


## Expensive Cloth in Fine Semi-ready Tailoring

Suits and Overcoats that the high-class retail tailor will charge $\overline{y 0}$ $\$ 50$ and $\$ 75$ for are here in the Semi-ready Store---in real Semiready tailoring-

| $\$ 35$ Suits and Overcoats for $\$ 40$ Suits and Overeoats for $\$ 50$ Suits and Overcoats for |  |
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These Expensive Garments include some very fine Chinchilla Ulsters, exquisite Chesterfields, and Dress Coats-and they are finished and lined with the best quality of pure silk trimmings.
I wish to emphasize the fact that we have these high-quality garments as well as the Suits and Overcoats we are clearing as "Lonelies" at $\$ 9, \$ 10$ and $\$ 12$.
Do not conflict Semi-ready Tailoring with ready-made clothing Please do not.

| Semi-ready Clothes | Tooke Furnish |
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The Semi-ready Store
William G. Hay 143 Yonge Streat

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## EATON'S SEMI-ANNUAL SALE NEWS

Never in the History of the Store Was There Such a Gigantic Sale of Coats-Coats of Every Attractive Kind That Women Young or Old Could Want, at Prices That Are Almost Incredible
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Sweeping Price Reductions for Saturday on Evening Wraps, Afternoon Coats and Exclusive English Uisters



## Housekeeping, Nursery, Gardening and News of Interest to Women




Theatres and Concerts


SYMPHONY ORCHESTRA
INTERPRETED STR
INTERPRETED STRAUSS Death and Transfiguration",
ed Forth Utmost Skill of
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Fancies of Fashion THAT DREADED DETECTAPHONE * By Michelson

New Gowns Are Copied For Kiddies
 Martha Washington Chowder


## In That First Garden

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Ware "Granny" Cures
For Your Holiday Ills



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## Toronto Rowing Club Retain Amateur Status

## Senior O.H.A. Teams <br> Play Tonight in Arena

## Three Races Decided <br> Last Day at Dufferin

## CASE AGAINST <br> T.R.C. FAIIS

 Oarsmen's Hockey Club Retain Amateur Standing-O. H. A. Rulings. O. H. A. Rulings.




PPROFIT NOW: Your opportunity is here for getting good clothes much below their value. You realize how great a bargain you are getting when you buy goods of famous quality at prices so greatly reduced as ours.
This Mid Winter Clearance Sale of ours is remarkable for the unusual values offered.
MEN'S SUITS, the best of the Fall and Winter goods; all the
latest styles and patterns, the smart new tweeds, mill finished latest styles and patterns, the smart new tweeds, mill finished and fancy cheviots and fancy worsteds.
ENGLISH AND AMERICAN MODEL SUITS, in all $\$ 12.75$
sizes; formerly sold for $\$ 18.00$ and $\$ 20.00$, now at ........ $\$ 1$.

 ow .
 FINE OVERCOATs, in rich Kenever whiney, and $\$ 15.00$
Fine Overcoats in very fine Chinchillas, Crombies, Scotch Cheviots, and Scotch Golf $\$ 17.85$
Cloths. You'd pay $\$ 25$ formerly, now

Overcoats that were $\$ 30.00$ now $\$ 20.00$ Overcoats that were $\$ 35.00$ now $\$ 25.00$ Overcoats that were $\$ 40.00$ now $\$ 25.00$ Alterations made free of charge.

## HICKEY \& PASCOE

97 Yonge Street

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## World

## Home "Sweating", Before Machinery

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making clothes is monopoliz-
ing business ing business, many of Tor
onto's finest tailors sell suite onto's inest tailors sell suits
made in poorest and dirtiest of shacks in "ward. Dr. Hastings Plans to
Help the Middle-Aged
The work of keeping. Tor
onto's babies alive healthy is going along by it
self; now the M.O.H. hopes to prolong the lives of the mid
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year, which includes factory
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Canada Burns in Year Canada Burns in Year
As Much as Toronto Builds Fire loss mounts up to huge
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out to cut Ontario's bill it half.
Phone Cirls Have
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Most exclusive social set in
city are the bright young
women and men of the Telo. women and men of the Tele
phone Company. They have Canadian Fisherman
Canadian Fisherman
Lives Life of Thrills
Lives Life of Thrills
A story by a writer who has
endured the hardships and enjoyed the adventures

aboard the fishing schoonern | $\begin{array}{c}\text { aboard } \\ \text { that pound our eastern seas }\end{array}$ |
| :--- | THE WOMEN'S SECTION Suggested By Paris Some very noticeable fen

tures of the early year gown are shown in a six-color page-
size illustration. Black and white costumes in attractive
designs are also pictured. Novelties in Niloak
And Candia Wart
Housewives who like to be of
to the minute in their decor to the minute in their deeor
ations will find much inter est in this article
Financing a Family nancing a Family
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Should a Married Woman Continue Her Vacation? Here is a real story that he
a duplicate in many livee This answer to a distractid Other Articles of
Training a daughter for busi ness life. Let children cho
their own clothes. Hair
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ILLÜSTRATED SECTION
First Flashlights Ever
Taken of Z 00 Animals
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popular "pets" of visito Montreal's Week The Water Wagon How the water sup
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The new face-dress that
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other foreign scenes.
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REGLIIEE SHIRTS $\$ 1.35$
see window display

## 22 KING ST. WEST




PECULIAR CASTES
AMONG WHITE ANTS


## SPEEDY OWEN SOUND PACER DEFEATS BLUE LINE FROM RED BANK, NEW JERSEY



## MARKHAM DEFEAT WEST TORONTO VICS

 Northern Town Outfit--The O.H.A. Games.
 $=6$ $=2=20=4$ $=\mathrm{yaxavax}$
 those who demand the best.

O'KEEFE'S SPECIAL Extra Mild ALE.

O'KEEFE'S GOLD LABEL ALE.
The Beer with a repuration.

The O'KEEFE BREWERY
Co., Limited
Toronto

## J. JOHNSON WANTS



By G. H. Wellington


## I.O.F. Can Meet All Obligations And Has Provided Against Sorrow Disappointments and Distresses

Elliott G. Stevenson, Supreme Chief Ranger of the Order, Told in Figures of Millions How the Members Are Protected, and Spoke of the Gigantic Task That Was Worked Out to a Successful issue-Fraterna Insurance Societies Must Be on a Sound Basis in Order to Continue Good Work---Socieiy Is 100 Per Cent. Sound and Able to Meet Al Obligations Present and Future-Impressive Tributes Paid to Head of Order at. Banqu
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## FRUIT FARMS

## Niagara－on－the－Lake



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## Home Smith and Company <br> Telephonen Adelaide 886． 18 King St．West

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|  |  |  | WORLD OFFICE |



 Men's $\$ 4, \$ 4.50$ and $\$ 5$ "Victor" Boots, $\$ 2.95$

Patent colt button, tan calf button, velours calf button, gunmetal button, tan calf lace, patent colt lace, gunmetal lace, and velours calf lace, and all sizes from 5 to 11 in each style. Most with Goodyear welted soles and hand-finished, and are seldom put ou sale at less than their regular prices. Don't miss this saie.
Saturday Rush Price ............................... 2.95

Boy's High Grade Boots, $\mathbf{\$ 2 . 4 5}$
Boys' Scout," "Imperial," "Tetrault" and "Maximum" styles, velours calf, gunmetal, tan Russia calf, vici kid and selected patent colt, with dull matt calf tops, medium and heavy weight, codyear welted and McKay sewn soles; sizes 1 to $51 / 2$. Reguarly $\$ 3.00, \$ 3.50$ and $\$ 4.00$. Saturday Rush Price..... 2.45
"Victor" Boots

Over two thousand pairs, fresh from the factory, made on the very newest lasts, in all popular leathers, either button than cost from the and the price is less
factory. Be here

## Ever Held

Women's \$2.50, \$3, 3.50 and $\$ 4$ Boots, $\$ 1.95$ 1,400 pairs women's high-rrade boots. (including 650 paifs "Queen Qualit"" and "Boston Favorite" samples), patent colts tan Russia calt, gummetal and vici kid leathers; button, balmoral
and blucher styles; narrow, medium and full fitting lasts; Goood and bucher styles; narrow, meidum and suls all styles of heelk
year welt hand-turn and flexible McKay sole year welt, hand-turn and fiexible McKay soles; ;all styles or heens
Sample sizes are $3,31 / 2$ and 4 only, others from $21 / 2$ to 7 . Reguz larly $\$ 2.50, \$ 3.00, \$ 3.50$ and $\$ 4.00$, saturday Rush Price 1.95

## Rubbers! Rubbers!

Selling the stock from the big "Gronby" factory at less than" holesale cost price. Rubber Boots, Heavy Gum Rubbers, Snag. Every pair perfect and fully guaranteed. On sale Satim Every
day.

Platinum Set Diamonds
 FashionableWinter Cloakings
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 The Black Silk Sale

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## Wash Goods

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Fine Net and Lace Blouses




Fancy Needlework


Simpson's January Whitewear Sale


| around top, run with silk ribbgn; sizes 34 to bust. Regularly 35 . Saturday....... ... . 2 <br> UNDERSKIRTS. <br> Fine white cotton; flounce of lawn, and wide fine lace insertion and edge of handsome embroid ery; sizes 38 to 42 Inehes. Regularly $\$ 1.50$. Sat urday <br> DRAWERS <br> Fine nainsook; wide edging of ine Val. lace or insertion, and ruffle of fine embroidery; 'open or closed; sizes 23 to 27 inches. Regularly 650 and 75 . Saturday <br> NIGHTGOWNS. <br> Fine cotton crepe; requires no froning; slip over styles; dainty scalloped edges or linen lace edges; silk draw ribbon; lengths 56 to 60 in Regularly $\$ 1.50$. Saturday $\ldots \ldots . . .1 .00$ PRINGESS SLIPS. |
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### 3.95 MessalineSilk <br> Petticoats 2.49 <br>   japanese wadded  Warmly prades Warnly padded and quitted,   

Ribbon for
Whitewear

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Toilet Goods





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## Hand Bags $\$ 1.89$



Men's $12.50,15.00$ and 18.00 Ulsters to Clear 9.95










## Smart Ulsters for Big Boys



## Women's Spring Suits

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Gloves and Hosiery for Saturday


 Howeris Hhamy All wool Pain






QLoves.
Plaini knit, leather bound top and
dome fastener; all sizes. Regular Plain. Knit, leather bound top and
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 The January Fur Clear ing Sale


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Men's All Wool Sweater Coats 2.98



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 New Mid-Winter Millinery
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$\$ 2.50$ White Quilts \$1.88

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Grocery List $\pm$

## The Robert Simpson Company, Limited

