THE TORONTO WORLD: MONDAT MORNING' DECEMBER H' 189

WELLIIIGOII MIN HADIT-STREETS EIST Tanorio.

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## John Macdonald \& Co TO THE TRADE: <br>  LETTE DRDER A <br> SPECIALTY <br> ORDERS <br> John Macdonald \& Co <br>  <br> Money Saved Trouble Saved Buying Holiday Presents At the Big Store. <br> ce

SILVERWARE $\left.\right|^{\$ 20,000 \text { worthbought at one-half manu }}$ facturers' price. We cut it in half.

| HE facts speak their own worth. You see for vourself the big store, and know tha |
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| it surpasseth all previous efforts at store building in Canada. Thousands have | it surpasseth all previous efforts at store buxilding in Canada. Thousands have

crowded its spacious shopping space the past weel, and journeyed through the mag crowded its spacious shopping space the past week, and journeyed through the mag
nificent basement; They've learned for themselves of the real beauty and immense range of holiday stocks, and pronounced them the greatest ever shown in this great
city. With one loud acclaim all unite in saying, "Never, no, never, were goods sold so low before." Come early, for your own gain and comfort.
俭 THE CULIMNATION OF HOLDAY WONDERS 施


OTHERS COPY EVERYTHING--BUT OUR LOW PRIGES.

'GUARANTEED ABSOLUTELY PURE' LA FLORA CIGAR 10c VARSITY CIGAR - 5c

UNION HAND-MADE. Insist upon having them.

Prize Medals in competition with the world.

## S. DAVIS \& SONS, <br> MONTREAL

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