and
2. GATURDAY MORNING A touch of elegance is added to the
strict dresser who encases himself in
an Oak Hall suit or overcoat. The
very best cost eight, ten, twelve and
fourteen dollars. Others equally
reliable for wear but not so fine in
quality are five, six and seven dollars.
We have your size all ready to put
on. OAK HALL CLOTHIERS,
nis to t21 King st. E., Toronto.


THE TORONTO WORLD



Municipal Committee Kick Agains
System of Electing Aldermen.



$\$ 1200^{\text {brack }}$ Split Pulleys....




NEE WIILR NIIS
Queen's Plate Winner
Surprise at Wir
St



OCTOBER 81898


Why So Called.
Because reform in the fit of Cana-
dian clothing was necessary beforc Gentlemen could wear it
Because ready-made clothing in
Canada had hitherto been manufac. tured merely to sell to Dealers rather than to fit Wearers, and the maker's responsibility ended with the ship.
$\frac{\text { In }}{}$ fit it resembled a composite picture, drawn from nine different but which would not be an accept, able portrait of any one of them.
If nine different men, including Slender, the Round-shouldered and Over-erect, could be rolled into one and then stamped into nine equal vith ordinary ready-made clothing. As people might object to this process, Fit-retorm" has been method of making nine essentially $\frac{\text { different }}{\text { shape in }} \frac{\text { shapes }}{16 \text { sizes, } 15 \text { styles, }{ }^{2} 5 \text { prices, }}$ and about 80 patterns, to fit individually the nine leading types of
men. Fit consists as much in workman
ship, and the construction of clothes, as in the cutting of them.
$\qquad$ in the "staying" and the unseen
inner construction of "Fit-reform" garments, features which are con. spicuously absent in ordinary cloth
ing, made, as it is, to sell to the eye only.
only. These exceptional qualities of fit and shape retention in "Fit-reform" ,would have been charged for at a phemium by Dealers if the price to the Makers, through their trade pocket.

Thus there is not a "Fit-reform" suit or overcoat which would be unthan that fixed by its makers for the protection of their own interests. "Fit-reform" is intended for the Merchant Tailors-not the Clothi-] er's customers.
Prices are $12.00,15.00,18.00$, 20.00 and $\$ 25.00$ per suit or over-
coat. Trousers $3.00,4.00,5.00$ and
$\$ 6.00$ per pair. The Fit-Reform Warirobe, 22 King St. West. MANNinc (The Kennedy Company, Limited, TorontozMontreal=Winnipeg.

 62 cases Walking Hats and Trimmed "Sailors," direct from the pick of European and American manufacturers. W
etail these at wholesale prices, viz., 39 c . 47 c . $59 \mathrm{c}, 67 \mathrm{c}$, , 89 cc and 97 c each.
Don't pay too much for not so good. Mckendry's prices are as right as their styles, and that's saying a good deal. Don't pay too much for not so good. McKendry's prices are as right as their styles, and that s saying a good deal
There'll be a rush to-day for ready-towear hats, and youll see unequalled values in unique designs, trimmed
our own workers, who've got a knack of keeping close to the best trimmers of New York and Paris, at prices to suil erybody's pocketbook.
Trimmed Hats $\$ 2.50, \$ 2.75, \$ 2.90, \$ 3.89, \$ 5.00$ and up to $\$ 25.00$. No matter what price you pay you're sure of best
ues always. New wings, quills, fancy feathers, buckles, ribbons, ostrich tips and garnitures of every conceivable kind, all values always. New wings, quills, fancy feathers, buck
marked at the lowest prices in town for equal qualities. marked at the lowest prices in town for equal qualities.
Our trade in Silk Blouses is over double last year's. The reason why-We keep on improving in quality and style, ani
every blouse is the product of our own trained blouse makers. You cannot pick a fault in them, they're perfect. See thi


 Paintings by En
Artists. Artists.
Mr. E. O'Brien begs. to an-
nounce that he will be hero on
hos Annual Visitiabout the 2oth
Ootober with a collection of October with a collection of
Paintings by wellenown Brtith
Artists, umong which the fol-
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 James Barnes, John Finnle,
J. M. Bromlep, Albert Hartland,
G. Homan, James Tuwers,, ,
Branwhite, A. W, Weedon, J. C.
Jones, G. Sherlden Kn.

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THE TORONTO WORLD
OCTOBER 81898


THis SCOMO DAY


Oll Paintings and
Water Color Drawings

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THZ WM. DICKSON CO.

 CANADIAN STAPLES

$==$ Selling of $=$



The full assembly of correct styles from all the fashion leaders in men's headwear is here-London makersAmerican Makers.

## 10,000 HATS

A 1.50 Fedora or Christy Hat for 69 c.
A 1.75
A 2.00 1.00.

## PHILIP JAMIESON,

 the rounoed corner, yonge ano queen streets る
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xam WM, DIGKSON CO.
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C. . . Tis Tow

IHE TORONTO WORLD
OCTOBER \& 1898


## Consider the High Quality of <br> Ludella OEYEON TEA

J. \&. O. Meakin's. A com-

| THE TORONTO WORLD |
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| ONE CENT MORNING PAPER. |
| KO. BS IONGE.sTREET. Toroato. |



## in this stock. The best is none

 too good for the trade we'reafter. Their best ware and yet so reasonably priced. You
choice of three patterns: ch




Needs. fine a stock, and
never gave so good value for never gave so good value for
the money. It you appreciate
clothing values come and see clothing values come and see
our stock. These for Mon-

 Prints, Something new
Hem? These Prints come in
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 and ant colored, 28 inches wide Our price 8 a a yard Ask to
see them the next time youre
in the store

Uloves an Hosier

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Cutlery and There are good Silverware. reasons for re-
Hucing this stock within the Hucing this stock within the
next few days. To do so we are willing to lose a bit
money. This is how we about it by selling:-


 Here's a
Five Ce
Choice
will go in buying Cottons and Flannels at this'store on Mon are going to put


Vory spocial Mondag
Don't think that the five cent lines will Staple Department for Mon-

suaws Make a note of the facts. We re-cover furniture and supply
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pupholsterings at the smallest expense. Only skilled workmen .35 upholsterings at the smallest expense. Only skilled workmen
vap. employed at this work. Curtains cleaned by the most up-to. 5 phone No. 370 for further particulars. Ta-
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## Three Big Millinery Chances

We doubt very much if you've ever seen or heard of new
goods like these selling at such prices as we've arranged for
Monday. These represent some of the biggest Millinery values we've run across for a long time. You'll say so too
when you see the goods, samples of which are being displayed when you see the goods, samples of
to-day in the Yonge Street window.


An Extra in Dress Skirt Lengths. prices way below their actual value that's the time to buy. We have arranged for such an opportunity in Skirt Lengths.
forms part of our programme to reduce a big stock, and those who take advantage of it will have no reason to
investment-
On Sale Monday Morning :
No. 1-112 only Black Figured Satin Cloth Skirt Lengths, in b No. I- 112 only Black Figured Satin Cloth Skirt Lengths, in bright mohai
designs, 4 inches wide, pure all-wool lengths of 4 yards each,
regular price $\$ 2.60$ to $\$ 3.00$ each. Monday.............. 1.50
No. 2 . No. 2 -9 only Skirt Lengths in Black Melrose Cloth, Figured Crepons an
Crossover Stripe all-wool cloths, 42 to to 46 inches wide, full 4 yerds
each len

 These lengths are full four yards long. All goods purchased this season. If there is a skirt want to be provided Monday
is the time to do so. And, remember, we can supply the linis the time to do so. And, remember, we can supply
ings and trimmings at a very small expense.
Visit the Second Floor.



day. Not by any mean
There are others equally in portant These for instance


 Table Lines. $\because=$ Putz +





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## DENTS' RATE

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Y.M.C.A.
CLASSES Open oct. 10



## mon SIMPSON Limitad

 AcontinuedClothing Story...
The record of our daily business in Clothing is one
of continued growth.
Some people may think that we cannot sell good Cloth-
ing because it's sold in a dry goods store; but the same
methods and principles that put us first in Dress Goods
make our Clothing Department first in Clothlng. We glad-
ly accept the responsibilities of selling Clothing that'll wear
longer and look better than is usually soid elsewhere, and
with such values as these we expect to be busy every day
in the week:

## Men's Clothing



BOYS' CLOTHING


Saturday's Big Hat Event

minn SIMPSOM imm


COUNTY AND SUBURRBHIII


## W. A. MURRAY \& CO.

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## Repeat of $\frac{\text { Plain French }}{}$ Taffeta Silks

JUST TO HAND

##  <br> the 50 Pleces Fais



## Fine

Imported
Underwear

Gold Fleece

## Blue Llama

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## Natural



## Arctic

## Fowne's

Cycling Gloves

## Ascot Puff

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## 55 King St. East,

 472 Spadina Avenue."

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 disease bananis, worker men and farmers who thave tested the mighty:


## Stammering.... CURED TO STAY CURED

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## ANOHER WEAK

## Canadian and Northerr


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## Cache, <br> Igyor, <br> e. Einnemem Mines.

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hstller sand Liquors. $\pm$ WHISKIES
 TMEs "Mear SEAGRAM, TER WINES rardot aco. SAMO SAuTrenits Renmer ves mamin COMPANY'S
Diamond Ale
 ier Brewery of Canada

SATURDAY MORNING


OCTOBER $8 \quad 1598$

Wi ill lead to results. Our wagons go
everywhere. Agencies on every street. everywhere. Agencies on every street.
Have a wagon call for your next package.

## Rolston Laundry Co.,

SILVER CREEK TROUT PONDS:


SPECKLED TROUT NINE MONTHS OLD This is the proper season of the year for parties
desiring to stock ponds.
C. H. RICCS, SORNER KING AND YONGE


## Go to a Friena.

 R COAL\&WOOD MERVOUS DEBILITY,
 EPPS'S COCOA BELL TELEPHONE PUBLIC OFFICE! Long Distance Lines

NORTH TORONTO

## TAXES


 Constipation and Dyspepsia, and make you feel better in the morning.
 PRICE 25c. A BOTTLE AT ALL DRUGGISTS.


Trees and Shrubs



## CONGER COAL CO'Y,

Cool Nights and Mornings Call for just a little fire in the grate. You waste coal at tris
time unness you use Briar Hill Coal-princially because a
smill sons: Some coals are called Briar Hill by courtesy. What
we offer you we have handled, exclusively, for years. Call our eight telephones. P , BURNS \& CO., 38 KING ST. EAST. conct COAL siove LOWEST PRICES PEA: M. MCGIIIL de 0 O.


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    Paines celery Compound

