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The Toronto World.


WEDNESDAY MORNING. MAY 181892



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THE TORONTO WORLD，MAY 18


## Our Aim

Is not to deceive our patrons by announcing ＂mark－down sale＂of 20 per cent．reduction all round，and a few weeks later another spe－ cial reduction of 10 per cent．，then＂selling at cost，＂knocking the already reduced figures away down．

Now，all thinking people will reason this way．If 50 per cent．can be taken off the ori－ ginal price of goods and they can still be sold at a living profit，what an enormous profit there must have been on the goods as they were originally sold！I will not go there for my clothes，but to an establishment that is satisfied with a moderate and uniform profit， without any attempt at deception．



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