

## Strong Values InTopcoats for the Cold Snap <br> BUY your overcoat to-day for next year. It's the best thing you can do because values now are fully 30 per cent. better than the same fabrics can be bought for next year, and the styles will not vary so much that you will be out anything in that respect, in fact we are going to place an order shortly for the 1918 fall season

 in the same styles as we are now showing because we know there will be nothing better at that time. It's really not much of a gamble when you come to think it over, is it? According to ath the forecasts and inside information that we have been able to collect to date, fabrics are going to be very modest in torie and color scheme; greys and browns will have first call and 'tis there you will find us strong. Our price range is a wide one... $\$ 18$ to $\$ 60 \ldots$ and every coat is a money saver.

## Money Sayers In the Furnishings <br> Scotch wool knit Shirts and

Men's heavy wool Sweater Coat reduced from $\$ 7.50$ to $\$ 4.98$.
Men's extra values in good heavy wool mix Sweater Coats for \$2.98.
Beautiful white Cashmere Hose, regular 75 c values for 49 c .
Heary fleece-lined Shirts and Drawers, each, 69c. Drawers, each, \$1.19.
Fine English all wool Com binations, \$3.29
Silk Front Shirts, up to \$3 values, for $\$ 1.98$
Extra value Neckwear, 690 $\$ 1.50$ to $\$ 2$ Ties for $\$ 1.19$ 50 c values for 29c $\$ 1$ values for 79c
Ours is a handy store on a handy corner and always some thing doing that will interest you. We are open till 10 every Saturday night and till 6 o'clock all other nights.

## Oak Hall, Clothiers

## Yonge and Adelaide Streets



## CIIIC YARDS ARE

 SHORT ON COAL







## Hockey Hamiton 9 © Curling High Park * Baseball Another Preston 6 \& Curing officers * Basebail Bis Deal

HAMILTON SENIORS
WON EXTRA TIME HOCKEY SCORES Preston Beaten in Return
Game, on Own Ice, by


 Blue Shirts. Will Be StrongJuniors Play at the Arena Tonight.

## Wanderers Hand

 In Their Resignation
## HIGH PARKK CURLING CLUB REORGANZEA


 THE CHCAGO CUBS
GET GEORGE TYLER

## ASK YOUR NOSE

whether the cigar yo smoke has been thoroughlj cured and matured.
Let the smokecome through yournostrils: doesitirritate, is it raw, harsh, peppery or scratchy?
If it is, the tobacco is not properly cured.

Ask your nose about any Davis cigar: you will find it mild, mellow, smooth, free from any of the faults mentioned.

Why not try a Davis<br>"Perfection"?<br>10 Cents.

## CANADIANS HAD EXCTING FIGHT



## HORSES




CLYDESDALE and PERCHERON
STALLIONS AND MARES
March 4th and 5th

## 





ALARMING HAIR TROUBLES $1,000,000$ HAIR HEALT






POST THIS FREE GIFT FORM




\section*{| Announcements |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |




## Time to Straighten $U_{\square}$




## THE FOOD CONTROLLER

 Has Licensed the Makers of CORN FLAKES to continue to put up and sell-in the original Red, White and Green package-the delicious Toasted Corn Flakes you have always used.MADE IN CANADA
SOLD BY ALL GROCERS


## SAVE WHEAT! <br> And Use THE IDEAL FOODKellogg's TOASTED CORN FLAKES

 nd working adults.-Report by Dr. Alexander Bryce, M.D., D.P.H. (Camb.) Kellogg's Toasted Corn Flakes are twenty-five per cent richer in comparative food values than any whole MOST ECONOMICAL bECAUSE:-a thousand calories (food units) in Kellogg's Toasted Corn Flakes cost less than a thousand calories in butter
third of the cost of a thousand calories in lamb chops and chicken or
POVEN. By a
EN:-By a report made by the Chemist of the Russell Sage Institute of Pathology
These facts are from official reports and are indisputable
Kellogg's Toasted Corn Flakes do just what the Food Controller asks everyone to do-SAVE WHEAT.

If your dealer's stock of Kellogg's Toasted Corn Flakes is low owing to the past uncertainty he will have plenty on hand in a day or so, bewause Kellogg's Toasted Corn Flakes is now officially licensed by the Food Controller to be sold in the same Red, White and Green packages in which you have
always bought it, and that means a continuous unstinted supply for everyone.

> The Battle Creek Toasted Corn Flake Co. hiead Office and Factory: London, Ont.





## The Severest Part of Winter is Yet lo Come---Choose One of <br> "Carry $\mathrm{On}^{\prime}$ <br> The British Tommy regards "perseverance" in a TheseBig WarmCoats atSimpson's Today

remarkably light-hearted Irish manner and calls the act "Carrying on."
The Canadians are the best of all, we hear, at "carrying on." There is a cheery optimism in the manner of these boys, says a well-known. American writer -a
jaunty determination to make the best of every situation that has won for them and Canada the admiration of the world. Calmly, but with perseverance-with a tenacity of purpose-has this store been "carrying on," having in mind one object, one purpose, namely, to "keep the home fires burning" by supplying the public's demands with
sound, dependable merchandise at the lowest possible price. We are everlastingly on the lookout for special price consignments, trade discounts and the like, in the hope hof of saving
our patrons as much as possible. Whenever fortune favors our patrons as much as possible. Whenever fortune favors us,
It also favors you. "Carty on!"

|  |
| :---: |
|  |  |

Two Inducements for Boys and Their Parents Special---Boys' Ulsters' at $\$ 10.95$ The finely-finished imported English and wool ulsterings
from which they are made would alone make them wionderful value. Add to. that the hand-taiioring and the tatest style fea-
tures, and you will then know it is an occasion not to be misel Doub.e-breasted models, with pactashon pockets, convertible
collars, tec.; lined throughout. For boys 10 to 17 years. Boys'Suits Specially Priced at 55.95 Contrary to what you might expect at such a remarkably moderate price, these manly little suits are tailored with nea
lapels, form-retaining front, soft natural shoulders, patch nock ets and three-piece belt.
The singe-breasted pinch-back coats and the full-fashimed The singie.ebreasted pinch-back coats and the full-fashioned
bloomers are lined throughout. For boys 7 to 17 years. O
sale today, special bloomers are lined throughout. For boys 7 to 17 years. On
sale today, special at $\$ 5.95$.

Long before winter breaks you may find need for just such a coat as the one pictured.

Enveloped in its big warm folds you can brave the coldest day and enjoy solid comfort. It will also safeguard you against the uncertain dangers resulting from ${ }^{\text {w }}$ winter's cold sweeping blasts.
You have only to look at its uncommon, dashing appearance to know that it belongs to the smarter set of tasteful, refined models. It is a recognized fashion leader. We can also show you other models different in design but altogether quite as popolar

Step into the men's store today and slip into one of these handsome coats. You will then know how vastly superior they really are-not only in style, but also in workmanship and in the material they embrace. We show this and many other models today at $\$ 25.00$,
$\$ 28.00, \$ 32.50, \$ 35.00, \$ 40.00, \$ 45.00$ and $\$ 50.00$

Men's Belted Overcoats
Men's Overcoats of grey and black check design in mackinette overcoating, double-breasted trench style, patch pockets with top flaps,
inverted pleat in back, belt all the way, around inverted pleat in back, belt all the way around. Price, $\$ 30.00$.

Men's Overcoats of dark grey Whitney in double-breasted trench style, slash pockets, inverted pleat in back, belt all the way around.
Price, $\$ 35.00$.

## A Quick Dispersal Sale

 of Men's Overcoats $\$ 14.95$Reduced From $\$ 18.00$ and $\$ 20.00$



## Two Handsome Suit Styles



This Two-Burner Gas Stove at \$7.95 Means That It Goes To You at a Big Saving Today


Men! Men! Men! Sweaters! Pyjamas! Underwear!


 TinsIMPSON:

## Curtains?

\$2.00 Madras Curtains at $\$ 1.49$

 for your bedroon. The length is $21 / 2$ yards. Regularly
$\$ 2.00$. Special today, per pair, $\$ 1.49$.


Have Your
Picture
Framed
Jonaery Redectition,

난․․․․․

son feet, 1 -nch Antique Gult
Moulding is on sale today.



## Bed and Bedding Prices Have Taken a Drop 为 

## Todayin One of Our DisplayRooms Nothing But Hall Lights Will Be Shown

## 

 At 82.20 .0 hiter
At 82.09 .
 Comfort in Electric Heaters



