

Pick as You Please.

\$12 to \$22.50 suits and overcoats, without "Semi-ready" labels, \$10 during the "Lonely" Sale.

It has been toss and tumble among the suit and overcoat stocks ever since this Sale started. No let-up for a single day.

And no wonder!

Semi-ready's "Lonely" Sales are as much unlike the usual discount sales as "Semi-ready" is unlike other clothing.

It is not how much a garment cost.

It is how quick can the incomplete assortments be weeded out.

Nothing can be laid aside for another season.

So every "Semi-ready" store is ransacked for the "Lonelies" and they go at \$10.

Semi-ready

22 KING STREET WEST, TORONTO

ST. GEORGE'S JUNIORS WON.

Simoes Succumbed in O.H.A. Championship Match After Twenty Minutes Extra Time.

The first junior O.H.A. match of the season was played at the Mutual street rink last night, when the St. George's second team defeated the Simoes after twenty minutes extra time was played.

At half time, St. George's were ahead by 5 goals to 1, but in the second half the Simoes played them out of their feet and tied the score.

Two extra halves of ten minutes were played, but the Simoes broke up and the second old St. George's set the winning goal.

The game was a first-rate exhibition, and the youngsters played for the first time in their own rink.

St. George's were victorious in the first half, 5 to 1. In the second half the Simoes were again changed, and in the last two minutes scored two goals, winning against St. George's.

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GENEVA'S WINNER BOOTS.

Shoes made specially to meet the changeable Canadian weather.

Save you from catching cold or la grippe.

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Many Options

Our new Instalment Bond gives the holder options of cash settlements which cover every conceivable requirement, and it guarantees 5 per cent.

The Manufacturers Life Ins. Co.

Head Office—Jordan and Melinda Streets

W. E. YOUNG, GEO. H. JUNKIN, General Agents Toronto District.

"El Padre" CIGAR.

MADE AND GUARANTEED BY S. DAVIS & SONS, Largest Cigar Manufacturers in Canada.

Why is it the luckiest of all the cigars? Because it is in the centre of bliss, while E is in hell and all the others are in purgatory.

KAY'S "Canada's Greatest Carpet and Curtain House"

Extraordinary Carpet Bargains For Friday

These surprising values go on sale Friday morning at 8 o'clock. They are enticing enough to draw the most indifferent shopper to our doors that day.

Special lot of Tapestry Carpets that we are clearing, 30 different patterns, goods sold regularly at 68c a yard, Friday 85c.

Wilton Carpets that were sold regularly at \$1.50 to \$2.25 a yard—great carpets for wear—choice of any pattern of the lot, Friday at \$1.00.

Special lot of Axminster Carpets in light grounds, goods that are regularly marked at from \$2.25 to \$3.25 a yard, choice Friday at \$1.00 a yard.

In the case of the Wiltons and Axminsters we suggest that shoppers bring their measurements, as the lengths vary. In the special Tapestrys we can give any length wanted. More than likely in any of the goods we have sufficient to meet your needs.

CURTAIN BARGAINS EXTRAORDINARY.

GOODS THAT WERE \$9.50 for \$1.50. GOODS THAT WERE \$4.00 for 50c.

These are remarkable values in the Curtain section, embracing end and broken lots of Curtains, but very desirable goods and at prices that will mean that they will clear quickly. We urge early shopping. Doors open at 8 o'clock Friday morning.

Embroidered Window Shades in cream linen, with embroidered panel centres, some slightly soiled, in sizes 24 to 60 inches wide. Some of these goods sold as high as \$2.50. Choice Friday morning at \$1.50.

White Nottingham Lace Curtains, size 54 inches wide by 31 yards long, were \$3 a pair for \$1.50 and \$2; \$3.75 for \$2.50.

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