

STARTLING THE RETAIL CLOTHING TRADE! THE WONDERFUL CHEAP MAN ONCE MORE ON THE TRAIL OF TOTTERING HOUSES, AND THIS TIME HE HAS STRUCK A WHOLESALE BANKRUPT STOCK OF FINE READY-MADE CLOTHING!

(One hundred and ten large cases in all) amounting to \$58,000, at 50c. on the Dollar. The stock embraces nothing but the finest goods; not a poor overcoat or suit among them. We could not put one-half the goods in our present store, 128 King-street East, consequently we are compelled to open another store at 152 King-st. East, corner of Jarvis-street. This statement has the ring of genuine truth in it. If you doubt it call at our two stores, 128 and 152 King-street East, and see for yourself. So much for what we got. Now for what we are going to do.

ON SATURDAY, NOVEMBER 2ND, AT 8 O'CLOCK A. M., Our doors will swing open at both stores, when the GREAT SALE will commence. The following are a few of the Bargains we will offer:

Men's extra first quality of West of England Tweed Suits, beautifully trimmed, valued at \$20 wholesale, our price \$12. Men's first quality of Scotch Tweed Suits, valued at \$18 wholesale, our sale price \$10. Men's fine Worsted Suits, valued at \$18 wholesale, our sale price \$10. Men's superior All-Wool Suits valued at \$12 wholesale, our sale price \$7.50. We wish to call special attention to a special line of All-Wool Tweed Suits for men's wear. They cost wholesale \$6.75, our sale price for same will be \$3.75. OVERCOATS—Men's very fine Black Worsted Overcoats, satin lined, quilted throughout; wholesale price \$22, our price during the sale \$12.75. This is an extra plum. Men's Pilot Beaver Overcoats, silk serge lining, quilted throughout, valued at \$20 wholesale, our price \$11.50. Men's beautiful Nap Beaver Overcoats, satin lined, quilted throughout, valued wholesale at \$18, our sale price \$11.25. Men's Worsted Overcoats, value at \$15 wholesale our price during sale \$9.75. Men's Tweed Overcoats, extra value, at \$12 wholesale, our sale price \$7.50. Another line at \$5, valued at \$9.75. And again we direct attention to a special line of men's heavy All-Wool Overcoats; they cost \$7.50 wholesale; we will during the sale sell them at \$3.90.

BUT NO ENUMERATION OF PRICES ON PAPER WILL GIVE AN IDEA OF THE BARGAINS. YOU MUST SEE THE GOODS IN ORDER TO APPRECIATE THEM. We hereby challenge any Clothier in the city of Toronto, wholesale or retail, to forfeit \$1000 if they can touch our prices without a loss to themselves. Remember, there is not a dollar's worth of shoddy goods in this stock; nothing but fine clothing, and every article will be sold with a guarantee that we will refund the money, less 5 per cent., after one week's trial if the purchaser is not satisfied. THIS GREAT SALE OPENS ON SATURDAY NEXT. It will take us until then to pass the goods into stock and get ready for the opening. See future announcements. Every person who reads this advertisement will do their friends a favor by telling them about it. Mail orders will receive our careful attention, and if the goods are not satisfactory they will be taken back by purchaser paying express charges.

SALE OPENS SATURDAY. STICK A PIN IN THE DATE AND THE PLACE.
GOUGH. THE WONDERFUL CHEAP MAN,
128 AND 152 KING-STREET EAST.

\$10,000 STOCK OF FURNITURE —AT— MANUFACTURERS' PRICES,

CONSISTING OF
Kitchen and Dining-room Chairs, Lounges, Couches,
Parlor Sets, Bed-room Sets, Woven Wire Spring
Mattresses, Mixed Mattresses, Sideboards, Ex-
tension Tables, Centre Tables, etc., etc.

The best chance to secure anything in the Furniture line ever
offered in the city.
Call early and inspect the Goods.

The People's Furniture Warerooms,
161 YONGE-ST., EAST SIDE.
BETWEEN QUEEN AND RICHMOND-ST.

ONTARIO COAL CO.'Y. A HOME COMPANY

IMPORTERS OF THE CELEBRATED
LEHIGH VALLEY COAL.
POSITIVELY THE VERY BEST IN THE MARKET.
30,000 tons of this brand of coal used by the Waterworks
department of the city of Toronto during the past three years.
The records show more gallons of water pumped per ton of
coal than the department ever pumped with other grades of
coal. We give more heat per ton of coal than possible for
any other grade to give.
THE BEST IS THE CHEAPEST.
We also furnish only the best grades of soft coal for grate
use. In steam producing coal we handle exclusively the un-
excelled brands, known as Reynoldsville, Soldier Run and
Sunday Creek. Best quality of Beech and Maple and Pine
Wood always on hand.
General offices and docks Esplanade east, foot of Church-st.
Telephone No. 18. Up-town office, No. 10 King-street east.
Telephone No. 1059. Branch office corner Bloor and Borden-
streets. Telephone No. 3623. Branch office No. 725 Yonge-
street. Yard and office 1069 Queen-st. west, near subway.

AUTHORIZED
Capital: \$2,000,000.
—THE—
MANUFACTURERS'
LIFE
Insurance Co.
Head Office:
Toronto.
FEATURES:
Low Rates, Liberal Policies,
Thirty Days' Grace,
Absolute Security,
Prompt Payment of Claims.
PRESIDENT: SIR JOHN A. MACDONALD
Secretary-Treasurer: J. L. KINN
A. E. GILMAN, Superintendent.
AGENTS WANTED.

HOW IS THIS?

A CHANCE IN OVERCOATS!

Over 400 Overcoats at the British
Arms Clothing Store, selling at prices
that defy competitors.

Bought at 55c. on the Dollar,

They are Selling at Original Cost, sav-
ing many dollars to the people
of Toronto.

NOW IS THE TIME

BEFORE THEY ARE ALL GONE.

British Arms Clothing Store,

221 Yonge-st., Corner of Shuter-street.

ALEX. BURNETT.

Confederation Life

ORGANIZED 1871. HEAD OFFICE, TORONTO.

REMEMBER, AFTER THREE YEARS,

POLICIES ARE INCONTESTABLE

FREE FROM ALL RESTRICTIONS AS TO RESIDENCE, TRAVEL OR OCCUPATION.

Paid-up Policy & Cash Surrender Value Guaranteed in Each Policy.

Policies are non-forfeitable after the payment of two full annual premiums.

Profits, which are unexcelled by any Company doing business in Canada, are allocated
every five years from the issue of the policy, or at longer periods, as may be selected by the
insured.

PROFITS SO ALLOCATED ARE ABSOLUTE and not liable to be reduced or
reverted at any future time under any circumstances.

Participating policy-holders are entitled to not less than 10 per cent. of the profits earned in
their class, and for the past seven years have actually received 10 per cent. of the profits so earned.

W. C. MACDONALD, **J. K. MACDONALD,**
Actuary. Managing Director.

LOW PRICES ON BOYS' SUITS

—AND—

OVERCOATS

To-Day!

OAK HALL,

115 to 121 King-street East, Toronto.

WM. RUTHERFORD,

MANAGER.

R. WALKER & SONS'

\$6 STORM COATS.

LOOK HERE!

A heavy Frieze Overcoat (the cut is an exact picture),
big collar, 6 deep pockets, broad belt and buckle, tweed
lined, double breasted; thick as a board; warm as a fur-
nace, and all for \$6.

OPEN UNTIL SEVEN ON SATURDAY EVENINGS.

R. WALKER & SONS

KING-STREET EAST.