart belted styles, in plain and combination stripes, of mauve, gray, tan and green. Sizes 14 to 20 years. Regular \$13.50. Friday 7.98  
**MISSSES' WHITE BLANKET COATS, \$4.50.**  
60 only, belted and full ripple back, large patch pockets. Sizes 14 to 20 years. Friday 4.50  
**MISSSES' DUST COATS, FRIDAY, \$4.98.**  
50 only, belted styles, with large patch pockets and convertible collar; natural shade; full length. Sizes 14 to 20 years. Regular \$5.75. Friday 4.98  
**MISSSES' AND JUNIOR DRESSES, \$5.00.**  
Russian blouse effect, with patent leather belt, also coat effects; shades navy and black serge. Sizes 14 to 20 years. Regular \$8.50 and \$10.00. Friday 5.00

## Men's Seamless Cotton Socks

Black or tan, Regular 12 1/2c. Friday, pair .9

## Women's Silk Hose 29c

Boot Hose in black and white only, Canadian made, lisle thread, double garter top. Sizes 8 1/2 to 10. Regular 39c. Friday .29

## WOMEN'S NOVELTY SILK HOSE.

For summer wear; in the lot white, navy, champagne, gray, with white or black stripes; also white or black clocks. Pure thread silk. Regular \$1.25. Friday .89

## WOMEN'S BLACK CASHMERE HOSE.

English make, 8 1/2 to 10. Regular 50c. Friday, 30c; 3 pairs \$1.10.

## CHILDREN'S LACE SILK SOCKS.

Sky and pink, pure thread silk. Regular 40c. Friday .29

## BOYS' AND GIRLS' STOCKINGS.

Union cashmere, 2-1 ribbed, spliced heel, toe and sole; seamless, English made. Sizes 6 to 10. Regular 35c. Friday special .25

## WOMEN'S LONG SILK GLOVES.

Broken lines from our regular stock; black, white, tan or gray; elbow length, mousquetaire, open at wrist. Sizes 5 1/2 to 7. Regular \$1.00. Friday .69

## WOMEN'S SHORT GLOVES.

Lace lisle thread, black or tan; also 12-button length, lace patterns. Sizes 5 1/2 to 8. Regular 35c and 50c. Friday special .29

## A Great Sale of Boots and Shoes The Whole Family Should Come Here Today

Two days' big selling rolled into one, Friday's bargains and the usual Saturday Sale this week combined as a big feature of our last day Maple Leaf Sale.

## 8.30 A.M. SPECIAL: "TREMSON'S" WOMEN'S \$4.00 AND \$5.00 BOOTS, FRIDAY BARGAIN AT 99c.

400 pairs Women's \$5.00 Boots, with Goodyear welt sole, in gunmetal and patent colt, button and lace styles, with light and dark gray cloth tops; also 200 pairs women's all black velvet button boots, Elizabeth style; widths A, B, C. Sizes 2 1/2 to 5. Regular prices \$4.00 and \$5.00. Friday, 8.30 bargain (no exchange or refund) .99

## WOMEN'S \$4.50 AND \$5.00 LOW SHOES, FRIDAY, \$2.49.

700 pairs Women's Colonials, Oxford Ties and Pumps, made on this season's toe shapes with Cuban and Spanish heels, in patent colt, vici kid, gunmetal calf and fancy colored kid and combination leather, with light Goodyear welt and flexible McKay sewn soles. Sizes 2 1/2 to 7. Regular \$4.50 and \$5.00. Friday 2.49

## "QUEEN QUALITY" SUMMER BOOTS, \$2.95.

1,000 pairs, samples and lines not carried in our regular stock, good assortment of heel and toe shapes, in button and lace, in patent colt and vici kid, gunmetal and white and black kid; military gaiter style. Goodyear welt and McKay soles. Patent and kid tip and plain vamp. Sizes 2 1/2 to 7. Regular \$4.00, \$4.50 and \$5.00. Friday 2.95

## MEN'S BOX KIP BOOTS, \$1.99.

400 pairs, Blucher Boots, full fitting last, solid standard screw soles, low heels. Sizes 6 to 11. Regular \$3.00. Friday 1.99

## 950 PAIRS MEN'S GOODYEAR WELT BOOTS AND OXFORDS AT \$3.35.

Gunmetal, vici kid and tan calf leathers; button and lace styles, boot or Oxford; English recede, round or medium toe last; military or flange heels; light weight Goodyear welt soles. Sizes 6 to 11. Regular \$4.50 and \$5.00. Friday 3.35

## BOYS' "ACTIVE SERVICE" BOOTS.

550 pairs, hard-knock and holiday boots, with heavy solid standard screw soles and solid heels, in box kip leather, Blucher cut. Sizes 4 to 5. \$2.29. Sizes 11 to 13, \$1.99.

## GIRLS' ROMAN SANDALS.

Six-strap, white Sea Island duck, with white fancy buttons, white tailored bow and low heels. Sizes 8 to 10 1/2. \$1.45. Sizes 11 to 2, \$1.65.

## Today's Market Call up Adelaide 6100

Lake Ontario Whitefish, 2,000 lbs. caught, 2 to 4 lbs. per fish. 10c per pound  
**MEATS.**  
Swift's Premium Hams and Bacon, waterproof wrappers, specially packed for campers. Regular 10c. See display in market.  
Shoulder Roasts, Finest Beef, 1 lb. 10c  
Black Roasts, prime quality, 1 lb. 10c  
Thick Rib Roasts, Simpson quality, 1 lb. 10c  
Best Rib Roasts, Simpson quality, 1 lb. 10c  
Briquet Boiling Cuts Best Beef, 1 lb. 10c  
Family Sausage, our own make, 1 lb. 10c  
All Pork Sausage, Simpson quality, 1 lb. 10c  
Spring Lamb, fore-quarter, 1 lb. 10c  
Spring Lamb, hind-quarter, 1 lb. 10c  
Spring Lamb, toms, 1 lb. 10c  
Spring Lamb, legs, 1 lb. 10c  
Maple Leaf Boned-in Ham, 10 lbs. 1.00  
Maple Leaf Pure Lard, 10 lbs. 1.00  
weight, per pair  
**GROCERIES.**  
One car Standard Granulated Sugar, 100 lbs. 10c  
Choice Family Flour, 50 lbs. 10c  
Yellow Cooking Sugar, 5 lbs. 10c  
California Seed, Simpson quality, 1 lb. 10c  
Choice Cleaned Currants, 1 lb. 10c  
Heather Brand Raisins, 1 lb. 10c  
Bottle 3 bottles  
Perfection Baking Powder, 2 lbs. 10c  
New Orleans Molasses, 7 lb. 10c  
Canada Cornstarch, package 10c  
Crises, per 100 lbs. 10c  
Finest Creamery Butter, per lb. 10c  
Finest Canned Corn, 10c  
Finest Marmalade, 2-lb. jar 10c  
Clark's Potato Mashed, 10c  
Choice California Prunes, 5 lbs. 10c  
English Vinegar, 10c  
bottle  
Crosse's Fish Brand Sardines, 3 cans 10c  
Choice Raisins, 10c  
Finest Pearl Tapioca, 2 1/2 lbs. 10c  
Choice Pink Salmon, 10c  
Toasted Cornflakes, 5 packages 10c  
500 lbs. Fresh Fruit Cakes, per 10c  
Fancy Mixed Nuts, per lb. 10c  
1,000 lbs. Pure Celena Tea, 10c  
1,000 lbs. Fresh Beans, per 10c  
ground pure or with oil, 10c  
10c  
**FRUIT AND VEGETABLES.**  
Choice California Sun-dried Onions, 10c  
Choice California Sun-dried Tomatoes, 10c  
Choice Grapefruit, 2 for 10c  
California Peaches, per dozen 10c  
Finest New Potatoes, half peck 10c  
**CANDY—Main Floor and Basement.**  
1,000 lbs. Coconut Milk, per 10c  
1,000 lbs. Gum Drops, per 10c  
1,000 lbs. Fruit Cakes, per 10c  
500 lbs. Chocolate Covered Marshmallows, per lb. 10c  
**FLOWERS.**  
2,000 Fresh Peonies, per dozen 10c  
1,000 Fresh Carnations, per dozen 10c  
1,000 Fresh Roses, per dozen 10c  
Feston Fans, well filled, each 10c  
Boston Ferns, each 10c  
The SIMPSON