

Simpsons Mid-Winter Sale

Store Opens 8:30 a.m.

Closes 5:30 p.m.

Telephone Main 7841.

Market Adel. 6100.

"Young Bears"

That's what Arnold called them in his celebrated classic, Tom Brown's Schooldays. Possibly because they tumble about so much, climb so many trees, are so full of tricks and so fond of sweet things. All these things are shared by boy and bear alike, and the wear and tear on the coats of each is much the same. A boy's clothing nowadays demands a certain bear-like quality if it is to endure for even a short time. The

Boys' Clothing Dept., Second Floor

of this store, has a long-established clientele of boys and mothers because of the bear-like durability supplied in clothing. Simpson's Boys' Clothing has other qualities in common with Bruin's pelt. It wears well and it is warm. But, we go one better. The "young bears" of today are not satisfied with one style of clothing. Hardly. They have very fixed ideas on the subject. Some insist on the better model and some on various other styles, but all

Incline to the sporty effect

in design and pattern. They may share in the fun-loving characteristics of Tom Brown, but this kinship does not extend to the matter of clothes. Appreciating this fact, our Clothing Department (Second Floor) is prepared to meet the various tastes and wishes of all the boys who bring their mothers in to approve the suits they choose, or

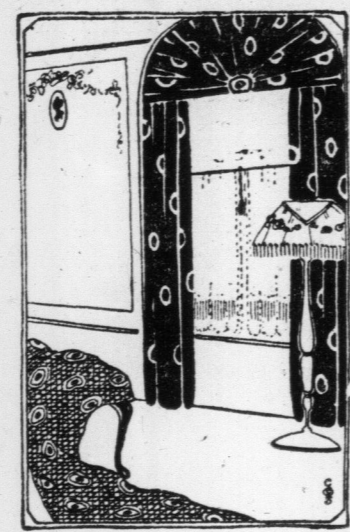
Who come alone.

There is an assortment here which contains the suit nearest desire. The stock measures up to standard in quality and in design, and the price, in every case, will be found the lowest possible commensurate with the genuine value in the clothing. The boy who buys one suit here will grow up in Simpson clothing. For it means satisfaction.

Boys' Suits \$9.85

Suits for Boys

The superiority of this Clothing makes it a real opportunity to secure service and value at a reduced price. Grays, browns, olives, in tweeds and donegals, and blue worsteds in belter and waist-line models, with bloomer pants. Sizes 24 to 30. Regularly \$13.50 to \$16.50. Midwinter special, \$9.85. Simpson's—Second Floor.



The Finishing Touch To a Room

is achieved in well chosen, tasteful portieres. In many homes they are essential to prevent air currents, in all they induce comfort, and their appearance adds the touch of artistry and completeness desired. Today, they are obtainable in great variety at a Special Price.

Portieres at \$31.98 Pair

Made in our own factory, of fine quality velour, with firm, even pile and rich silky finish.

Choice of all the most desirable colorings, showing a different shade on each side to harmonize with the individual color schemes.

Double-headed tops, with draw tapes and hidden hooks sewn on.

Made to fit any arch up to 7' wide and 6' 9" high. Today, pair 31.98

Heavy Extension Rods, \$1.45

Polished brass tubes, 1 inch in diameter and extending from 40 to 72 inches. Complete with pair of brass sockets. Today, each 1.45

Simpson's—Fourth Floor.

Imported Wall Papers, \$1.00 Roll

High-class designs, suitable for living-rooms, dining-rooms and halls. Selection includes tapestry, shadow treatments and textile weave effects, with artistic combinations of harmonious colorings. 30 inches wide, 5-yard roll. Regularly \$1.25 to \$2.00. Mid-winter Sale, roll 1.00

Quality Bedroom Papers, 33c Roll

Embossed and floral stripe designs, chintz and all-over patterns, printed with pleasing arrangements of colors on light colored backgrounds. Some designs have cut-out borders to match, specially priced at, yard, 6c. Mid-winter Sale, single roll 33c

Room Mouldings and Plate Rails

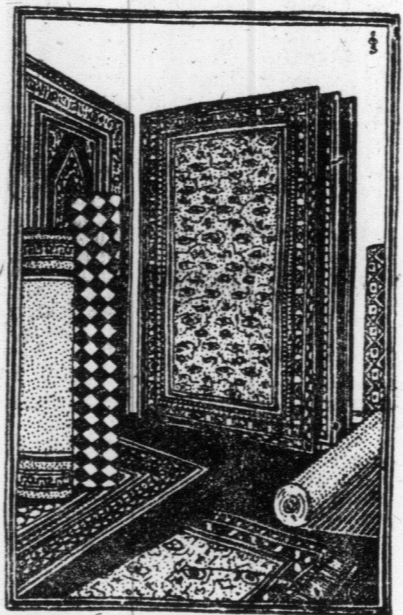
1 1/2-inch Imitation Oak Room Moulding, foot. 2 1/2
1 1/2-inch White Enamel Room Moulding, foot. 3 1/2
2 1/2-inch Imitation Oak Chair Rail, foot. 6
3-inch Imitation Oak Plate Rail, foot. 20

Simpson's—Sixth Floor

Axminster Rugs, \$19.95

Deep pile Axminster, in a splendid range of designs. Warm colorings, to blend well with the newer wall paper and fabrics. Will withstand hard wear. Suitable for small rooms or halls. Size 7' 6" x 4' 6" 19.95

Simpson's—Fourth Floor



Boots for Each and All

(No Phone or Mail Orders on Sale Footwear)

Men's Broad-Fitting Brown Boots. Made of Havana brown calfskin, with full wide toe and neat perforated toecap. Double-weight English oak tanned leather welt sole, broad, flat heel. Sizes 6 to 11. Today 8.00

"Biltmore" Boots for Women, \$10.00

Lace boots, made of soft pearl gray glazed kid, long plain vamp. Goodyear welted soles, for winter wear; 9-inch tops, with neat wood covered heels. All widths and sizes 2 1/2 to 8. Regularly \$13.00. Today 10.00

Girls' Black Kid Button Boots, \$2.99

300 pairs of girls' black kid boots, with full round toe and patent toecap, medium weight sole and heel. Sizes 11 to 2. Today, pair 2.99

Boys' Goodyear Welt Boots, \$4.75

Beaver brown blucher boot, on full round toe, heavy guaranteed Panther Goodyear welt sole and solid Panther heels. Sizes 1 to 5 1/2. Mid-winter Sale 4.75

Boys' Sturdy Boots, \$4.00

200 pairs of boys' black kid boots, blucher cut, full round toe, solid leather boxing, heavy solid soles. Sizes 1 to 5 4.00

Rubbers!

Women's—Rubbers, city weight, plain coquette rubbers, medium heel's. Sizes 2 1/2 to 789

Women's Sandal Rubbers, Sizes 2 1/2 to 7. Open vamp75

Men's Rubbers

Heavy corrugated soles and heels. Sizes 11 to 1280

Sizes 4 to 590

Sizes 6 to 10 1.09

Men's One-Buckle Overshoes

Just right for stormy weather. Made with heavy felt tops 1.75

Medium weight 2.09

City weight, Jersey tops 2.39

Simpson's—Second Floor.

Flashlights Reduced

Tubular, 8 1/2 inches long. Black, with nickel trimming. Strong battery and bulb. Regularly \$1.15. Sale price95

Tubular, 6 1/2 inches long. Black, with nickel trimming, battery and bulb. Regularly 95c. Sale price75

Nickel-Plated Pocket Cases, with battery and bulb. Regularly 95c. Sale price75

Nickel-Plated Pocket Cases, with battery and bulb. Regularly 85c. Sale price68

Simpson's—Sixth Floor.

Does Every Man Know



that this Mid-winter Sale contains daily, some offer of great advantage to himself? It may be suitings, which are going much below the regular price nearly every day, or overcoats, or a score of other things he will need later and will have to purchase at higher prices. Scan these genuine values this morning.

\$38.00 to \$45.00 Overcoats, \$30.00

This lot comprises many short lines, including all-wool, heavy weight chevriots and tweeds, in nice shades of gray, brown and heather mixture.

Made in popular double-breasted Ulster model, "walking length"; finished with convertible storm collar. Some with slash pockets. All with belted backs; a few are finished with split sleeve and small cuff. Wool linings. Sizes 35 to 44. Mid-winter special 30.00

\$13.50, \$15.00 Sweaters, \$8.95

A clearing from one of Canada's best sweater makers. Broken lines and manufacturers' samples. Made from English yarns, all-wool, fancy knit. Storm collar, two pockets. Colors are black and maroon. Made perfect fitting. Regularly \$13.50, \$15.00. Today 8.95

\$5.00 and \$6.00 Mufflers, \$3.49

Men's Silk Knit Mufflers, reefer style, with fringed ends. Big assortment of striped patterns and colors. Broken lines from regular stock. Regularly \$5.00 and \$6.00. Today 3.49

Flannelette Pajamas

Good weight, striped patterns. Coat has frog fasteners, one pocket. Military collar. Sizes 34 to 44. Today 2.49

Sheep-Lined Vests, \$3.95

In a heavy fawn drill material, sheep-lined, finished with 4 patch pockets and back strap. Sizes 36 to 44. Regularly \$5.50. Mid-winter special 3.95



Caps for Boys and Men

Winter weight caps with inside earband, which can be pulled down. One, four and eight-piece top styles, in big assortment of shades and designs. Regularly \$1.50. Today98

\$6.50 Persian Lamb Caps, \$4.45

Driver shapes, made of pieced Persian lamb skins. Well lined and finished. Today 4.45

Children's Toques at 39c

Several shapes, in a big assortment of color combinations. Regularly 50c to 75c. Today 39c

Simpson's—Main Floor

Your Business Office Needs

Supplies from week to week. The Simpson Store will supply your needs to your satisfaction.

STAFFORD'S MUCILAGE. Special adhering quality that keeps sweet and soft without difficulty. Quarts, 90c; pints, 50c; 1/2 pints, 35c.

SALESMAN'S ORDER BOOKS. Priced at 15c, 30c, 40c and 50c.

HANDY INK PADS. Priced at 25c and 40c.

METAL RUBBER STAMP RACKS 15

CASH BOXES. Priced \$2.25, \$2.50 and \$3.50. Deed boxes, \$3.75.

WIRE PEN RACKS, gilt finish. Price 15

THE ARCHIVE FILE. Particularly popular. With perforator, price, \$1.50; without perforator, \$1.25.

THE "FAVORITE" FILE. Improved letter and invoice file. Note or letter size. Each, 75c.

BLANK BOOKS, LEDGERS, JOURNALS, MINUTE BOOKS. In cloth, with red leather back and corners, priced as follows: 200-page, \$2.25; 300-page, \$3.00; 400-page, \$3.50; 500-page, \$3.90; 600-page, \$4.35; 800-page, \$5.25.

With rough sheep back and corners, as follows: 200-page, \$1.65; 300-page, \$2.45; 400-page, \$2.75; 500-page, \$3.00; 600-page, \$3.50; 800-page, \$4.25; 1,000-page, \$5.00.

WATERMAN'S INK. Blue, black. Eminent quality. 2-ounce bottle, 10c; 4-ounce bottle, 20c; 8-ounce bottle, 30c; 8-ounce bottle, 35c; 16-ounce bottle, 60c; 32-ounce bottle, \$1.00.

WEEKLY TIME BOOKS. Prices 5c, 20c and 25c. Monthly, 10c, 15c and 25c.

STAFFORD'S PASTE. Quarts, 90c; pints, 50c; 1/2 pints, 35c.

BOX FILES. For letters, valuable papers, etc. Price75

METAL PERFORATOR. Price 1.00

PERPETUAL CALENDAR, on metal stand. Price25

PENCILS. "Velvet" make, numbers 2, 3 or 4. Dozen95

RUBBER DATE STAMPS, prices 30c and 40c.

Midwinter Furs

Children's White Thibet Sets, with small cape collar and flat muff. Regularly \$9.50. Today, set 7.50

Children's White Coney Sets (Imitation Ermine), with small sailor collar and round muff. Regularly \$5.75. Today, set 4.45

Large Opossum Straight Shawl Stoles, with pockets in ends. Regularly \$60.00 and \$75.00. Today 49.75

Same style. Regularly \$50.00. Today 39.75

Taupe Dyed Opossum Cape Collars. Today, \$30.00 to \$45.00.

Taupe Dyed Opossum Round Muffs. Today 23.25

Simpson's—Second Floor.



The **SIMPSON** Company Limited

FOR OFFICE BUILDING BOND STREET containing about 3000 sq. ft. Basement with hardwood floors. 2nd floor, 20' x 12' x 12' with 28 King Street East. PROBS: Co

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DRURY WILL BY EVERY OF ONTARIO

Declaration Meeting — Work in F ADDRESSES

Woodstock, Ont. —Addressing a group of about 500 farmers of Premier Drury, Drury met before his departure whether it lasted by every member last. This was made to Hon. work before the in the federal to see clean and at Ottawa. He Ontario desire to ernment at Toronto whether it occasion was a Green of the dep and his fat stood for the second at the v was presented to watches to the of the team, M quade Max B Mayor Gahan Premier Drury, cordial relations ban and rural county

Touches Drury an aviation, county upon its education. He the cabinet prob that the favour the provincial el center. Their Dominion field, have been v passed on the a government tive of the oth U.S.O. wen the carry on. He as men who wis and he would man to the las the highest government bus basic industry culture. Rural ing. The com rural life is fall continue the he original settlers farmer in the trace his ances set and devoted to the rural stand erment cannot of conditions re

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NEWFOUND EXCEE

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New French Outlines T

Paris, Jan. was elected pre day. He th his election a to performed b lishment as co atten: to supp tion of the V provisions of, the security of the world.