## THE TORONTO RUBBEA co T.Malliov Jia CO <br> The Toronto

FRIDAY MORNING, OCTOBER 31. 189?

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 men with the rising of Saturday's sun. "THE BELL" appeals to the intelligence of your hats Toronto.. Why should so many of you be dependent on the miderwear ready-made; your wives buy ready-made; you buy your boots ready-made; you bers (some of them) buy their sermons a saving their mantles and cloaks ready-made, of fully one-half.
"THE BELL" starts out on its career with the avowed deternination of supplying to the men and boys of Toronto a ciass of


 Coesn't think so, however. Toronto scitizens shoure whas any knowledge on the
Chicago wheroas eve ry
sold only as old rags in any ofthe large American cities.


## OVERCOATS

Tweeds with Cape, Meltons, Beavers, Venetians, Naps, Worsteds and Kerseys-bound, stitched edge, lap seams, strap seams, satin lined, tweed lined, silk lined, in all the new colors, with or without inlaid velvet collars. Such a stock of Overcoats as has not been offered in Toronto before, at wonderfully low prices.
The BOYS' and CHILDREN'S DEPARTMENT is to be a feature of the business, and Saturday, the Opening Day, will be a bion The BOYS' and CHILDR Who have for a long time been looking for a really first-ccass Boys


## NEN 5710 <br> 



THE BELL" is detormined to jump into a big business from the start, and prices have been made accordingly. If "THE BELL," with a brand new stock, lashings of capital, and doing busines have comfor cash only, can't underbuy and undersell the old "THE BELL" hopes to be "at home" to ten menced business at all. Saturday is the Opening Day.
thousand visitors on that day, and will welcome all who wall walk through the new store.


82, 84. 86 YONGE-STREET. NEAR KING.


