

MONDAY MORNING

CONFIDENCE.
More and more this store is a store of con-
fidence. We try to avoid the reckless efforts to secure business so common in the fearfully exaggerated advertising of the day. And in
the midst of all-in spite of all questionable methods to mislead the public-the sales in than ever. Our Boys' Department is a favorite with the boys mothers, Every novelty at four and five dollars are the acme of style and value.
OAK HALL CLOTHIERS

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MONDAY MORNING

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OCTOBER 101898



MONDAY MORNING
THE TORONTO WORLD
OCTOBER 101898


MUNDAY MORMING
"T. EATON CO. " "GANADA'S GREATEST STORE" Ladies' The supremacy of A Startling Basement Bargain.

HHE IURONIU WUKLU


This is an on opportunity y................... ses sour way, and you
simply can't afford to ignore it. Be prompt. Be early, and get first choice on Tuesdav morning.
Kind of a "clear up" this in the Clothing section. The
"left overs" of our quick selling lines and those without a
complete range of sizes will have to make themselves scarce
on Tuesday. We don't hesitate at half prices in order to gain
our point. Here are the facts :
On Sale Tuesday Morning at Eight O'clock.
REDUOTIONs in mENs olortine.
Men's Waterproof Coats- Paddock shape, without cape, singlebreasted,


 Boys' 2-piece sults-In dark Canadian Aveeds, mixed patterns, single
breasted coats, some neatly pleated, good Italian cloth linings, pants


 This is not an accumulation of old stocks, but all new
goods this season. Act our regular prices they were considered
very reasonabily priced. Prudent buyers will come early on

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 that would mean a revolution in the Rib-bon trade generally. What has been the result? In little
more than a year we find nearly four times the space devoted more than a year we find nearly four times the space devoted
to Ribbons, a staff over fifty per cent. larger, and doing a
business that far exceeds our greatest anticipations. Nothing
like it But enkegh about our Ribbons in general. To-day we
America make equal shawing.
wish to emphasize a Special Ribbon Event-or a Ribbon wish to emphasize a Special Ribbon Event-or a Ribbon
Sale, if you wish to call it so-for the next few days. Many
prices have been carefully revised and will take effect on prices have been caretuly reve. These prices and values will
Tuesday morning-not before
mean a handsome saving to those who take advantage of the




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Water Jugs There's a fine
Half Priced. collection Mottled Glass Water Jugs in
the Basement selling at Twenty Cents apiece. They are very
pretty paterns and cume in
nssorted shapes and colors. On Tuesday morning we cut
the price in two and sell the
balance at - JEM CEMTB EAOH


UUTUBER $10 \quad 1898$

"THE SLATER SHOE STORE---89 KING ST. WEST."

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MONDAY MORNING
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# Subscription Books Now Open． Apply at any Branch of the Merchants Bank of Canada． <br> <br>  <br> <br>  <br> <br> FIFAD OFFIOF， <br> <br> FIFAD OFFIOF， <br> <br> MOINTMEFAT，P．Q． 

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## BOARD OF DIREOTORE

The following gentlemen have consented to act as Directors of the Company．
 Solicitors－Messrs，HATTON \＆MCLENNAN．






Applications for stock can be made to the Manager of any branch of the Merchants Bank of Canada，and the money paid in to him will then be forwarded by the Bank to its head office at M，St．Sacrament Street，Montreal，P．Q．
THE WESTERN LOAN \＆TRUST COMPANY，LIMITED，

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