## John Macdonald $\& \mathrm{C}_{0}$

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WERE is a world of meaning in this advertisement to every shopper in Canada. We are influenced to break prices as we have never done before. All throughout
the season the store has been uncomfortably crowded with stocks, because the large bulk of our purchases were made in the eaply spring with the expectation that we would
be doing business at the corner of Yonge and Queen-streets. The congestion must be re-
lieved. We shall do it by inaugurating a clearing sale that will have in it the genuine ring of generous bargains. Commencing this day, throughout the entire house, instruc-
tions have been given to mark down everything, and it will not be possible for shoppers
 Ter with a committeo of the Ladies Work of the two organizations.

 to be disappointed when they visit here
Ot the new store we need say litle here. You read the story in the papers of this
week. Talk of big stores: From the exterior the store will be a handsome strueture.



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R. SIMPSON, That Speak Fo

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 Purisinin Sterim Landiry 67 to 7 Iddaide-st. West. Telephone 1127. BRANCH OFFICES-- 93 Yonge-street. Tel. 1496.729 Yonge-street. Tel. 4087.
E. M. MOFFATT, Manager

## BEST QUALITY COAL. <br> wio $\$ 3.75$ mans $\$ 4.75$ 器 $\$ 5$ <br> wood.


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COMPLACENCY

PEOPLE'S COAL COMPANY
FOR ALL KINOS of LUMBER,
THE REID CO.

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| Get their prices before ordering. DOCKS-FOOT BERKEL |  |
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