

## The Long Procession of Pleased Customers <br> During the Past Twelve Months

Has been a mighty factor in making this the biggest year in our history. The usual after Christmas slump is not in evidence this year, and business is good. Our customers have been very patient with us, because it hasn't been possible to secure all the materials for them as quickly as we would have liked, but in that respect we were no worse than our competitors and in many instances we did better than anyone else. Our Big Factory and Warehouse at Hamilton made gigantic efforts to aid us, and when you take into consideration that we are only one of many thousands of stores they have to take care of, they did splendidly.



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|  | BASKETBALL <br> The Game That Develops the Arms, the Legs and Quickens the Eye <br> Is Being Boomed <br> But No Doubt You Know All About it and Perhaps Will Take Part in the Y.M.C.A. <br> Tournament-That is Scheduled to Begin in a Day or So <br> At any rate the Sporting Goods Section is preparing for a rush on basketball supplies and is ready to supply your every need. Read over the following list : |






The Toronto World
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Hockey
More O. H. A Registrations
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## TED LEWIS CAVE WELLS BAD BEATING



Fitzsimmons Beat Bull
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TO. SEE MLILTRAM A.A. BuIs








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Store Closes 5:30 p.m.

## Making Attractive Windows

Nottingham Lace Curtains. styles in strong-wearing lace cur tains, plain or figured centres in white or cream. Lockstitched edges that will not fray. $21 / 2$
yards long. Today, pair, $\$ 2.39$ Window Shades at 89c Each Durable-opaque window shades in the plain cream color-strong
spring rollers, complete with spring rollers, complete. with
brackets, nails and pull. Size 37 " wide, 70 " long.
Shades at $\$ 1.29$ Each. Opaque Window Shades in` cream color
only, with trimming of attractive insertion-reliable spring rollers and all. necessary attachments.
Size 37 ", wide, $70^{\prime \prime}$ long. $37^{\prime \prime}$ wide, $70^{\prime \prime}$ long.

## Home

Specials
Hemstitched Huck Towels 500 pairs. Fancy figured
orders and hemstitched borders and hemstitched ends. 24
$\times 39$ inches. Today, special, x 39 inches. Today, special,
pair $\ldots . . . . . . . . . . . . . .1 .59$

Dresser and Buffet Scarfs
Lace edge, filet lace designs and hand-made Battenberg. Some $\times 45$ and $18 \times 54$ inches. Today specia1 ................. 1.39
For school or play or for dress occasions we have the suit best suited for time
and place. Grouped together, all go at the same price. Satisfaction will follow be cause of the workmanship and strove in them.
Seasonable patterns in brown and gray checks, mixed effects and novelty Seasonable patterns in brown and gray checks, mixed effects and novelty
stripes that the boy will take pride in wearing.


Young Boys', Suits, $\$ 10.85$




When a man considers a suit, he wishes to know definite facts. Is it built for satisfaction? Will it grow shiny or fade? Buying at Simpson's Store for Men, he can feel sure that he will be told the facts, and that the material will be satisfac. tory. Simpson's clothing has a name for quality.

## Men's Heavy Overcoats, $\$ 28.00$

mixtures and check effects.
Double-breasted ulster, ulsterette, waist seam, form-fitting and trencher models. Sizes 35 to 40 . 8:30 a.m. today.
28.00

## Men's Worsted Suits, $\$ 42.50$

Made up from a flne finished English worsted, a rich dark brown and gray, in neat smaill check patterin effect. Well tailored in the single-breasted, semi-fitted sacque with soft roll lapels and regular pockets with flaps. Medium lieight vests, trousers finished with 5 pockets, belt loops, cuff or plain bottoms. Sizes 36 to 44

## \$32.50 For Young Men's Suits

Attractive tweed mixtures in nice shades of browh, green and heather effects. Double-breasted, waist-seam models with peak lapels, natural shoulders and slash pockets.

Well tailored vests and trousers which are finished with 5 pockets, belt loops, cuff or plain bottoms. Sizes 34 to 39

## A Man's Blue Suit at $\$ 42.00$

Dark navy blue, fine finished worsted, in single-breasted, 3 -button, soft roll emi-fitted sacque model; medium height vest, trousers finished with 5 pockets, belt olops, cuff or plain bottoms. Sizes 36 to 42 .


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## Visitors' Conveniences

 LUNCH RO
Sixth Floor.

Boots, Overshoes, Rubbers !





 Heavy Men's On
Medium weight ersey top .....
1.75
2.09
2.39 WOMEN'S REST
ROOM-On the Third
Floor Rich INFORMATION
BUREA BUREAU -
Floor, Centre. APPOINTME

Queen St. Entrance.
POST 'OFFICE - On Streer Hoor, Centre. TELEPHONE BOOTHS
Conveniently located
throughout the store. throughout the store. TELEGRAPH STATION
AND FREE PARCEL ROOM-In
Basement

## A Luggage Offer

Club Bags, $\$ 4.95$

 Fibre Suit Case, 54.49


## Cut Price Sweaters

s13.50, $\mathbf{1 1 5 . 0 0}$ Swater, $\mathbf{5 8 . 9 8}$
Swwate




## Frames and Pictures <br> Claerance of Frame, 49c, 79c, 88 c , 51.50 with zhamses and bhotos, with stand backs Complete  <br> Clearance of pictures Pictures, $\mathbf{5 1 . 4 9}$  

## A Good Day for Rugs

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    Brusels Rugs, $47.95
42 only. 2 sizes-11' 3'" and 13' 6"'
$59.75. Today ............. 47.95
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    Tapestry Rugs, \(\mathbf{\$ 2 6 . 9 5}\)
    12 only, in floral and Oriental de-
    $\$ 33.00$. Today, special $\ldots . . . . . . .26 .95$
Jute Stair Carpet
Gray centres, with red or green bor-
ders. $27^{\prime \prime}$ wide, 85 c; $221 / 2$ "" wide, 65 c.
Cocoa Matting

Heavy Linoleum, $\mathbf{\$ 1 . 1 9}$ Square Yard
-Durable quality in floral and tile de-
signs. Best glaze finish and waterproof
backing. Square yard ......... 1.19
Heavy Cocos Mats
Heavy Cocos Mats
Securely bound edges. Size $20^{\prime \prime}$ x
$33^{\prime \prime}$. ....................... 2.45
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