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TODAY

Orders received today or tomorrow will be at the reduced price

Suits Custom Tailored to Your Measure In Any Style You May Choose, \$28.50

THE TORONTO WORLD

A Two-Day Special Price Offer From

Simpson's Made-to-Measure Dept.

More Than 75 Handsome Suit Lengths in the Selection

The materials are imported English and Scotch tweeds in neat, becoming designs, in the season's most wanted colorings---grey and brown mixtures. There are, as well, the ever-popular Bannockburn patterns. No less than seventy-five lengths to choose from, in medium weights, suitable for all-year-round wear.

To the above we have added a few suit lengths of plain black millfinished serge. Fit, finish and workmanship of every garment guaranteed.

You may choose any of the styles illustrated or from others not illustrated here and we will tailor to your individual taste and measurement, today or tomorrow, a suit at the reduced price of \$28.50.

Understand, please, the reduced price is for today and tomorrow only.

FRIDAY MORNING FEBRUARY 15 1918

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February is a Wonderful, Wonderful Time to Plan Ahead and Buy



38c. Today, 33c.

Boys' Elastic-Ribbed Shirts and Draw- 50c. Today, 39c.

Boys' Pullover Sweaters, grey only, ribbed knit. Sizes 26 to 32. Regular

designs. Made in one-piece and bordered all around. Suitable designs for living-room or bedroom use-easy to clean-durable and effective. In five different designs. Size 6' x 9', special

> STRONG COCOA DOOR MATS AT 69c EACH. Strongly made from a heavy cocoa fibre.

Well bound, these mats will stand any hard wear or outside exposure. Size 14" x 24".

EXTRA HEAVY PRINTED OILCLOTH, 55c PER SQUARE YARD.

An offer of thirty rolls of an extra heavy and well seasoned oilcloth, in small conventional or floral patterns with heavy glazed surface. Made in two widths-6' and 7' 6"