Store Opens 8:30 a.m.

Closes 5:30 p.m.

Telephone Main 7841

Market Adel. 6100



If he's a live wire

his mother will know it in a score of ways. One minute there'll be a far-away, muffled shout in the attic. The next, the boy may possibly be seen sliding past an upstairs window on a rope from the roof. He and the dog go on long pilgrimages together, scrambling through bushy hedges, crawling under fences, and both coats are pretty shaggy by suppertime.

"He's a terror on Clothes"

declares his mother, partly in pride and partly in sorrow. She wants a real boy, and yet she wishes clothes "wouldn't wear out." Wants to see his cheeks red from scuffling and climbing and running, and yet wants an almost "boy-proof" suit as well. She may have both. Our

Boys' Clothing Dept., Second Floor

has studied the question of durability, of workmanship, of reinforcement in places it is needed, of modish style, of grip-fast buttons, and of satisfaction to the boy and his mother. If he wears a Simpson suit, red cheeks and romping may be encouraged. For the "wear" is in Simpson clothing.

Dependable Suits, \$14.85

Good value. In style and durability these suits cannot be beaten at their price. They are dressy as well. Double and singlebreasted, high waistline, Belter models, in gray broken stripes, brown stripes, checks and mixed effects, in tweeds, worsteds and cheviots. Bloomer pants. Sizes 13 to 17 years. Regularly \$16.50 to \$22.00. To-

Big Boys' Overcoats, \$14.65

Ulster variety, specially adapted for stormy weather. Belter models, all-wool and wool and cotton mixed tweeds and cheviots, in brown and gray effects, lined throughout. Sizes 12 to 17 years. Regularly \$16.50 to \$24.00. Today 14.65 Simpson's Second Floor.

SIMPSON COLOR

Before very long the Spring housecleaning will be at hand. The chief of staff in many households is already mapping out the campaign in detail. The paper-hanger and painter are waiting to be summoned.

Today is the logical moment to lay in the wall and ceiling paper stocks. Note the remarkable Midwinter values that are being offered in a great variety of color and design.

Tapestry Design Wall Papers, 29c Roll

Foliage and figured tapestry effects, artistic colorings, including blues, greens, tans, browns, rose and gray. Regular values 35c to 60c. Today,

Cutlery-Dolls-Tire Chains

Mid-winter Sale

(Phone Main 7841.)

Gem Safety Razors. Excellent shaving razors, complete with 7 Gem Damaskene bledes in leatherette

Pocket Knives, good Sheffield make, white celluloid handle, 4% inches long, brass lined, two blades.

Today

Tire Chains, "Rid-o-Skid" for tires. Size 30 x 3½ inches. Today, pair

Serving Trays, mahogany, walnut and dark oak finish. Size 11 x 16 inches. Glass tops. Assorted designs. \$2.25 and \$2.50 values. Today

Dressed Dolls, 15 inches long, composition head, "hard to break." Stuffed body, long white dresses.

Sto value. Today

59



2,500 Rolls Paper, 15c Single Roll

Conventional and floral patterns, artistic colors, for bedrooms, sitting-rooms or halls. Regular values 20c to 35c. Today, single

Cut-Out Borders to Match, 5c yard.

Good Quality Ceiling Papers, 121/2c Roll

1,000 rolls only, conventional and figured designs, in silver, mica or plain colors, on superior backgrounds. Suitable for all rooms and halls. Regular values 15c and 20c. Today

Simpson's-Sixth Floor.

Simpson's—Basement.

An All-Wool Overcoat

If you want to keep warm in any weather, you cannot beat wool for overcoat satisfaction. Even the man who buys his own clothes, without any feminine advice, makes a point of knowing the wool content he is getting.

This morning we are putting On Sale, a fine lot of heavy chinchilla overcoats. A good chance for a warm coat very reasonably priced.

Heavy Overcoats, \$28.50

Young Men's Overcoats, \$26.45

Heavy weight tweeds, in attractive shades and patterns. Trencher, Waist-Seam, Form-Fitting and Ulsterette models. Sizes 33 to 36. Mid-winter Sale, today. 26.45

At \$42.00-A Man's Blue Suit

A dark navy blue worsted, single-breasted, semi-fitted sacque, with soft roll Medium height vest, trousers finished with 5 pockets, belt loops, cuff or plain

Simpson's-Main Floor.

Men's Soft Hats \$2.95

Regular \$3.50, \$4.00, \$5.00 and \$6.00 Lines. Broken ranges from regular stock. No full line of sizes in any hat, but many sizes in the assortment. Shades of brown, black, green, gray, fawn and navy. No Phone or C.O.D. Orders taken on these. Today, special 2.95

Children's Toques, 39c

Honeycomb, rib and brush knitted toques, in a big range of colors. Regularly 50c to 75c. (Main Floor). Today,

Simpson's-Main Floor.



Electric Fixtures for 6 Rooms \$29.50

Fixtures for six-roomed house, including halls, cellar and verandah. Fixtures are well made and finished in brush brass. Shades are tinted, except upper hall, bathroom and

Installed free within city limits.

Inspection fee extra. Insulation joints, if needed, free.

Lamps, if bought with set, 25 or 40 watt, grade A, 30c Simpson's-Sixth Floor.

Five Book Specials Today

Young Visiters, by Daisy Ashford. Regularly \$1.00. Spe-Getting Together, by Ian Hay, cloth bound. Regularly 50c. Modern Painting Book, with a complete outfit for coloring.
Superior water color, paints and brush in box. Regularly \$1.00.

Book Dept .- Main Floor.

Club Bags \$3.95 and---

Half-Price Pictures!

Wide range of hand colored platinums, platinum photographic reproductions of old masters, etchings, carbon photoreproductions. Various sizes, also modern pictures. From 50c to \$5.00. Today, half-price; 25c to \$2.50. Simpon's-Sixth Floor.

Ties! Reduced

This is a showing of Knitted Ties that men have been watching for. It brings a very desirable brand of neckwear down to a very tempting

The price set on these ties means a great rush of purchasers, and early comers will have the greatest variety to choose from.

\$1.00 to \$2.00 Knit Ties, 69c

Men's Dent Gloves, \$2.39

Mostly tan, but with many dark and light shades, in soft leather finish. These

A Clearance of Boots

(No Phone or Mail Orders on Sale Footwear) Women's Boots at \$6.95

Colored kid lace boots, 9 and 10-inch tops; all brown calfskin lace boots, with perforated toe caps, medium soles and Cuban heels; all brown kid lace boots, with welt soles and Spanish heels.

Also two-toned kid boots, with black kid vamps and gray laced tops. Two-toned boots, with dark vamps and light gray laced tops. Fawn kid lace boots with perforated vamps. All at one price 6.95

Men's Boots at \$6.95

Black calfskin, brown Havana, patent colt and kid boots, blucher style, wide and narrow toe shapes. Heavy and medium weight viscolized oak leather and rubber fibre soles. Alt Goodyear welt sewn, military and low heels. Sizes 6 to 10 in the lot. To-

Children's Velvet Top Boots, \$1.49

240 pairs children's dress boots, made of patent leather, with colored velvet tops, plain toes, turn soles and spring heels. Sizes 3 to 5 1/2. Today 1.49

Boys' Gunmetal Boots, \$4.25

300 pairs of round toe, English recede toe last, blucher and straight lace styles.

Made of gunmetal leather, good weight McKay sewn soles and low heels. Sizes 1 to 5. Today 4.25
Simpson's Second Floor.

FOR

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Will Furnish terials and ply Coal

WAREHOU

The Hague,

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London, eague of thing or an the attitude least, the Br on of Lord hairman of of the league the following "The peace loday, and tions. We welcome its think that wends."