


Will Find Much of Interest in the Sporting Goods Section, Fifth Floor


STORE OPENS AT 8.30 A.M.,
CLOSES DALI AT 5 P.M. Closing on Saturdays at 1 p.m.

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COLLINGWOOD BEAT TORONTO GRANITES
Guelph Unions, Aberdeens
and Napanee Remain in Guelph Unions, Aberdeens
and Napanee Remain in
Tankard Semi-Finals.



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SPERMOZONE

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DE LA SALLE DOWN ST. MICHAEL'S SIX
Irish TTasm Provide Lively
Tussle in Second Clash
Sander











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TORONTO LADIES
WIN THEIR TANKARD




| HOCKEY SCORES |
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TODAY'S ENTRIES



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FULL OFFICIAL FILMS DEMPSEY - WILLARD CHAMPIONSHIP BOUT

LOE W'S---Monday, Tuesday and Wednesday
The World's Selections LONG SHOTS HAVEA
DAY AT ORLEANS






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-Tremendous Buying Opportunities
    Daily in the Furniture Sale
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## Men Are Alive Today

To the Opportunity of Securing a Blue Suit Reasonably
They know that a man with a conservative taste, and yet desiring to appear well dressed, rarely make a mistake in buying navy blue worsted. It is a cloth that hangs well, gives a certain distinction and has real wearing qualities

Moreover, most men who do not care to subscribe to "freak" styles, but who do want a reliable well-cut authentic suit, are quite particular about the quality The Simpson navy blue worsted we describe here is the very suit they have in mind. Design, quality and price-satisfaction in all features. They are tailored in our own factory.

Fine-finished navy blue worsted, in single-breasted 3-button, soft roll, semi-fitted sacque model, with regular pockets and centre vent. Medium height veststrousers finished with 5 pockets, belt loops, cuff o plain bottoms. Sizes 36 to $42 \ldots \ldots \ldots . . .42 .00$


The Finest of Furs
Combining Luxurious Appearance With Comfort and Utility
Handsome Mink Coatee, exclusively designed erfectly marked rich dark skins . ........ $\$ 1000.00$ Hudson Seal (Dyed Muskrat) Dolman Coats, im ported individual model of exceptional beauty $\mathbf{8 7 5 . 0 0}$ Mole Dolman Evening Wrap, ultra distinctive, Large Mole Shawl, with cuffs around hand holes. Extra value at ............................ 167.50
Gray Squirrel Coatee-Capes, made from extra selected skins and beautifully finished. Price. $\mathbf{1 8 5 . 0 0}$ Long Kolinsky Stole, in straight style, with tails and paws
195.00

## The. STHMTDSON Company

Breakfast in the Palm Room. Fresh Fruit, Fragrant Coffee, White Napery

This unprecedented sale of fine garments is offering values which, we beliede, if equalled ate unsirpassed on the
conitinent. Unsurpassed, not in quatity smart style and eive fert workmanstrip, but because, despite the skyward advance of fabric, prices, labor, etc., we are able to give Toronto women fresh "Made in Canrada" garments at away below the pro-rata of production today.
A series of enormous special purchases from the best Canadian manufacturers of waists and whitewear, concentrat
ed into one great six 'days' selling. Included are women's nightgowns and silk camisoles and other under garments.

## Exquisite Lingerie Blouses, $\$ 2.95$

Styles that spell daintiness and charm are these-in variety that beggars description.
Sheer English and French voiles or fine batishes, lovel with delicate laces or embroideries, tiny tuckings, pretty butons, becoming collars and other such tricks of Fashion that

Tizs 34 to 46 .
Sizes 34 to 46 . Ordinarily at $\$ 4.50$ to $\$ 6.95$. No
Phone Orders. Today, at ............................


## Preparing for St. Valentine

Is Rendered Quite Simple by Visiting the Stationery Department

Those who are meditating laying siege to susceptible
别 hearts in the Valentine season should not venture to attack
without the necessary ammunition. Here is a stock of accessories to outcit anyone for his. (or her) campaign of the
14th. The Stationery Department is prepared to "prenge" 14th. The Stationery Department is prepared to "pien opare"
you with a supply of dainty valentines for mothers, fathers,
husbands, wives, brothers, sisters and sweethearts,

Choose now while the varity is con
Festoons, red and white combined, 2 for Streamers, white or red, 2 for ...
Crepe Paper, all colors, peer fold
Crepe Paper, all colors, pér fold
Decorative Crepe Paper, per fold
Decorative Crepe Paper, per fold $\ldots$
Decorative Table Covers, $60 \times 84$ inch
Decorative Table Covers, $60 \times 84$ inches
Serviettes, per dozen ...................

Basket ${ }^{\top}$ Favors, per dozen, 75 c and $\$ 1.10$.
Flyers, red or white, per doze
Seals, Hearts, Cupids, Arro
Place Cards, per dozen
Decorative Cut-Outs for ices, per dozen
dozen
Valentine Post Cards, each,

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 $1 \mathrm{c} ; 2$ for 5 c ; 3 for 5 c .Fancy Valentines, from 1 c to 50 c . Valentine Cards, 8 in packel
with envelopes withe envelopes ......... 10 Dance Programmes, per
 stationery Dopt_Maln Floor,

RUSIMPSON:

