

The Severest Part of Winter is Yet to Come---Choose One of These Big Warm Coats at Simpson's Today

"Carry On"

The British Tommy regards "perseverance" in a remarkably light-hearted Irish manner and calls the act "Carrying on."

The Canadians are the best of all, we hear, at "carrying on." There is a cheery optimism in the manner of these boys, says a well-known American writer—a jaunty determination to make the best of every situation that has won for them and Canada the admiration of the world.

Calmly, but with perseverance—with a tenacity of purpose—has this store been "carrying on," having in mind one object, one purpose, namely, to "keep the home fires burning," by supplying the public's demands with sound, dependable merchandise at the lowest possible price.

We are everlastingly on the lookout for special price assignments, trade discounts and the like, in the hope of saving our patrons as much as possible. Whenever fortune favors us, it also favors you. "Carry on!"

EXCERPT FROM THE KING'S CALL TO PRAYER

"I, therefore, hereby appoint January 6, the first Sunday of the year, to be set aside as a special day of prayer and thanksgiving in all the churches throughout my dominions."

Two Inducements for Boys and Their Parents

Special---Boys' Ulsters at \$10.95

The finely-finished imported English and wool ulsterings from which they are made would alone make them wonderful value. Add to that the hand-tailoring and the latest style features, and you will then know it is an occasion not to be missed. Double-breasted models, with patch pockets, convertible collars, etc.; lined throughout. For boys 10 to 17 years. Special price, \$10.95.

Boys' Suits Specially Priced at \$5.95

Contrary to what you might expect at such a remarkably moderate price, these manly little suits are tailored with neat lapels, form-retaining front, soft natural shoulders, patch pockets and three-piece belt.

The single-breasted pinch-back coats and the full-fashioned bloomers are lined throughout. For boys 7 to 17 years. On sale today, special at \$5.95.

Long before winter breaks you may find need for just such a coat as the one pictured.

Enveloped in its big warm folds you can brave the coldest day and enjoy solid comfort. It will also safeguard you against the uncertain dangers resulting from winter's cold sweeping blasts.

You have only to look at its uncommon, dashing appearance to know that it belongs to the smarter set of tasteful, refined models. It is a recognized fashion leader. We can also show you other models different in design but altogether quite as popular.

Step into the men's store today and slip into one of these handsome coats. You will then know how vastly superior they really are—not only in style, but also in workmanship and in the material they embrace.

We show this and many other models today at \$25.00, \$28.00, \$32.50, \$35.00, \$40.00, \$45.00 and \$50.00.

Men's Belted Overcoats

Men's Overcoats of grey and black check design in mackinette overcoating, double-breasted trench style, patch pockets with top flaps, inverted pleat in back, belt all the way around. Price, \$30.00.

Men's Overcoats of dark grey Whitney in double-breasted trench style, slash pockets, inverted pleat in back, belt all the way around. Price, \$35.00.

A Quick Dispersal Sale of Men's Overcoats \$14.95

Reduced From \$18.00 and \$20.00

This is a sale of real good coats—good styles, good materials, well made. There are handsome dark grey and brown Whitney cloths, tweeds, chevrons and vicunas.

There are fashionable slip-on, avenue and ulsterette styles, some with self and others with velvet collars. Sizes 36 to 42. Regularly \$18.00 to \$20.00 coats. On sale at \$14.95.

Two Handsome Suit Styles

Men's Suits of brown, blue and red mixed cheviot, in stripe pattern. Single-breasted, three-button model with form-fitting back with deep centre vent.

Latest style trousers and vest. At \$20.00.

Men's Suits of cassimere worsted with black and silver hairline stripe. Two-button, single-breasted model, with form-fitting ventless back.

Latest style trousers and vest. At \$22.50.



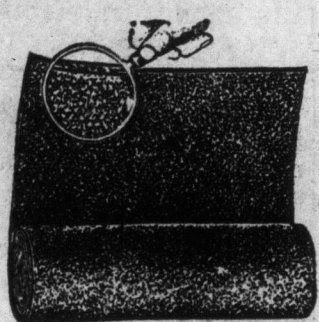
This Two-Burner Gas Stove at \$7.95 Means That It Goes To You at a Big Saving Today

This is Gurney's "Tipperary" Gas Stove. It is very well constructed and possesses many features which are found only in much more expensive ranges, including star-drilled removable burners, with needle point valves and air mixer. Also it has two oven racks.

This is a discontinued number with the factory. We are therefore able to sell them at about two-thirds of the regular price. Today, each, \$7.95.

Hardware Prices Are Down in the Basement

Ready Roofing, a thoroughly reliable grade, 108 square feet in a roll, complete with nails and cement. One-ply, today, \$1.25; two-ply, \$1.50; three-ply, \$1.75.



Phone Your Order—M. 7841

Handy Pliers, side cutter, wire cutter, gas burner and flat nose combination, 7 and 8-inch size. Regular 76c and 86c. Today, pair, 86c.

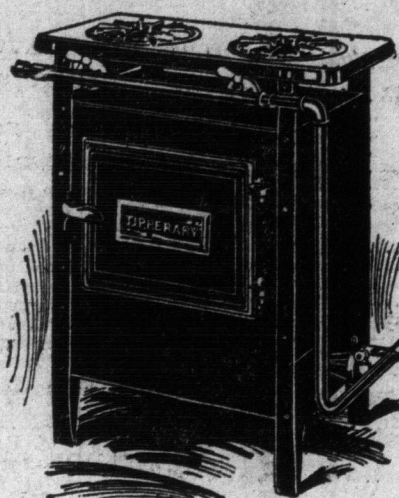
Measuring Tapes, Lufkin Rule Co. high-grade make, 50 ft. length, today, 39c; 66 ft. length, 49c.

Nest of Saws. This very handy outfit, a handle interchangeable with a keyhole, compass and pruning saw block. Complete set, today, 75c.

The Daisy Dustless Ash Sifter, galvanized iron, separates the ashes from the coal quickly, easily and with little dust. \$1.39. Furnace Shovels, D-top, steel scoop. Today, 76c.

Hollow-ground Razors, a good grade, well-finished razor, with 4 1/2 inch hollow-ground blade and black handle. Today, 95c.

Shaving Brushes, bristles set in rubber, a good 40c brush. Today, 25c.



Screw Drivers Today 19c

Screw Drivers, crucible steel bit, with secure handle, 3, 4 or 5-inch size. One price, today, 19c.

Have Your Picture Framed

January Reductions

Here is an excellent opportunity to have old unframed pictures, or pictures that you have received as Christmas gifts, framed at a very low price.

500 feet, 1-inch Antique Gilt Moulding is on sale today.

There are many patterns, some having gold-burnished tips. Suitable for water colors, hand-colored prints, and photographs. Regularly 15c, 18c and 20c. Today, per foot, 9c.

White Enamel Beds in several different designs with brass trimmings and continuous posts. Some have rails and knobs. Sizes 7.0 and 8.6. Price, \$3.95.

Children's Beds with white enamel drop sides and good springs. Sizes 2.8, 2.6 and 3.0. Regular prices, \$6.50 to \$11.25. Today, \$4.65.

White Enamel Beds with fancy scrolls and chills. Some have brass trimmings. Sizes 3.0 and 3.6. Regular prices, \$5.00 to \$6.50. Today, \$2.45.

Bed Springs of closely-woven wire fabric, strongly supported. Steel frames. Special today at \$7.75.

Mattresses with seagrass centre, jute both sides. Deeply tufted, with full depth border. Special today at \$2.50.

Old White Enamel and Ivory Chairs and Rockers. Used as samples and slightly defective in finish. Regular price \$6.00 to \$9.00. Today, \$4.65.

Other Hall Fixtures and Lanterns comprise hammered brass, Old English, Colonial, Flemish and Renaissance designs, in all finishes. Priced at \$4.10, \$4.95, \$7.50 up to \$41.60.

Electric Heaters are a great comfort these cold days. Anywhere you have a cold corner or room a Majestic or Hotpoint Heater will bring quick warmth. Prices, \$9.00, \$10.00, \$15.00, \$16.50.

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Hats Off to the VICTOR When You Want RECORDS in a Hurry!

Run Your Eye Over These:

\$2.00 Love Divine—Andante—Elman, String Quartette.
\$1.50 The Swine Back to Dixie—plantation song—Alma Duck.
\$2.00 Lakme—bell song—Gall-Curtis.
\$1.50 Midsummer Nights Dream—Overture—Victor Concert Orchestra.
\$1.50 Prelude (in G sharp minor)—Bachmanoff—Victor Concert Orchestra.
\$6c You Never Knew About Me (from "Oh, Boy")—Brown-Hallon.
\$1.00 An Old Fashioned Wife (from "Oh, Boy")—Alice Green.
\$1.50 Aloha Oe (Farewell to Thee)—H. K. Rose.
\$1.50 Aloha Oe (Gardenia Flower)—H. K. Rose.
\$6c The Maiden in Grey—Duet—Elsie Baker-F. Wheeler.
\$6c Somewhere a Voice is Calling—Tenor Solo—H. McCaskey.
\$6c Abide With Me—Duet—Olive Kline-Elsie Baker.
\$6c Whispering Hope—Duet—Olive Kline-Elsie Baker.
\$6c Washington Post March—Souza's Band.
\$6c El Capitan March—Souza's Band.
We will be pleased to play these records for you today whether you wish to purchase or not.

Bed and Bedding Prices Have Taken a Drop

Pillows, all feathers, in good grade of ticking. Per pair, 95c.

Pillows, all feathers. Size 19 x 26, 6 pounds per pair in art ticking. Per pair, \$1.50.

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Men! Men! Men!

Sweaters! Pyjamas! Underwear!

Men's Sweater Coats, made from imported English yarns, fancy knit stitch, all wool, high storm collar. Grey, brown, navy and maroon. Regular \$6.50. Today, \$4.89.

Men's Flannelette Pyjamas, of fine soft quality, good weight, neat striped patterns, pearl buttons and frog loops, military collars. Today, per suit, \$1.75.

Boys' Union Knit Sweater Coats, grey only, elastic ribbed, with close fitting military collar and two pockets, warm and comfortable. Regular \$1.00. Today, 89c.

The Robert SIMPSON Limited

Curtains?

\$2.00 Madras Curtains at \$1.49

50 pairs of exceptionally dainty cream madras curtains in floral design, portraying delicate pale blue roses scattered over the centre. This style of curtain is particularly tasteful for your bedroom. The length is 2 1/2 yards. Regularly \$2.00. Special today, per pair, \$1.49.

Border Scrims

This is one of the nicest curtain materials for your bedroom, dining-room or kitchen windows. It gives excellent wear and is easily laundered. Several very effective drawn-thread borders to choose from in either white, ivory or ecru. 36 inches wide. Per yard, 39c.

Madras Muslins

This is a special purchase of genuine Scotch Madras muslin, imported direct from the maker in Glasgow. It wears well and does not need starching when laundered. A score of beautiful patterns in floral and conventional designs. 42 to 44 inches wide. White or cream. Per yard, 39c.

Today in One of Our Display Rooms Nothing But Hall Lights Will Be Shown

The display will comprise over 40 different kinds. The lights are also useful for dens, small rooms, alcoves, etc.

The Lantern to the right is real leaded work in amber and hammered brass. Price, \$5.25.

Another Lantern has amber panels in mission frame of brushed brass. At \$2.90.

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