W BRITISH GAINS IN PALESTINE ALLIES TO REPLY TO PEACE OFFER GERMANS ATTACK ON WEST FRONT

## "Welcome to our City Nineteen Hundred and Eighteen !"

Like the newly-born baby, you're young yet, but you'll soon grow and, during your development we look for many pleasant surprises, and mayhap PEACE, who knows? Anyway, here's hoping that you prove to be the BEST YEAR we have ever had, and to all our customers and friends may it be the dawning of the very happiest years, with good health, true friends and congenial work.

Good-bye 1917, like
the dream that passes
with the dawning
ONLY the memory
lingers.
Sincerely yours

## Oak Hall, Clothiers

Yonge and Adelaide Streets
teboonhes

## * WAR SUMMARY * <br> THE DAY'S EVENTS REVIEWED

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## THE TORONTO WORLD <br> CANDDATSS MAKE

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## 

FOR CONTROLLER



erating and Would Resent Any Interference.



MLLION GREEXS SLAN
UNOER TURK AUSPCES





## Notice to the Public

It has come to my attention that many individuals, plentifully supplied with coal, are procuring further suppiies from men making delivery to trim back the fuel in bins in order to secure room for the additional quantity.

I have instructed the coal dealers to report every such instance to me, and I shall institute rigorous prosecution of

Such conduct in the present stringency, when many are suffering for want of fuel, is criminal, and I shall invoke process of law to punish the offenders; in addition, I shall, as
authorized by the Fuel Regulations, remove from the bins of such offenders all fuel which they have in stock over and above the two months' supply allowed by the Regulations. R. C. HARRIS City Hall, Toronto,
December 31st, 1917. $\begin{gathered}\text { Honorary Fuel Controller } \\ \text { for Ontario. }\end{gathered}$
Notice to Coal Dealers of City of Toronto
It has come to my attention that many individuals are
securing delivery of coal who have ample supplies on hand securing delivery of coal who have ample supplies on hand,
and that in some cases it has been necessary for the men making delivery to trim the fuel in the bins in order to accommo quantity
All coal dealers are hereby required to refuse to leave ual ordering, and to report promptly the circumstances to me when I shall immediately institute proceedings under the Dominion Fuel Regulations.
ty Hall, Toronto,
R. C. HARRIS December 31st, 1917. Honorary Fuel Controlle
for Ontario.
MANY ALIENS HOLD LICENSES IN CTT

## No Regulation to Preven Granting Such Privileges

 CAN'T SPEAK ENGUISHLaws Have Been Amended Recently, But N That Way.

FITYY THOUSAND

EXAMINED NY YEAR |  |
| :--- | Over Twate Thouesnd To

ronto Men Aceended for for

 $=$




WARD 4
WARD 4
RE-ELECT ALDERMAN McMULKIN

A STRONG ADVOCATE OF PUBLIC OWNERSHIP favoring

1. The purchase of of
2. Hydro extensio
3. Retrenchment consistent with efficiency
4. A strong business administration of city affaire

CITIZENS OF TORONTO: CONTROLLER JOHN O'NEILL Prosperous and Happy New Year


## COÜGHLIN


on Cards.


## MAYOR CHURCH

Wishes All the Citizens a Happy and Prosperous New Year
He withes to take this opportunity of thanking all who
assisted in the great patriotic work done in Toronto war time, especially the noble and inspiring work of women of the city generall
been to him in this work.
Congratulations are further due the maried women,
ho today have been given the municipal franchise for the The Mayor urges. everybody to record their vote toder. He has abbolutuly no organization nor conveyances, and $r$. spectrully requests his friends to record their vote and urg.
theit friends to to their friends to do the same, and hopes that ove
in the resulf will not keep anyone from voting. Season, and and all he wishes the Compliments of the Season, and a Happy and Prosperous New Year.

## VOTE TODAY FOR

MAGUIRE FOR CONTROLLER BECAUSE Ho Mad Mayiro bout onactava qua
 WHAT THE PAPERS SAY
WHent

 EXPERIENCE

## ELECT

Alderman
G. $A$.

Archibald

## Controller

Mark X Opposite
First Name on Ballot


WARD 2
ALD.BALL
Expresses his sincer thanks to the elector of Ward 2 for thei continued confidence, which he hopes to re tain during the year 1918, and wishes them
and all other citizens

A Happy and Pros. perous New Year

\section*{| Library Furniture |
| :---: |
| $10 \%$ to $20 \%$ Reduction | Library Tables, Bookeaces, Two and Throe-piace Library

Suites, Loathor-coverod Chairs and Chesterields.}

(Hixd MURRAY-KAY, Limited Hewied

## JanuarySale of High-GradeFurnitureat theKayStore

## Discounts of $10 \%$ to 25\% from Regular Prices Throughout the Month

## Bedroom Suites 10\% to 25\% Discount

 We have included in this sale our latest patterns, some of which have arived within the past week, and represent the product of the betterdomestic and forign manufacturers domestic and foreign manulaciurers.

Odd Pieces from Broken Bedroom Suites










 watur chiweotione nat Odd Pieces in Fine Enamel





Complete Four-Poster Bedroom Suite Mahogany or Walnut Finish, Price 3128.50 Suite includes 46 -inch Dresser with British plate mirror, Chiffonier with mirror, full
sized Bed, Toilet Table with Chair, Rocker and Chair, a high-class suite of pretty design,

For some time past the January Furniture Sale has been one of the most interesting events of the year at the Kay Store.
The 1918 Sale is likely to prove the most important link in the long chain of such events, forwith the increased manufacturing cost of every class of furniture, it must be admitted that our special sale prices are given an interest that is nothing short of remarkable.
The quality of Kay Furniture is well known---our reputation for carrying only the highest grades has stood the test of years, and we are proud to be able to say that, in spite of all the difficulties of these stressful times we have kept our quality standard at its usual height.
Today we make mention of some of the specially-priced furniture that will be included in the January Sale. These quotations are merely touching the fringe of the many attractive values that will be included during the month. We invite you to visit the Furniture Sections at your earliest opportunity.

## Brass and Wood Beds at Special Prices











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## Dining-room Suites <br> 10\% to 25\% Discount

Displayed in pretty period designs, and include many suites from
Berkey \& Gay, The Royal Furniture Company, and other manufac Berkey \& Cay, The Royal Furniture Company, and other manufacOdd Pieces From Broken Suites these for the dining-room:
 Mahogann Buffot, Adam period, top $22 \times 54$, mirror back $11 \times 50$ inches. Price, $\$ 80.00$. Re-
duced from 810.00 .



 Price, $\$ 12.50$. Reduced from $\$ 19.56$.


 LIVING-ROOM FUR 10 to 20 Per Curniture Cheterf and Easy Chairs, So Ponl. Diccount Chesterfiedds and Easy Chairs, Sofa Tables, End Tables, Fender Seats, Fancy
Chairs, Windsor Chairs, Colonial Settees, English Chairs, "De Luxe" stered Suites, Chromewald Suites and Chairs. HALL FURNITURE
15 to 20 Per Cent. Discount
Hall Chairs, Settees, Tables, Hall Clocks, Mirrors, Umbrella Stands. A large
fancy tables, pedestals, desks and chairs
Tilting Top Tables, Parlor Tables, Cane Top Jocolean Tables, Card Tables,
Spinet Desks, Secretaries, Writing Tables, Pedestals, Tabourettes and Stools. A COLLECTION OF NOVELTIES 10 to 15 Per Cent. Discount
Magazine Racks, Book Racks and Book Blocks, Curates, Dinner Chimes,
Candlesticks, Clocks, Trays, Tea Warons, Candlesticks, Clocks, Trays, Tea Wa gons, Tray Tables, Music Cabinets,
Cellarettes, Sewwing Tables, Smokers' Sets, Telephone Sets, Ferneries, Fancy Cellarettes, Sewing
Cabinets, Lazy Susans.


This Complete Jacobean Oak Suite January Sale Price, $\$ 238.50$
Suite consists of 66 -inch Buffet, 54 -inch Extension Table, China Cabinet 40 inches Wuide, Dinner Wagon, five Side and one Arm-chair with slip seats, covered in good
grade of leather.

## Now for the January White Sale of Lingerie

## Featuring a Wealth of Dainty Garments From Paris, New York and Our Own Workrooms

We're all ready for this important event-not a hitch in any of our preparations.
The French Lingerie specially ordered for the Jan uary White Sale arrived in good time, and it's a Probably you are among the big ototerie of women who have, been waititg for this yearly ale of The French Lingerie specially ordered for the Jan uary, White Sale arived in good time, and its a a Whitewear toreplenits your d. dinding supplies of "undiese." We We promise you that you will fairly
real ioy to be able to oay that it seems to be lovel ier than ever, both as to materials and handiwork real joy to be able to say that it sems to be lovelier than ever, both as to materials and handiwork. revel in the myriads of exauisite garments that we've eathered to sether for your choosing, Come
The Lingerie of Our Own Make has come billowing down from the workrooms, great pile of the soon and see for yourself how succesfuls our preapations heve bee Thee pretiest gaments, made to perfection of the fines materials.

## Machine-Made Lingerie






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| Wanat $\$ 1$ |
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## French Hand-made Lingerie

French Hand.made, Handembridered Nisht- ments, made of frie mull or nainsook. Janu gowme, a beauteous a tray of them, shown for ary Sale prices, $\$ 2.50$ to s \$15.00.





- PAGE SIX ,

TheToronto World



 | TUESDAY MORNING, JAN. 1. |
| :---: | Get Out and Vote! Nothing thhould prevent the electors of the oity

from casing their ballost today. It they have any
grievances it ts because they have not taken sufficient grievances it Is because they have not taken sufficient
interest in the elections of the past. Any man with
a grievance today should go and ventilate it at the a grievance today should go and ventilate it at the
polls. That is where he counts. Tomorrow he will
be too short of coal, or if his children aree not getting on at and morning, or it his taxes are not equitable, today He should know who has been responsible for What he has suffered, and he should know who is
mot likely to remedy his grievance. Then he should
vote.

The Board of Control
There should be fair play to all the candidates those whom we are not prepared to support, because
we believe a man's record is usually suficieent. We have not made fallse assertions about candidates, as
for example that Controller Cameron was against pubOor example tat controiler Cameron was against pub-
Ho ownershih, or that Ald. Masuire was againt taking
over the street rallway, when the contrary was the

It is better, we believe, for the electors to vote zor the men they know, than blindly to accept the
slates that are submitted by one authority or another.
A vote on personal knowledge carries moral welght. A vote on personal knowledge carries moral welght.
The other kind may provide a city council, but the
Lind we have had in the past have been capable of improvement.
WII be returned once more by today's vote.' So, we Whll be returned once more by today's vote. So, we
think, should Controller 0 N'Nell. Ald. Robbings ae representing labor, has great claims on the citizens,
For the sake of having a younger element on the For the sake of having a younger element on Ald. Archibald, but undoubtedy Ald. N
Ald. Mcebride will make a strong run.

Coal and Frost. As we foresaw last April the coal probien is no
beginning to be recognized as the most serious whio we haye to face. All year long we have insisted on
the necessity of providing for a situation which the experience of last winter made palpable. It was so
obvious that 3 m might have seemed unnecessary to cal attention to It . Warnings and advice seem to have made ittie impression, and in the midet of one of th
everest seasons of many years the coal shortage is Excuses and explanations are to be had in
abundance, but they do not remedy the situation. abundance, but whey
That was oresen, but wwe nom provided against. W
have before us at least two months of extreme winte. weather. This period may easily be doubled. The
 measure. The gc vernment should assume its responsibility for that act now, and do
towards relleving the distress.

The German Bluff
real need. She ds short of men and she is short o
food. She sho short also of milltary material. Hee
brave front to the simple Russians is a blunf, the proposals which the Germanss wish to have alata
before the other allies indicate the depth
the the need. But the old Adam stacestll se strong in or thermany,
and in her eagerness for peace she does not lose sigh of possible advantages.
Mr. G. Stanley Si
strenth of the German army has been calculating the the put recently,
all told, at $4,500,000$, and these incluced every male between 17 and 60 . The class of 1920 has been
called out, whilie the French have not yet called the
class of 1918. Thus Germany is four years ahead or her normal dratts. Her mass drives on the Rusians
the Frenenh, the Britithsh have brought depletion o
thetr ranke not Mr. sidg gwick thynks that at the end of two
years the Germans would not have $1,000,000$ men in
the field Hence it is that they have been so com. the field. Hence 14 is that they have been so com-
placent to the Bolsheviki, and so anxious to make peace which would release their men imprisone
there and make avaliable for labor purposes the $r$ men, asserts Mr. Sidgwick, and was succeesstul onl on account of socialistic panic and reachery in th
Italian ranks. The French attack yesterday showe that the Teutonic forces have not great resisting power. The British are able to exert the inith
whenever they please in France or Flanders. must, peace will not come dropping slow, but with
rush, , like a spring shower. It the allise will call the German peace bluff one of these days with a statement which the German, people an
the German Government must discuss together.

The Labor Party in Canada. government, is an independent paper, sometimes sus
pected of a leaning toward socialism. It regrets tha pected of a leaning toward Socialism. It regrets tha
tep Labor party, thru m mistaken gutdanee, as it thinks,
tailled to make a better showing at the recent elec Lion, and says:
Labor has apparently failled to elect even
one single independent representative to the
houss of house of commons. It is not in in the best in-
house or
terests of Canada that the organized workers
seem to be unable to exphes i4 uitieal action, *hen aluost every other civilized
state has a well organized Labor movement, and
when the ploneer land of parliamentary goven-
ment, Great ritiani, to contemplating the pros-
pect of a Labor government after the next gen-
eral election. pect of a Lection. The Citizen finds the fallure of the Labor party in
Canade at the last election to be due to the quasi alliance that seemed to exist between some of its ofti-
clal Labor cial Labor leaders and the supporters of Sir wilfrid
Laurier. Had the Labor party as an organization siven its adhesion to the princtple of Union govern-
ment and its. support to the compulsory Military Ser vice Adt, The cittzan belleves that it would have com-
nanded the support of the Canadian worktneman manded the support of the Canadian worktngman. As
it was, the great majority of the men who toil, sup. was, the great majority of the men
orted the Union government candidates.
This may explain the result of the last election,
doess it explain the comparatively poor showng but doess it explatin the comparatively poor showng
wiade ity tue Labor party in other campaigns? Why
for example, have Labor candidates as a rule made so poor a showing in the variousues elections that mave nave
been held from time to time for years past in the been held from time to time for years past in
City of Toronto? Why was the Labor candidate badly
beaten a few years ago at a bs-election in beaten a few years ago at a bs-election in London
Why have we no Labor party in Canada comparable with the Labor party in Australia or Great Britain? Possibly to understand this we must study the
political conditions that have prevailed on this con-
tinent rather than those which have preavalled in tinent rather
Europe or Australia. Those which have prevalled in
The Stutes has been 11ttle more successelut than the Labor
party in Caniada. In both countries the men who totil party in canada. In both countries the men who toil
bave divided at one election after another on ola
party lines On reason perhaps is to be found in the small
progress made on this continent by $;$ co-operative progress made on this continent by , co-operative
movements of every kind. A second reason may pe movements of every lind. A second reason may ie
found in the overweming infuence wielded in party
politics in the past by the great corporations. A third politics in the past by the great corporations. A thirr
raeson may bo found tin the fact that nearly every
generai election is in the nature of a plebiscite, where genera. election is in the nature of a plebiscste, where
you vote "yes" or "no" on some particulari issue. The man whe favored conscription in 1917 had no cho
tuat to vate for the Union government candidate; to
voie for a Iabor candidate was simply to throw the vote for a Labor oandidate was simply the throw his
ballot away. In 1911 the man who wanted to defeat reciprocity had no choice but to support the Con-
servative party. In the United States many of the servacive par selitions have turned on a single iss
prest
like the like the free silver question which no man coun
stradde ol disregard; he either had to be for the gold standard or against it. If he were for the gold stancard he had no cholee but to support the Republican
candidate, no matter how anxious he might be to encourage the Labor party. movement a better chance. Public ownershlp will do
more more than anything else to bring it success. The
abolition of the patronage system and the campaign fund should greatly help indepondents in every elec
tion. Proportional representation and more adequate tion. Proportional representation and
representation for city constituencies would also heip.
the represeataion lor living in the Clty of Toronto have
The 50,000 people lit
little more voice in the government of this country little more voice in the government of this cou Ed-
than the 90,000 living in the Province of Prinee Ed-
ward Ieland. More city seats would help the Labo than
ward Ieland. More eity seats would help the Labor
party, but proportional representation would help it still - more. Heverting to the gifference in conditions between Reverting to the gifference in condions detween
the old worlida and the new ft must, be remembered
that nany $\cdot$ men returned to pariliament dn Canada that rany - men returned to pariliament, th canaday
may not be members of the Labor party, but may
fairly be considiered representative of Labor. They are men who have risen from the ranks; have known In the:r titme chill penury, and done much hard man-
ual
the abor. In
Ireat
Brtain, on the other hand , until the extension of the franchlse and the advent of the
Labor party, the membership of the natlonal logislature was largely recruited from landed proprietors,
viviversity grauaates, scons or noblity and members of the learned professions. The Labor candidate,
when he appeared in the mother country, represented when he appeared in the mother country, represented
taboring men and made a peculiar appeal to them laboring men and made a pecular aditinguished lai
when opposing a a titide banker a disting
yer or the oadet of some aristocratic faminly, He In Canaaa the Labor candidate can seldom make
similar appeal. The candidates of the old parties may be well-to-do men in the community, but they are
often sell-made men who have served thir apprenceship at the forse, the carpenters
maker's bench, or in the machine shop; and may hav put in more yea
Labor candidate.

Other People's Opinions



THE TORONTO WORLD

## The Railway Question

The Rallway Question

The raflway question will not down. The railway question will not down.
The west of op in arms agianst the
per cent. increase in paseenger and
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The Winipeg Telegram says:
Complete nationatzation oc
nadian railwas systems
for the man Mavewin



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tuesday morning january 11918

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Our $A_{\text {cknowled }}$ oments to JOSy

URING the year 1917 the following new
clients selected SMITH, DENNE \&MOORE, Limited, as their Advertising Agents.
Wo are proud to serve such representative Canadian. United States and British firms and promise them the same conscientious and thorough seivice that has earned the appreciation of other clients who believe in advertising as a selling force and who dosire to obtai the utmost from their advertising expenditure.
 $\begin{array}{ll}\text { Arrow Collars and shirts. } \\ \text { Troy, N:Y., and Montreai. } & \begin{array}{l}\text { The World's, Work } \\ \text { Garden City, W.Y. }\end{array}\end{array}$
TUOCKETT TOBACCO CO., Lta
CIgars, Tobaceo, Gigarettes REIN-DRIVE Tractors,
Cigars, Tobacco, Cigarettes
BENJAMIN ELEOTRTO MFG. Electrical and Auto Accessorice the literary digest thos. J. LIPTON Lipton's $^{\text {Toeas }}$ Toronto and London
The Rein-Drive Tractor
Toronto, Ont.
E.I.DU PONT DE NEMOURS \& Wilmington, Del, and Toronto, The Hurlibut Co., Itd.
The Hurlbut Cushion Sole shoe the danadian THE PATHE FRERES PHONOGRAPH CO

We go anywhere at our expense to alk with the man who has the
"say" and we will g'adly send our 1918 booklet on request.

Smith, Denne \& Moore, Limited Genera
NEW YORK
NEW YORK


## PAGE EIGHT <br> THE TORONTO WORLD <br> A BRIGHT AND PROSPEROUSNEW YEAR TO ALL GOOD SPORTS

BEACHES TURNIN BUSY IN ATHLETICS FIRST FOUR CLUBS SIX N FRELE-FOR-ALL ANOTHER DRAFT AT THE WEST END Y. WLL GET A SHARE PACE AT MT CLEMENS


## G'reefés <br> IMPERIAL STOUT

Anyone who feels the need of a mild stimulant or tonic, will find Imperial Stout excellent. All the health-giving qualities of the malt and hops are retained. A glass of Imperial Steut before
retiring is a valuable habit to form retiring is a valuable habit to form.
Order by the case from your Grocer or Deeder.
For Sale at all Hotele and Restauratis. The O'KEEFE BREWERY CO, Limited, Toronto

## PENNY ANTE

When a Doctor Plays
BY GENE KNOT


## :: The Wanderer : <br> Based Upon the Bibilical Drama of the Prodigal Son, Coming Soon to The Royal Alexandra.

|  <br> SYNOPSIS OF PRECEDING CHAPTERS <br> Jether, the son of Jesse and Huldah of the trioe of Judah, during the time or King solomon, <br>  <br>  <br>  <br> Tisha, teung her tnat jetner hoids ned cheaply. Lasha vows to be revenged, and when Jether is half-intoxicated she <br>  <br>  <br> chapter xvi. <br> Suadanly, the merry-makero ceased <br>  $\qquad$ <br>  $\square$ <br>  <br>  <br> there fany need of thy smail treasure |
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| :---: |
| BY WILLIAM BRADY MD. |
|  |  |
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 Thipho pays


Polly and Her Pals

## MINIMIZE THE FIRE EDDY'S

 CHEMICALLYSELF-EXTINGUISHING "SILENT 500's"

## The Matches With "I

## EDDY

 is the only Canadian makerof these matches is the only Canadian maker
of these matches, every stick
of. which has been treated of which has been treated
with $a$ chemical solution which positively ensures the
whith
match becoming dead wood match becoming dead wood
once it has been lighted and
blown out. Look for the words
"CHEMICALIT
SELF-EX. TINGUISHING" on the box. THE
E. B. EDDY COMPANY
LIMITEU HULL, CANADA















$\qquad$



The WALKOVER Mark Down Sale WINTER SHOES

## Commences Tomorrow

A Walk-Over Mark-Down Sale is known to mean worth-
ile reductions, abundant assortments, shoes of world-famous value, and a competent force of salesmen and saleswomen to give accurate and careful riting, uncomil tese in our Wint Boots the same wonderful program of price reductio
gave in our Summer Sale of Low Shoes last August We have p.anned to meet a big response to this announceCome
 $\$ 3.95$
 $\$ 5.95$

Compin onvere boib $\$ 4.45$ sEE our windows

## WALKOVER BOOT SHOP

290 YONGE STREET

## 

## Tea and Coffee for Connoisseurs




MICHIE \& CO. Limited
7 King St. West


|  |  |
| :---: | :---: |
| EPING:COOKING SOCIETIES <br> DVER <br> Sale <br> IOES <br> row <br> vn to mean worth- <br> at sales. beat in our Winter reductions that we <br> Ausist <br>  <br> 5 <br> Mant boib <br> .45 <br> TT SHOP <br> fee <br> sseurs <br> tumisum <br> 25 <br> tawa kivia <br> Limited <br> ng St.West <br> Sterrett <br>  | MANY ACCLAMATIONS |




## Simpson's Mid-Winter Sale Starts Tomorrow



ClearingMen'sUnderwear Wednesday at Half Price


## Men's Stock Boots Reduced

Several lines of "Victor" and other well known makes of Men's Boots winl be offered Wednesday at

the reduiced price of $\$ 5.50$. These are smart recede the reduced price of 85.50 . These are smart recede
and round toe, Blucher and straight lace styles, in Ha.
yan vana brown, manogany, gunmetal and patent colt
leathers. Heany and medium weight rubber fibre and
oak tanned Goodyear welt soles. Regular $\$ 6.00, \$ 7.00$ oak tanined Goodyear welt soles. Regular $86.00, \$ 7.00$
and $\$ 8.50$ boots. Clearance of obroken 1 ines is re-
sponsible for the tow price on Wednesday, per pair. and $\$ 8.50$ boots. Clearance of broken lines is re-
spossible for the low price on Wednesday, per pair,
$\$ 5.50$.

## Broken Lines of Women's Boots

Will Be Cleared on the First Day of the Sale Both the Men's and Women's Boots in this sale
are regular stock goods- they will not be oin are regular stock goods-they will not be on
bargain tables, but will be sold right off the shelves, and every pair will be carefully fitted. All widths and all sizes are included, but not in
each line. In the women's boots there are more each line. In the women's boots there are more
than 40 lines to be cleared-anywhere from 5 than 40 lines to be cleared-anywhere from 5
or 6 to 20 or more pairs of a line. We menor 6 to 20 or more pairs of a line. We men-
tion a few of the lines to indicate what this sale means to you. The reductions throughout

Queen Quality Boots
 056 -Women's patent button, welt sole, Cuban heel, black
oloth top. Rogilar $\$ 5.00$. Wednediay, $\$ 4.00$. O5EC. Woemen's spatent 1ace, peatent heol foxing, high Cuban
heel. Regular 35.000 . Weaneeday, 84.00 .







## Laird \& Schober Boots

$304-5-$ Brown
sida butto
sole , brown





Countess Boots

 Weinesday, $\$ 5.60$.



## Fur

 Clearance Liberal Reductions in Effect on Wednesday Every Piece of Fur and Every Fur Garment Will Be Re ment will the Mid Winter Sale
This sale means that every reduced for clearance during this sale. When you remem-
ber that we sell only reliable quality furs, and that our prices are always reasonably low, you
will understand the importance of this event.
TAUPE FOX STOLES. Reg.
ular $\$ 90.00$. Wednesde $\$ 70.00$. TAUPE FOX SCARES. Reg.
Uuar $\$ 75.00$. Wednesday $\$ 60.00$.
TAUPE FOX MUFFS TAUPE FOX MUFFS, new
round shape. Regular $\$ 90.00$.
Wednesday, $\$ 70.00$ Wednesday, $\$ 70.00$ TAUPE FOX MUFFS. Regu-
$\$ 85.00$. Wednesday, TAUPE FOX MUFFS. Reg.
ular $\$ 65.00$. Wednesday \$50.00.
LUCILLE FOX SCARF LUCILLE FOX SCARF,
Regular $\$ 65.00$. Wednesday,
$\$ 50.00$. \$50.00.
LUCILLE FOX MUFFS
Regular Regular $\$ 75.00$. Wednesday
$\$ 60.00$. GEORGETTE FOX MUFFS, new found shape. Rexular
$\$ 75.00$. Wednesday, $\$ 50.00$ GEORGETTE FOX SCARFS. Regular
Wednesday, $\$ 50.00$. PURE WHITE ARCTIC
FOX STOLES AND SCARFS, from $\begin{aligned} & \text { Regular } \$ 67.50 \text { Weid skin }\end{aligned}$ Regular
$\$ 50.00$. PURE WHITE ARCTIC
FOX MUFFS, large round Shape, with head and brush,
Regular $\$ 67.50$. Wednessay, Regular
$\$ 50.00$.
HANDSOME CROSS-FOX
SCARFS, IIned or with fur on SCARFS, 1 ined or with fur on
both sides. Reqular $\$ 65.00$ and
$\$ 75.00$. Wednesday, $\$ 50.00$.

## Hudson Seal

 CoatsReduced \$40







Boys' Norfolk Suits
or mported Tweed $\$ 8.50$ We are featuring a splendid
assortment of Boys' assortment of Boys, Fancy
Norfolk Suits at $\$ 8.50$. They are tailored from imported
English tweeds in seas English tweeds in seasonable
shades of grey and brown shades of grey and brown,
showing neat pick and over-
check patterns. check patterns.
Coats Coats are single-breasted, shoulders, peak lapels and 3 piece belts. Lined with rich
twill serge lining. Full-fashioned Full-rashioned bloomers are
lined and have belt loops and
expanding to


Tin SIMIPSONTmin


## Thriving On Thrift <br> 'I SUPPOSE you people wouldn't think much of a Thrift cam-

WHY not!" we answered. "Inn't it in the public interest, and
THE casual observer on the outside who saw Christmas crowds 1 thronging the store and Holijay parcels pouring out of our vaii
Order Department by thousands throws up his hands and exclaims, "What spend thrifts!"
B. UT let him observe more closely; stand by the parcelling desks and note the kind of merchandise the people are buying this year take our catalogue and mark the popular numbers-can you match these values on useful articles anywhere in Canada?
UR customers have taken advantage of these good investments
on the merchandise they need, or will need for months ahead; but these are not spendthrift ways-these are the ways of thrifty cuistomers-Simpson Customers.
THE year, 1917 has been a thriving year for The Robert Simpson 2. Co, and for its customers. Neither they nor we can thrive on
extrayagance. Their thrift has been our strength. We are planning this year's campaign for bigger business than ever before on the
Simpson Customers Are Thrifty Customers

Out-of-Town People are invited to use
this store's Restthis store's Rest-
room, Post Office, Telephones, Free
Parcel Check Room, Restaurant.
$\$ 16.50$ Dinner Set $\$ 12.95$ We have a limited number of
hese excellent Dinner sets to hese excellen
oll at $\$ 12.95$
They are of good quality
thin English ware, with pretty new rosebud and black border
decoration, 97 .piece sets. On decoration; 97 .piecce sets,
sale Wednesday at $\$ 12.95$.

## Wedgwood Set $\$ 14.95$

 Handsome, rich, wide borderdesign, with gold line handles design, with gois of hande or
and edges, choice of ormis shaped cups.
kerm This is a thoroughly good
set, made of the finest thin set, made of the finest thin
Wedgwood \& Co. ware. The value, too, is most noteworthy.
97 -piece set for $\$ 14.95$. 97 -piece set for $\$ 14.9$

Table Cloths $\$ 1.48$ No Phone or Man Orders.
These Damask Cloths of slightly soited, hence we offer them at this much reduced sale
price on Wednesday. A few "seconds" also includ-
ed. Sizes $2 \times 2 \%$ yards. Rez. ed. sizes $2 \times 2 \%$ yard. Reg.
$\$ 2.50$ and $\$ 3.00$. Wednesday,
each, $\$ 1.48$. each, \$1.48.

We Pay
Freight on all purchases of $\$ 10.00$ or more. We pay transportation charges to any station in Ontario.


## The Mid-Winter Sale of Whitewear

A Simpson clearance at any time is important to those who take advantage of its offerings. But of all the year is so important as these Final Clearances Before Inventory.

Tomorrow starts our big Mid-winter Sale of Whitewear, with thousands of fluffy white undergarments specially bought for this event, and we have collected many wonderful values.

| 600 WOMENS SIGHTGOWNS AT $96-$ Or splendid quality nain- sook in various trimming effects with with laces and embrokderies: 56, 58 , square or 60 Regular $\$ 1.50$ sizes sind \$1.75. Wednesday, 95 c . | trimmed front and back with Tace shoulder straps and elastic gathered waist. Colors pink or white. Sizes 34 to 42 . Regular $\$ 1.25$. mid-winter sale, 79 c . |  <br>  <br>  | CHILDREN'S UNDERWEARTheluding $\frac{\text { Infants }}{}$ bands and shirts, children's vests and drawers and combinations, made of cotton, wool and cotton, and a the lot, but not in any one size |
| :---: | :---: | :---: | :---: |
| 1,000 WOMENS CORSET COTERS AT ${ }^{390-M a d e}$ of lovely fine natnsook with round neck and yokes of dainty $\$$ wiss embrotaery and lace insertion. Neck arms are lace-trimmed; bottoms have ntted peplum. Sizes 34 to 42 . Regular 65 c and 75 c , for 39 c . | 600 PAIRS OF THE FAMOUS tront laced, made of extraorey are front laced, made of extraordinary good quality white coutti. Medium low bust and long free ftting hips. Sizes 19 to 30 . Regular $\$ 3.00$, for \$1.19. | ${ }_{88 \mathrm{C}}^{\text {WOMEN'S TO }}$ SO.00-Pertect fitting garments in fine elastic ribbed cotton. wool and cotton and all wool, and silk and wool. Low neck, no or silk and woi. short sleeves, or $V$ necke no ore shape and long sieeves, neatiy trimmed with shell or beaded trimmings; the drawers are ankle. length | Colors white or cream, Sizes 6 months to 12 years. Regular 50 c to $\$ 2.50$. Wedresday at half price, to 25 c to $\$ 1.25$. <br> GIRLS $\$ 1.50$ NIGHTGOWNS 95c-Made of fine white nainsook slip over, square neck, short sleeve style. Yoke ornamented with insertion of fine lace and pretty em |
|  | KNIT-WINTER SALEE OF <br> HALF PRICE-Upwards of 2,000 <br> pleces of Women's and children's | sizes 34 to 44 Regular 51.75 to s6.0. Mia day day, 88 C to $\$ 3.00$. | edzees on meak and andeves. silik draw ribbon at neck. Sizes 4 to 16 years. Wednesday, 95 c . |
| hem. Sizes 34 to ${ }^{36}$. Regular \$1.06. ditic-winter sale, day, 49c. | of the tamouss "Harvey" brand Al the mills odd hines to eliear prices. |  | INFANTS TEC NIGHTGOWNS 43c-Fine quality sort white flan- nelette. Neek and sleeves have dainty shell stitched edges. |
| $\begin{aligned} & \text { MEINS JAP } \\ & 3790-\text { of extre } \end{aligned}$ | VESTS ANDDRAWERS-Made | silgns, sizeot ${ }^{2}$ to 12 yearso lar price, nesday at abe. | tape run through casing in skirt can be pulled to elooe openis marting a cosy, steepling bas. Wed- |

