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 THE MOSHERS RECOMMEND


290 Danforth Avenue, 190 Main Street, East Toronto,
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WATCH REPAIRING THE WANLESS CO.

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"THE VICTOR SHOP" 266-268 YONGE STREET Victrola and Victor Records NATIOMAL PAIANO CoMPANY, LtD. LABORNLW and


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## PERFECT SERVICE SERVICE

THE TORONTO WMRID

## Finest Victrola Parlors in america $\overline{\text { Ye. Ode Finme }}$ HEINTZMAN\& CO, LMMITED Henituman Hall Hen <br> $\frac{195 \text { YONGE STREET }}{\text { ALL THE LATEST }}$ <br> VICTOR RECORDS

Whaley, Royce

\& Co., Limited 237 YONGE STREET Everyhing gin Music and opEN EVENINGS

## A Complete Stock VICTOR RECORDS

Have Them Demonstrated in Comfort

## Gerhard Heintyman <br> Opposite the City Hall

DANCE RECORDS


Victrolas and Victor Records

## Dance Music

with a "kick" in it is what you get with "His Master's Voice" Records-the world's greatest bands and musicians playing in your own home on the Victrola.
"His Master's Voice" Records析
 3nebrd-Walte-and-Geraldine-Hesitution Waltz Miro's Band 216en Htadustan-Fox Trot-and-'N' Everything - Fox Smith', Orchestra 18473
 How Would You Like to be My Daddy?-Fox Trot-and Mirro's Band 216050 h! Frenchy!-Mediey One-Step-and-Me-ow One-Step Jos. C. Smith's Orchestry 1851

 Pom Pom-Mediey One-Step-and-Honky Tonky $\begin{gathered}\text { Wande-Otiep } \\ \text { Victor Military Band } \\ \text { Wand }\end{gathered}$
 Oh Ledy! Lady:-Medley One-Step-and-Sinbad -Medley
Waldort-Astoria Dance Orcheatra
Frot Missourt Walta-and-Kiss Me Again Waltz $\$ 1.50$ for 12 -inch, double sided Torget-Me-Not-Watio- Jos, C. Smith's Orehestra 3566


Yasixivisw wix
Hear them at any "His Master's Voice" dealer's

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MR. DONALD MacGREGOR
Canadian Concert Baritone
HEINTZMAN HALL


FREE AFTERNOON RECITAL Parlors of Heintzman \& Co., Limited, 195 Yonge Street,
will be Mr. Donald MarGregor. . Mr. MacGregor has
long been a favorite with Toronto Mudiences, and ind
fact with audiences allo over the Dominion, he having
appeared with leading musical organizations from the appeared with leading musical organizations from
Atlantic to the Pacific.
Mr. MacGregor will sing "On the Road to Manda-

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An Advertisement to Wives

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THE IMPERIAL LIFE Assurance Company of Canade Hend office, TOROMT

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HALL




RECITAL


位 Wonder What a Man Thinks About While Dancing With His Wife bs bricas






## Curling

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Twenty-Five Round Arenas 3


| DATES ANNOUNCED BY JOCKEY CLUB | FOR BUMPER SEAS | JUST LISTEN TO THIS LITTLE LOT |
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| OTTAWA SAYS THE ARENAS ABOUT THRU |  |  |
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THORNE IN DEAD HEAT
WITH JOHN GOODMAN

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SINGIE RINK FINAL Aberdeens and Queen C - view Rinks.

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THE TORONTO WORLD


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Safety Deposit Boxes at All City Branches



## New Customers Should Get Them -WHILE THEY LAST

 Have you any idea how long my supply of tickets at 14for the dollar will last? All I can say is that new customers are invited to take advantage of present prices to buy ${ }^{\text {i }}$ 2 worth---NOW.

## LAWRENCE'S SCONESANDHOME-MADE BREAD

These are the two big leaders in the business. We hardDutch Brown, Whole Wheat, Fruit Loaf All kinds sell at the same price. Delivered at your door,

## 8 CENTS A LOAF

## 14 Tickets for One Dollar

We are obliged to limit the tickets to $\$ 2$ worth to each customer, and new customers, who have not bought tick-
ets before, are invited to take this opportunity of trying Lawrence's Bread and save money.
The Most Delicious Bread in America Order by Telephone

GEORGE LAWRENCE, Baker




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Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR--1919 Market, Adelatide efioc

## Simpson's Great Friday Bargain Day

Bargains in Fabrics
Beautiful Silks Reduced Today







Wanted Dress Goods at Bargain Prices



 as 51.50 . Today, yard, 89.
100 Dressmakers' Forms, $\$ 4.29$ Each


## Wash Goods on Friday Bargain




' 3,000 Yards Brocade Coat Linings 50c Yard



| Boot Bargains |  |
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Simpson's MARKET Today Ane Adaclide bivo







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## Sale! Women's Sample Spring

 Suits at $\$ 27.50$

Featuring Types of $\$ 35.00, \$ 40.00$ and $\$ 45.00$ Styles That Are the Very Last Word
in Women's Suit Fashions. No exchenges, Women's Suit Fashions. No exchanges,
No Refunds, No. C.O.D.s

- We were fortunate in We were fortunate in securing 50
stunning new spring suitit-manufac-
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turers' samples that were used as
models for reproduction or for display models for reproduction or for display
-hence the most authentic modes for Thence the most authentic modes for day at a price that does not begin to
represent their value. AAl are examples of New York
designs-developed from serge, or wool
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Beautifully taiiored, winished and
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value today at $\$ 27.50$.
Women's Spring Coats at $\$ 25.00$




Hosiery and Clove Bargains




 Bargains in Toilet Goods and Drugs
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Overcoat.Bargain for

## Men \$14.75 <br> 38 Ulsters for Men and Young Men

 Developed in smart heavy tweed coatings. Various shades and pattern effects. Double-breasted ulster model, withwool linings. Sizes 36 to 44 . Friday bargain $\$ 14.75$, $\mathbf{5 0}$ Men's and Young Men's Suits, Today $\$ 20.00$ Of smart, firm finished tweeds in most wanted shades and patterns. Single-breasted, 3 -button, soft roll, serni-fitting 36 to 44 -button vests. Trouscrs, cuff or plain bottom. Size

25 Youths' First Long Trouser Suits, Today $\$ 9.75$ Odd sizss, broken lines of regular $\$ 12.50, \$ 13.50$ an $\$ 15.00$ values. Attractive tweed in dressy shades and pat terns. Friday bargain $\$ 9.75$

Boys' Sturdy Suits \$6.95


Boys' Fawn Paramatta Raincoats Today $\$ 7.95$
 Simpson's-Main Floor

95 c and $\$ 1.25$ Caps 69c
 Men's \$4.00 Leeds Quality Hats at \$2.95

Men's and Boys' Furnishings at Friday Bargain Prices 25 c and 35 c Neckties for 19 c
 Men's Flannelette Pyjamas Men's \$1.75 Flannelette
 Men's $\$ 1.00$ Negligeé Shirts 79c

 | Boys' $\$ 4.00$ Sweater Coats | Boys' 59c Pull-over Sweaters |
| :---: | :---: |
| $\$ 2.98$ | 49 c | special purchase. $\$ 2$

 Men's $\mathbf{\$ 1 . 5 0}$ Work Shirts
$\$ 1.19$

 Men's 85 c Merino Underwear


Flower Trimmed Spring Millinery $\$ 6.50$

Satin and Rough Braid Hats $\$ 3.75$


Untrimmed Shapes $\$ 3.50$


Store Opens at 8.30 ; Closes at 5.30 Daily


