

STORE OPENS 8:30 a.m. CLOSES 5:30 p.m.

The SIMPSON Company Robert Limited

TELEPHONE MAIN 7841 MARKET ADEL. 6100



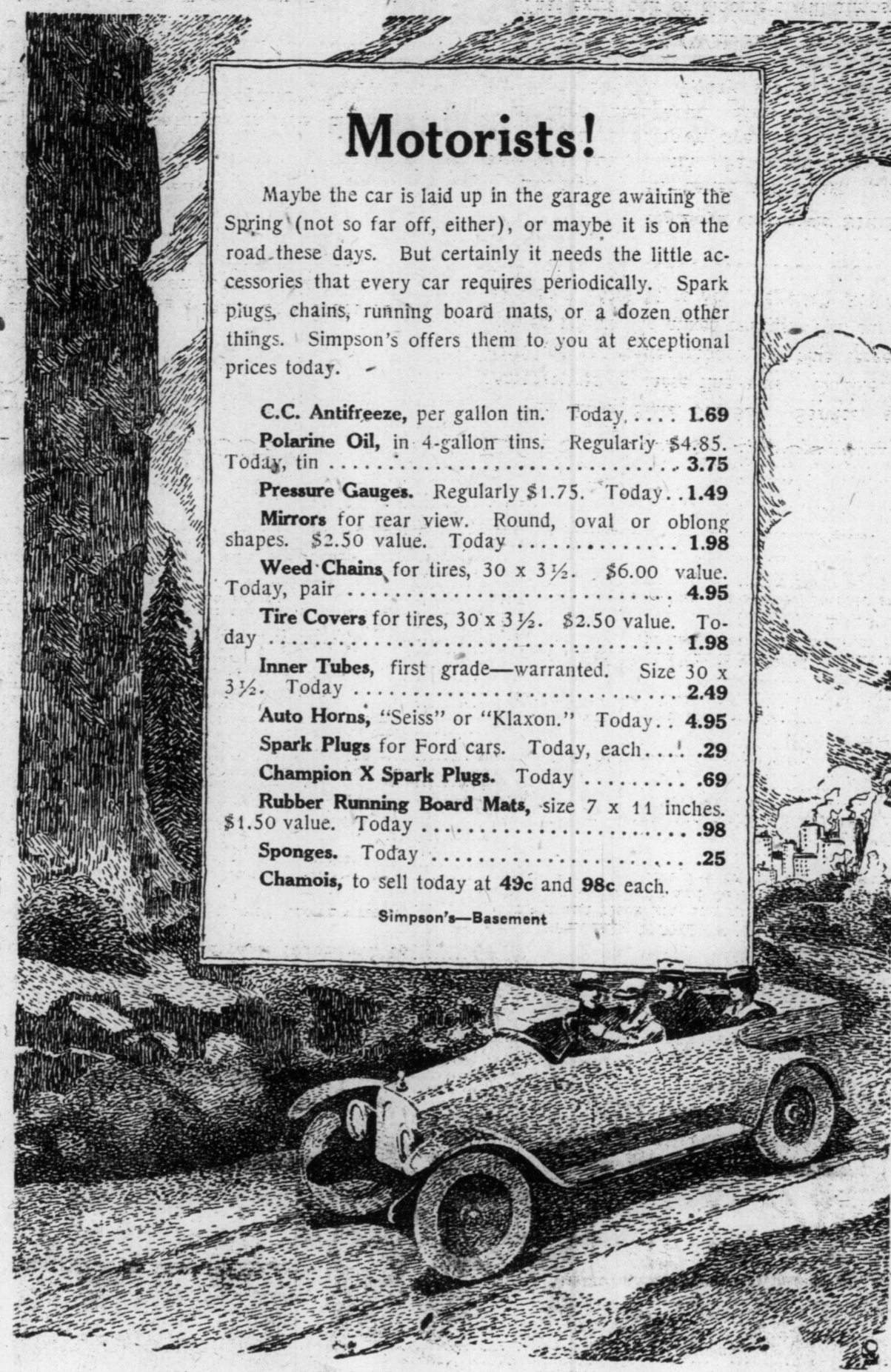
Specials for Little People

- Children's Wash Dresses, durable pink or blue percales and cottons. Extra smart styles. Sizes 2 to 6 years. Regularly \$2.25. Today 1.39
Infants' Short Dresses, 83c
White voile. Lace and ribbon trimmed. Sizes 6 months to 2 years. Today .83
White Flannelette Bloomers, 69c
Elastic in knees. Double nainsook waist band. Sizes 2 to 14 years. Today .69
Children's Sleepers, 98c
Soft white flannelette. Feet attached. Button back, drop seat. Sizes 2 to 6 years. Today .98
Children's Drawers, 39c
White nainsook. Wide knee style, lace-trimmed. Sizes 2 to 6 years. Today .39
Infants' Vanta Vests, \$1.29
Fine ribbed white wool. Double front and long sleeves. Sizes 6 months to 2 1/2 years. Today 1.29

Spring Silks!

Irresistible in their loveliness are new printed pussy willow and morning glory silks, white warp chiffon taffetas, lustrous colored taffetas, heavy georgettes and crepes de chine, charmeuse, wash satin and a veritable host of other glorious weaves you must see to appreciate.

New Suitings Also
Particularly worthy of note are the men's finished serges—more popular than ever—and for the dressier suit, fine gabardines and rich weaves of broadcloth.



Motorists!

Maybe the car is laid up in the garage awaiting the Spring (not so far off, either), or maybe it is on the road these days. But certainly it needs the little accessories that every car requires periodically. Spark plugs, chains, running board mats, or a dozen other things. Simpson's offers them to you at exceptional prices today.

- C.C. Antifreeze, per gallon tin. Today 1.69
Polarine Oil, in 4-gallon tins. Regularly \$4.85. Today, tin 3.75
Pressure Gauges. Regularly \$1.75. Today 1.49
Mirrors for rear view. Round, oval or oblong shapes. \$2.50 value. Today 1.98
Weed Chains for tires, 30 x 3 1/2. \$6.00 value. Today, pair 4.95
Tire Covers for tires, 30 x 3 1/2. \$2.50 value. Today 1.98
Inner Tubes, first grade—warranted. Size 30 x 3 1/2. Today 2.49
Auto Horns, "Seiss" or "Klaxon." Today 4.95
Spark Plugs for Ford cars. Today, each .29
Champion X Spark Plugs. Today .69
Rubber Running Board Mats, size 7 x 11 inches. \$1.50 value. Today .98
Sponges. Today .25
Chamois, to sell today at 49c and 98c each.

Simpson's—Basement



Several Things for Men

will be found listed in this column. Each of them is something a man needs or wishes, and each is selling today at a reduced price. A careful perusal of the offer is worth while.

- 15-Jeweled, Gold-Filled Watch, \$15.00
12 only, thin model watches, Fortune quality gold-filled cases, screw back and front. A written guarantee with each watch. Gold dial, with luminous hands and figures. Regularly \$20.00. Today 15.00
Simpson's—Main Floor.

Toilet Essentials

- Sheffield straight blade Razor, 5/8-inch blade. Round or square point, and Shaving Brush. Complete outfit, today .98
Razor Strop, double leather. Today .65
The Gem Safety Razor, with 7 Gem Damaskene blades, in leatherette covered case. \$1.00 value. Today .69
Scissors. Manicure or nail scissors, in several sizes. 60c to 75c value. Today, pair .49
Simpson's—Basement

Men's Hats \$1.95

- All Odd Lines of Soft and Stiff Hats, from \$2.50 to \$4.00, to Clear This Morning.
Flat and slightly curled brim fedoras. All shades. American and English stiff hats in small, medium and full crown styles. No Phone or C.O.D. Orders taken on this item. Regularly \$2.50 to \$4.00. Today, 8:30 a.m. 1.95
Simpson's—Main Floor

Underwear Specials

- 1,600 shirts and drawers—made in Mercury Mills. A clearing from winter stock of all broken lines. Sizes 34 to 44. All first quality, in seasonable weights. Regularly \$3.00 to \$5.00. On sale today, garment 1.39
(No Phone or Mail Orders)
Combinations. Men's combination underwear from the Mercury Mills. All first quality, good weight. Broken lines. Sizes 34 to 44. Regular values \$5.00 to \$7.50. Today, suit 2.78
Simpson's—Main Floor.

Books at 75c Now, But--

White paper is increasing in price, and books increase in consequence. Labor, cloth and paper factors will be reflected in more expensive reading hereafter. But we were fortunate enough to secure one more shipment of these fascinating stories, by well known writers, to offer to you at this sale price. It is your opportunity.

- Harold Bell Wright—Calling of Dan Matthews, Winning of Barbara Worth, Shepherd of the Hills,
Basil King—High Heart, Lifted Veil,
Emma C. Dowd—Polly of the Hospital Staff, Doodles,
Julie M. Lippmann—Martha and Cupid, Making Over Martha,
Beris Ruck—Miss Millions' Maid, Three of Hearts, Wooling of Rosamund Fayre,
Mark Twain—Adventures of Tom Sawyer, Huckleberry Finn, Tramps Abroad, Prince and the Pauper,
Jackson Gregory—Joyous Troubadour, Wolf Breed,
Como Hamilton—Sins of the Children, Scandal,
Myrtle Reed—Lavender of Old Lace, Old Rose and Silver, Master of the Vineyard, Spinner in the Sun, Weaver of Dreams,
Grace S. Richmond—Court of Enquiry, With Juliet in England, Second Violin, Strawberry Acres, Red Pepper Burns,
B. M. Bower—Jean of the Lazy A, Lonesome Trail, Heritage of the Sioux, The Look-Out Man, Lore of the Dim Trails,
Randall Parrish—Devil's Own,
Chas. Neville Buck—When Dearest Went Dry,
Mrs. Bellol Lowndes—Red Cross Barge,
A. Conan Doyle—Tales of Sherlock Holmes,
Irving Bacheller—Light in the Clearing,
E. Temple Bailey—Mistress Anne,
E. R. Burroughs—Tarzan of the Apes, Jungle Tales of Tarzan, Tarzan and the Jewels of Opar, Son of Tarzan,
Mary R. Rinehart—Long Live the King, When a Man Marries,
W. J. Locke—Fortunate Youth, Jaffery,
Morals of Marcus O'Dayne,
David Grayson—Adventures in Friendship, Great Possessions, Hemphill,
Gene Stratton Porter—Girl of the Lumberlost, Freckles, Harvester, Laddie, Michael O'Halloran,
Sewell Ford—Shorty McCabe Looks 'Em Over, Shorty McCabe, Shorty McCabe on the Job, Sideswiping with Shorty, Trying Out Torchy,
Florence Barclay—Bossy, Mistress of Shenstone, Following of the Star,
Francis Hodgson Burnett—The Shuttle, T. Tembarom.

Book Department—Main Floor.

Under-Priced Boots and Shoes

(No Phone or Mail Orders on Sale Footwear.)

- SPECIAL! WOMEN'S BOOTS.—Button and lace styles, with 9 and 10-inch tops. Brown with fawn suede top, gray, brown and black kid, and brown calfskin leathers. Plain and fancy vamp of patent calf. Havana brown kid and calfskin; also light and dark gray, and gunmetal leathers with low walking, Cuban and Spanish heels. All widths from A to D. Sizes 2 1/2 to 7. All one price. Today 6.85
WOMEN'S EVENING SLIPPERS, \$5.95
Queen Quality Seconds. Regularly \$8.00 and \$9.00.
Patent leather and black kid slippers, in the newest styles, with turn soles, and wood-covered heels. Sizes in the lot, 3 to 7. Today 5.95
WOMEN'S BLACK CLOTH SPATS, \$1.00.
Made of fine black melton cloth, 10 buttons high. All sizes, 3 to 7. Today, pair 1.00
WOMEN'S SKATING BOOTS, \$10.00.
Black or brown soft calf leather. American sport pattern, with Goodyear welt sole, and reinforced solid heels, neat narrow toe, with fancy perforations. Sizes 2 1/2 to 7. Pair 10.00
MEN'S BOOTS, \$6.85.
Blucher or straight lace—wide and narrow English recede toe lasts. Gunmetal, Havana brown calfskin, storm calf and patent leathers. Heavy and medium weight, vulcanized dry foot soles. All sizes, 6 to 11. Today, all one price 6.85
BOYS' ACTIVE SERVICE BOOTS, \$4.50.
Made of heavy tan kip leather, leather standard screw soles, and leather backstay. Sizes 1 to 5 1/2. Today, Also the same style boot in black at 4.50
Simpson's—Second Floor.

A Real Big Overcoat Opportunity \$19.95

A group of 50 Men's and Young Men's Overcoats remaining from the season's selling, incomplete in size range, which must be disposed of before stock-taking. Up-to-the-minute styles—

Waist Seam, Belter and Ulsterette Models

Substantial chevrot and tweed coatings, in the brown, gray and heather effects. Sizes 33 to 36. Regularly \$25.00, \$28.00 and \$30.00. Clearing today at 19.95

Men's Overcoats, \$28.00

Double-Breasted, Slip-On, Form-Fitting, Belter and Ulsterette Models. Just 65 overcoats in the lot. Fine, heavy weight coatings, in attractive light, medium and dark grays and browns and smart mixture effects. Sizes 36 to 42. Specially priced today at 28.00

Simpson's—Main Floor

Boys' Suits Specially Priced

Big Boys' Suits, \$13.95. Service, style, fit are fully demonstrated in these fine suits. Double and single-breasted, waist-line and belter models, in blue serges, gray and brown worsted effects and mixed tweeds. Full cut bloomers, governor fasteners. Sizes 31 to 36. Regularly \$18.00 to \$24.00. Today, special 13.95

Big Boys' Overcoats, \$16.95

Double-breasted, belted and smart, these tweed overcoats have wear and warmth. Fawn and black checks, brown mixed stripes, gray and brown overchecks, in wool and cotton mixtures, lined throughout. Sizes 13 to 17 years. Regularly \$25.00 to \$28.00. Today, special price 16.95

Boys' Suit (With Extra Bloomers), \$18.45

That extra pair of bloomers will almost double the life of the suit.

Suits with a mannish air, tailored in wool and cotton mixed tweeds. Brown and olive mixtures. Belter models, with bloomer pants. Sizes 25 to 30. Today, special 18.45

Simpson's—Second Floor



The SIMPSON Company Robert Limited

FACTORY S... QUEEN STREET CORNE... Twelve-foot lane in... side six houses on... per annum. H. H. W... 25, King Street East... PROBS: Fa...

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ANNOUNCE... BOLSHEV... WITHOU...

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Ottawa, Jan... arrangements... rying out this... policy initiated... its legislation... tion of parliam... \$20,000,000... spread over a... This represents... lay, the provin... tribute 60 per... On the basis... out as follows:

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FU... All Fur Cos... en's for the... more prac... Heavy Winter... cial lines of... \$27.50 and \$... Piece and T... without belt... \$55.00 to \$85... items reduced... This has bee... Ladies' Fur... in Dineen's... markable sav... en's 140 Yon... own segment