

# NOW WE ARE GOING TO TALK

We are going to talk sense and "not nonsense." We are going to make statements that can be proved to be correct. We are going to touch you in a tender spot, and that is your finances. The dollars in your pockets we know you love them—"the dollars"—and so do we, and that is the reason we have paid for a whole page of this newspaper. Do you think we would go to the expense and labor we do to try and stuff you with a lot of nonsensical trash? No! No! No! far be it from us to attempt any such fraud. Without egotism we may, we think, safely say that for reliable statements and undeniable truths the citizens of Toronto will bear us out when we state that in all our advertisements, in every word we state, in every price we quote, they have found we told the TRUTH, the whole truth, and nothing but the truth. You have for the past few weeks been treated (save the word) to an immense amount of the veriest trashy

## BUNCOMBE

From a number of our would-be competitors in the Clothing Trade of this Great City. They have aimed their shafts and arrows of envy "directly and indirectly" against us, but thanks to an appreciative and discerning public they have shot wide of the mark, and in place of injuring us they have but helped to build up to still greater proportions

## OUR COLOSSAL BUSINESS

Having as we have the largest store, doing as we do one of the largest clothing trades, assuming as we do in our name to be the MODEL CLOTHING STORE, we dare not and can not afford to announce anything to you but what is correct in every particular.

## NOW FOR OUR PLUNGING BARGAINS



### OUR OVERCOATS

are going to be sold if prices will tempt you. We will give you one of our \$5 overcoats for \$3.50; we will give you an overcoat that is sold for \$7.50 elsewhere for \$5; our beautiful regular price overcoat at \$10 will be given to you for \$7.50; our fine tailor-made overcoats, the regular price of which is \$15, we will give to you for \$10. If you can buy an overcoat, buy it now. You'll save money.

219 & 221 YONGE-STREET  
CORNER  
SHUTER-ST

### OUR MEN'S SUITS

We have the nicest, neatest and nattiest stock of men's suits to be seen in this great Dominion. To reduce our stock we have determined to give you some of the most irresistible temptations. We are going to give you our regular \$18 suit for \$12. They are beauties. Our regular solid tweed working man's suit, regular price \$12 we give you for \$7.50, and a good all-wool suit, worth \$10, for \$5. See them whether you buy or not.



### OUR ODD GARMENTS

We have nearly 1000 pair of pants to give you your choice of for \$1 per pair; they're worth and sold for \$2 elsewhere. We have piles upon piles of odd coats we'll absolutely give you your choice of for \$2.50, not one of them that isn't worth double. We've got odd vests in abundance. We will give you vests at 75c worth \$2, and if you want an odd garment of any kind come and see us. We'll suit you and at very little money.

219 & 221 YONGE-STREET  
CORNER  
SHUTER-ST

These statements we have made you will verify to your satisfaction by a visit to our store. If it's BARGAINS your'e after we will give you all you can reasonably expect. We are determined to reduce our stock, and if LOW PRICES will bring you don't wait, come and see us and we'll make the prices to suit you. OUR CHRISTMAS PRESENT to every purchaser will be on Monday next a beautiful sleigh, suitable for boys or girls—no guesswork about it.

219 AND 221  
YONGE-street  
CORNER OF  
Shuter-street

*The Model  
Clothing Store*

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YONGE-STREET  
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