

SPECIAL OFFER!

We beg to call Special Attention to our New, Full and Complete Stock of

TOY BOOKS

—AND—

CHILDREN'S BOARD-COVERED BOOKS

(Including McLoughlin's, Thompson's, Etc.)

Which we offer to the Trade at a

SPECIAL DISCOUNT OF 10 PER CENT.

OFF OUR REGULAR PRICES,

BEING AN ALLOWANCE EQUAL TO OUR TRAVELLERS' EXPENSES

We make this very Liberal Offer as our representatives may not reach all our Customers in time to secure their orders. Orders by letter receive our most careful attention. Samples sent on approval if desired. To all dealers visiting Toronto we extend a cordial invitation to call and examine our Stock of

FALL AND HOLIDAY GOODS.

Prices and Terms will be found Satisfactory.

THE TORONTO NEWS COMPANY

WHOLESALE NEWS DEALERS, BOOKSELLERS AND STATIONERS,

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AND NIAGARA FALLS, ONT.