



(A CANADIAN MOTHER WRITES)
 Dear Son
 If necessary I will put my
 entire savings and your
 bonds to make sure that
 you carry on to a
 victorious end

**Canada is Behind Her
 Fighting Sons
 With All Her Might!**

---and intends to stay behind
 them until the job is finished right!

Don't be content to give the
 cause your moral support—that isn't sufficient.
 Buy a bond. Let us get behind the boys with
 our dollars as well as with our hearts.

It's good patriotism and first
 rate business. You were never offered an invest-
 ment with greater security. You've never been
 able to so combine patriotism and investment.

You can't buy too many---
 buy up to your limit and then some more. Every
 dollar goes to back up our boys in their drive to
 the Rhine.

The Loan of this district must be
 over subscribed. We must show our-
 selves to be legion of fighters. Our
 dollars must be mobilized for fighting.

**Every Dollar Invested in Victory
 Bonds is Spent in Canada---by
 Canadians for Canadians---
 "Double-Up"**

Yours for Victory Loan 1918
Simpson's

**BUY
 VICTORY
 BONDS
 TODAY!**

**Simpson Quality
 Overcoats for Men
 \$30.00 and \$45.00**

They're handsome coats to be priced so moderately.
 But that's the Simpson idea—to offer better quality
 overcoats at the price of ordinary garments. Get
 "overcoated" today in one of the following models:

The \$30.00 Overcoats

Made up in heavy, black Melton cloth—double-
 breasted, form-fitting model. Regular pockets with
 flaps, velvet collar, sleeves finished with small cuff.
 Sizes 36 to 43. Price, \$30.00.

Double-breasted form-fitting model, heavy, dark
 plain grey cheviot. Regular pockets, velvet collar and
 sleeves finished with small cuff. Sizes 36 to 42. Price
 \$30.00.

The \$45.00 Overcoats

Double-breasted Raglan, slip-on model. Developed
 in heavy weight coating, rich dark brown shade. Raglan
 shoulders, convertible collar, slash pockets. Yoke and
 sleeve. Sizes 34 to 44. Price, \$45.00.

Double-breasted Trencher Model of heavy weight
 dark heather brown coating. All-around belt, raglan
 shoulders, convertible collar and slash pockets. Satin
 yoke and sleeves. Sizes 34 to 42. Price \$45.00.

**Men's \$1.00 Winter Underwear
 Reduced to 79c**

Shirts and Drawers, fleece lined. Heavy cotton
 shell with soft fleece lining, natural shade. Close fitting
 cuffs and ankles. Get a whole season's supply today
 and save. Sizes 34 to 44. Regularly \$1.00. To-
 day 79c.

Men's 50c Suspenders 35c

"Duplex Brand," made from extra quality elastic,
 web. Neat patterns, cord pulley ends. Slide adjustable
 buckles. Regularly 50c, today 35c; 3 pairs \$1.00.

**Little Boys' Reefers
 and Overcoats**

Sizes 3 to 8 Years---\$7, \$11 and \$13.50

Overcoats at \$7.00—Models that will appeal to
 youngsters and mothers, too. They are strikingly
 smart in style. Grey double-breasted tweed overcoat,
 made with convertible collar and all-around loose belt
 at waist fastening with buckle, lined throughout with
 check lining, built for durability and comfort. Sizes
 3 to 8 years, \$7.00.

Dark Brown Tweed Overcoats, \$10.00—With
 fancy broken stripe pattern. Made in double-breasted,
 raglan shoulder, convertible collar. Slip-on style with
 all-around loose belt; with buckle at waist. Lined
 throughout with twill serge body lining. Sizes 3 to 8
 years, \$10.00.

Blue Chinchilla Double-Breasted Reefers, \$11.00—
 Velvet collar (military stand style); brass buttons;
 lined throughout with red flannel. A very dressy and
 popular coat. Sizes 2 1/2 to 8 years. \$11.00.

Double-Breasted Reefers, \$13.50—Made up in dark
 brown Whitney. Convertible collar model, with all-
 around loose belt at waist, fastened with buckle, lined
 throughout with heavy weight check lining, built along
 mannish lines, with added weight for the cooler
 weather. Sizes 3 to 8 years. \$13.50.

**Men's Victor Storm
 Calf Boots, \$7.25**

Be properly shod for rough weather—Heavy
 storm calf blucher boots made in black or brown
 storm calf leather. Bellows tongue. Guaranteed
 wear-proof lining—extra heavy viscolized sole, with
 rawhide slip sole, and steel arch support. For com-
 fort and wear these boots are unsurpassed. Sizes 6
 to 11. Today, pair, \$7.25.

Simpson's Special Boots for Men \$6.

Gunmetal blucher with dull calf upper, full wide
 easy tread last, double-weight Goodyear welt leather
 sole, wide flat heel. Sizes 6 to 11. Pair, today, \$6.00.

Men's Felt Slippers \$1.69.

Arctic cloth and black felt, buckle over ankle
 strap. Full fitting shape, leather outer soles. Sizes
 6 to 11, \$1.49 and \$1.69.

Simpson's—Second Floor.

The **SIMPSON** Company
 Robert Limited

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