

**There's nothing magical about the way  
we produce great values at \$12.50**

**Y**OU read a lot of "tommy rot" these days about suits at \$12.50—exaggerated advertising that claims to give you mythical values.

**W**E'D rather not indulge in that sort of publicity—it isn't "square". We give great values at \$12.50 and only because we're content with small profits—and for no other reason.

**W**E want you to "shop around" the next time you need a suit—that's the best way of realizing the true values of our suits at



**\$12.50**

*Other Suits at \$15 to \$30*

**Hickey's**  
CLOTHES HABERDASHERY  
87, YONGE STREET

bert Niehoff, third baseman of the  
last year, who went to the Phil-  
lins in exchange for Charles Dootin,  
wired acceptance of the contract  
agreed Pat Moran offered him. Nie-  
will leave Louisville, Ky., in time  
to join the Phillies at St. Petersburg,  
March 1.

**n't Be Beat"**

...tial to a truly Canadian beverage.

**the famous British Ales, order**

# TE LABEL ALE

called for flavor and purity

BREWED AND BOTTLED BY  
**BREWERY CO. LIMITED, TORONTO**

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