

FACTS

A resident of Timmins, following the time-honored custom of referring to the catalogue of one of Toronto's mail order houses, ordered herself a winter coat. Upon its arrival it was immediately returned to the Toronto firm; for she found she could do far better, both in price and quality, with us. Not convinced, she ordered two boys' suits from the same Toronto house, by mail. These met the same fate. We were able to give her not only better quality but at a lower price.

This lady, not being a Hollinger employee, did not get a 15 per cent. reduction.

We have convinced her, how about YOU?

Our retail prices on meats have been reduced from 10 to 15 per cent. on a rising wholesale market.

Drop in and see our new price list.

Hollinger Stores Limited