



WE'RE JUST COMING OUT

with an entirely new stock—carefully chosen, cheaply bought, and comprising a full line of

Fine Xmas Goods.

**We Will Sell
These Goods for Nothing**

less than our plain price and our only price, for we are **ONE PRICE** traders. But you will do well to bear in mind that

**OUR ONE PRICE
IS ONE PRICE LESS**

than the price of similar goods in any of the mark-it-on-to-take-it-off-if-we-have-to stores. We propose to give the very best and the very most for the least possible price and

We'll Save You Something
on every trade you make with us.

Now,

YOU DON'T WANT TO WAIT
till you are ready to buy. Come and see the goods. Come and get acquainted with the methods of

**THOMSON BROS.'
ONE PRICE STORE.**

The Holiday Season is always suggestive of brightness and beauty, and those suggestive features are particularly emphasized by our stock and store. Everything is new, and has that peculiar attractiveness that only belongs to articles fresh from the manufactory. You would know it was holiday time if you were to stroll into our store like some newly-awakened Rip Van Winkle who had not seen an almanac for twenty years. You would know it at a glance. Everything betokens the time of gifts and gladness. Those who want to be thoroughly permeated by the Christmas atmosphere and to feel in thorough sympathy with the season should make us a visit and take a look at our display; it is one of the sights of the season.

GEORGE POPS THE QUESTION.

George, (sitting in close proximity to his Dulcinea on the smallest sofa in the room)—
"Arabella, I er—er—came to ask you if you will accept er—er—an invitation to go and look over Thomson Bros' Christmas stock. That is I er—er I would say, Arabella, I shall never be happy until you er—er—have seen

THOSE BEAUTIFUL PRESENTS.

I don't know how to describe my feelings when I look on your er—er—enjoyment. artistic novelties, and I want to throw myself upon my er—er—resources and those of

THOMSON BROS.'

and beg you to take me for your er—er—your er—escort whenever you require one. That is I can't say er—er—what I want you to know, that my attentions er—er—mean er—that er—er—

THOMSON BROS.'

HAVE THE LOVLIEST THINGS.

I'm d-d—er done up if I can say anything, Arabella, but go to.

THOMSON BROS.' BOOKSTORE,



A Friendly Loan.

An Irishwoman once called upon an apothecary with a sick infant when the apothecary gave her some powder, of which he ordered as much as would lie on a sixpence to be given every morning. The woman replied:

"Perhaps your honour will lend me a sixpence the while, as I haven't got one at all, at all."

ONE feature of our Christmas stock is that there is something for everybody; something for everybody's taste; something for everybody's purse; something for everybody's fancy. Almost everybody has to practise a little economy in Christmas buying to make the gifts go round, and we are here to help everybody, do just that thing. The variety we show makes it impossible for anyone to fail of satisfaction in the stock we are showing. Buyers like, naturally enough, to trade where they can have a good wide choice, and such buyers will find in our stock everything they can desire. Come and look at the stock for yourselves, and remember that next to selling, it is our great pleasure to show goods. As we cannot have everything in sight, ask for what you want if you don't see it. **THOMSON BROS.'**

Oh, come, have you seen "Paradise Lost" at Thomson Bros.' Book Store? Paradise Lost? It seemed to me more like Paradise found! everything looked so beautiful.

Miss Shoppr—I wonder what books I can give Miss Antique? She takes to books, and Thomson Bros., the Booksellers, have almost everything. Miss Caustic—Well I think what she would appreciate most would be something in the way of "Lover"—certainly Lever would not be appropriate.

WE WANT THE WORLD POSTED

on our methods of doing business. They are not common, they are unique, but they are founded on strict business philosophy? Most merchants take care of Number One and their care stops there.

**We Take
NUMBER 2
Into Partnership with No 1**
and we make the interests of Number Two of equal importance with our own. With all this we aim to be the leaders in low prices, and we are ready to

Paint The Earth Red

With the statement that

We Will Not be Undersold
the best prices, (best for Number Two remember) and we invite you to test us and see if our word is not good right down to the dotlet on the I

THOMSON BROS. BOOKSTORE-

We Are The

Holiday Hustlers.

We want to get into the Good graces of the public, and we are bound to get there if the intelligent public knows B from a bull's foot, or a bargain from a last year's bird's nest. We are bound to satisfy you.

Read Our Guarantee.

Good Goods, always.
Undeviating Politeness.
All Goods as Represented.
Reasonable Prices.
A Choice Stock
No Underhand Methods.
Truth at any Cost
Every Customer a Friend.
Every Article a Bargain.

-The Man Murders Truth
who says he can beat this guarantee. On this basis we mean to build our Record. No flub dub or flap doodle in ours, but a square deal for every dollar.

**THOMSON BROS.'
BOOKSTORE.**

