



**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.

**BUY
VICTORY
BONDS
TODAY!**

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

*Yours for Victory Loan 1918
Simpson's—*

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 2½ 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