W. A. MURRAY & CO., Limited

Friday Bargain Offerings.

Study the list closely, for every item is of vital interest. It would, perhaps, be too much to expect that all the offerings would be interesting to all of you, but we're safe in concluding that all the offerings will interest some of you, and some of the offerings all of you.

Women's Stylish Three-Quarter Jackets, Worth $10, for - - - 5.00

These handsome jackets of homespun and frieze, close fitting, double-breasted style, mercerized lined, bell sleeves, velvet and self collar; collar, cuffs and bottom of jackets finished with strappings and silk stitchings, in Oxford shades and black, regular $10; Friday, each $5.00

Women's Fine American Night Gowns, $1.25 Value, for - - - .75

Almost a hundred of these night gowns; they're made of very fine undressed cotton, with finely hemstitched and tucked yokes; also with fine embroidery insertions and yokes, neck and sleeves trimmed wtih fine embroidery edging; sample gowns, so they're slightly dust soiled; regular $1.25 value; to clear Friday, each ..... 75c.

A Splendid Offering of Passementeries at 50c Yard, Worth 1.25, 1.50, 2.00, up to 3.50 Yard.

Here's an offering of beautiful Passementerie Dress Trimmings, which will create an intense interest in our trimming section Friday. The offering consists chiefly of about 1200 yards rich black cut jet from 2 to 4 inches wide, but there are also about 300 yards fancy passementeries, sequin and beaded effects on net and chiffon ground work. The jets are in sectional patterns as well as band effects on chiffons and combined with silk, leaf patterns and scroll designs, regular prices were 1.25, 1.50, 2 00, 2.50, 3.00 and 3.50 yard. All grouped to clear Friday at, per yard 50c

Basement Sale of Silk Ends.

About a thousand remnants of plain and fancy silks, ranging from 1 1-2 to 5 yards, will be spread out on special tables for quick clearing in our basement Friday. The offering includes fancy striped Louisines, lace stripe taffeta, stripe peau de soie in light and dark combinations, plain taffetas, Louisines and coronation silks in all the wanted colorings; also a lot of plain black silks, taffetas, peau de soie and plain black satin; these will be sold in the basement Friday at

ABOUT HALF REGULAR PRICES.

Silks at 60c, Worth 85c and $1.

These are handsome silks in black and colors, including 21 inch Louisines, medium and dark fawn, light and dark grey, brown, cardinal, old rose, navy, royal pink, sky, Nile, turquoise and mauve; regular 85c value. About a thousand yards rich black silks and satins, peau de soie, 24-inch taffeta, beautiful damas brocades in pure silk, small and medium designs and stripes for separate skirts; altogether a most tempting collection of silks, such as sell readily at 85c and $1 yard; to clear Friday, main floor, per yard ..... 60c.

Delaines and Dress Suitings in the Basement.

1000 yards pretty French Delaines, mostly in short lengths of 2 1-2 to 8 yards, beautifully printed in floral and scroll patterns, light and dark colorings, for waists, kimonas, dressing sacques and house gowns, 30 inches wide, regular 45c quality; to clear Friday in the basement, per yard 25c.

800 yards Dress Suitings, lengths of 1 1-2 to 6 yards each, suitable for tailor made costumes, skirts and children's dresses; tweed effects, fancy checks, plaids, friezes, cheviots and homespuns, 50 to 56 inches wide, regular $1.25 per yard; to clear Friday, per yard ..... 50c.

Women's Kid Gloves at 45c Pair.

About 50 dozens in this offering of gloves; they're odds and ends of various lines that we sold at 90c and $1 pair; all grouped to clear Friday at, per pair ..... 45c.

Women's and Children's Combinations About Half Value.

A lot of manufacturers' samples, which we secured at almost half the regular prices; they're somewhat dust soiled, of course, but none the worse for that, because a single washing makes them fresh as ever.

Women's Ribbed All Wool Combinations, "Health Brand," long sleeves, ankle length, in black, natural and white, regular $2.50 value; Friday, each $1.25

Women's Ribbed Combinations, natural wool and cotton mixed, long sleeves, ankle length; also children's "Health Brand," all wool combinations, ankle length, long sleeves regular $1.25 and $1.50; to clear Friday, each ..... 75c.

Children's Ribbed Combinations, natural wool and cotton mixed, ankle length, long sleeves, regular 75c and $1 values; to clear Friday, each ..... 50c.

About Furs.

The following is from The News Magazine of Saturday, October 11:

"This is the season when the shops and windows are so filled with novelties that the average woman is at a loss to know what she needs, or, rather, wants, most. Thinking, perhaps, that a few hints regarding furs and winter cloaks would be most helpful, The News this week shows some of the latest and handsomest designs, chosen from the W. A. Murray's well known and reliable fur department.

"In the first cut is something entirely new. The huge boa and grandmother's muff are of black cross fox, the muff finished with fox head and one long, fluffy tail.

"The centre figure shows a stunning little coat of Persian lamb in Russian style, the collar and revers of royal ermine, which is so much used this year, not, as formerly, only on dress occasions, but also for street wear.

"The handsome and rich effect produced by the ruff and muff shown in the last cut must be seen to be appreciated, but certain it is that nothing more stylish could be purchased. It has the flat stole effect so popular, and the long ends divide into two strands. Huge tails ornament the collar and the muff."

Stylish Fur Neckwear at Little Prices.

Here are five splendid styles in Fur Neckwear. A pleasing feature in connection with each of them is the extreme reasonableness of price—mind you they're beautifully made furs—every skin was carefully selected by a fur expert. We therefore recommend the goods with confidence, knowing them to possess unquestionable merit.

No. 206—Stylish Neckscarf, of rich, natural Alaska Sable, with 8 full bushy tails, chain fastener, special, each $10.00
Same Scarf, in blended Alaska Sable, at $8.50
No. 207—Stylish Shawl Collar Scarf, finished with 4 large tails, chain fastener, each $12.00
Same Scarf, in finely blended Alaska Sable, special .. $10.00
No. 208—Very Handsome Alaska Sable Scarf, choice head and tails, special, each $16.50
Same Scarf, in finely blended Alaska Sable, each $10.00
No. 209—A Beautiful Natural Alaska Sable Scarf, of choice selected skins, finished with 10 tails and chain fastening, special, each $16.00
No. 210—Beautiful Mink Scarf, made with four tails and eight legs, special $20.00
This same Scarf in Stone Marten at $20.00

Pretty Waists of Corded Japanese Silks $1, Worth $3.50.

Only sixty of these Waists and they're sure to sell as quickly as the Taffeta Waists of a week ago—a hint that you'll need to be here sharp at 8 o'clock if the offering interests you. They're very dainty waists, stripes in pale pink and cream, pale blue and pink, pink checks, turquoise and cream, stripes, corded effect, lined throughout, worth $3.50, Friday, each $1.00

$7 Toilet Sets at $3.75.

A lot of about twenty sample sets, in pretty styles and colorings, a few mismatched sets in the collection; they're worth $5, $6 and $7; all grouped to clear Friday, per set $3.75

Genuine Limoges China Cups and Saucers, regular $5 value; Friday, per dozen $3.95

Boys' 2-Piece Suits, $2.00.

Regular $3 Suits, made of splendid Canadian Tweeds, in heather mixtures, browns and dark greys, 4-button sacque shape, finely tailored and well trimmed, sizes 26 and 27 chest measures; Friday, per suit $2.00

Boys' 3-piece 4-button, sacque style, finely tailored suits of Canadian and Scotch tweeds, best of trimmings, sizes 28 to 33 chest measures, worth up to $5.50; Friday, per suit $3.50

Women's $3, $3.50 and $4 Boots, to Clear Friday, Pair, $2.25.

A choice lot of Women's High Grade American Boots—228 pairs in all—box calf, Dongola kid, and patent leather, Goodyear welt and McKay Fair stitch, extension soles, low, broad and military heels, medium, round and wide toes; all new fall styles and shapes; a collection of extremely handsome and stylish dress and walking boots, full range of sizes and widths, regular $3, $3.50 and $4; to clear Friday, pair $2.25

Round Mirrors, $2.50.

25 Handsome Bristol Plate Ebony Mirrors round shape, regular $3.50 value; Friday, each .. $2.50

Suit Cases, $4.75.

Made of Real Cowhide in brown, olive and cherry shades, nicely finished, sliding lock, sizes 24 and 26 inches, worth $6.50 and $7; Friday, each $4.75

Handsome Curtains, Worth up to $6.50, Friday, Pair, $4.00.

A handsome lot of Curtains, mostly $6.50 lines, that have sold down to two and three pairs of a pattern; white and ivory shades, Swiss Nets, Egyptian Nets, Brussels Nets, and Guipure Lace; all grouped to clear Friday, pair $4.00

500 yards French Washable Cretonnes, Art Tickings and Art Denims, suitable for curtains and furniture and box coverings, regular 25c to 35c values; to clear Friday, per yard ..... .15

Soiled Dictionaries.

We have about 50 Students' Dictionaries, which have been soiled with handling; they include Webster's, Standard, Imperial and Nuttal's, and prices ranged from 75c to $3 each; Friday we will clear the lot at a third to onehalf off regular prices.

Hurd's Fine Stationery, Levant Parchment and Velvet Finish Parchment, regular 20c quire; Friday, per quire ..... .12½

Dorothy Dodd
TRADE MARK

The "Arch Support" of a "Dorothy Dodd" Shoe.

When your foot is tired from long walking or standing, you rest it most by holding it in your hand and compressing it firmly around and beneath the instep. That is exactly what the "Dorothy Dodd" Shoe does for you all the time. It is like a soft hand firmly grasping the "waist" of the foot and supporting the arch. You will never realize how much of your daily fatigue can be relieved until you try a "Dorothy Dodd." A "Dorothy Dodd" retains its arched shape and sets closely up to the foot after it has been worn for months. No other shoe is made like it. Other shoes bend at every step you take, thereby tiring the foot. Why be foot-miserable when the remedy is so simple? "Dorothy Dodd" Shoes cost you

$3.75 Pair.

Linen Quilts and Sheetings.

A manufacturer's clearing lot of pure Linen Damask Table Cloths, rich satin finish, size 2x3 yards, two qualities, about 50 cloths of each to clear Friday:
$3.00 Cloths for $2.00
4.00 Cloths for 2.50

Ryland's Celebrated Bleached English Sheeting, heavy weight, plain and twilled, 2 and 2 1-4 yards wide, regular 30c and 35c values; Friday, per yard ..... 20c.

Roller Toweling, 17 inches wide, soft, absorbent finish, pure linen, fast color, red border, regular 12 1-2c value; Friday, yard ..... 9c.

Handsome Down Quilts, covering of real French Sateen, in art patterns and colorings, warranted pure filling, two sizes:
Size 5x6 feet, $4.50, worth $6.50.
Size 6x6 feet, $5.50, worth $7.50.

Ends of Cloakings at 50c Yard.

Nearly 300 yards Fancy Wool Cloakings, ends of 1 to 3 1-2 yards, 45 to 54 inches wide, wool eiderdowns, blanketings and fancy French Cloakings, regular prices $1 to $3 yard; to clear Friday, per yard ..... 50c.

3 1-2 Yards Moreen Skirting for 50c.

About 156 lengths, 38-inch Moreen for underskirting, black, green, fawn, brown, scarlet, grenat and Nile, 3 1-2 yards each, regular 35c and 40c yard; Friday, 3 1-2 yards for 50c

40-inch white English Nainsook, two makes, cambric and undressed finish, regular 18c value; 120 yards to clear Friday at, per yard ..... 12 1-2c.

35-inch "Times" brand Cotton, a fine soft fabric, with cambric finish, splendid for night gowns, special, per yard 8c.

A Beautiful Fur Jacket, $115.00.

The Jacket is worth one hundred and fifty dollars. It is beautifully made of No. 1 lustrous, silky curl Persian Lamb, with deep storm collar and broad lapels of choice Stone-Marten, lined throughout with black Duchesse Satin, a clear saving for you of thirty-five dollars, sizes 34, 36 and 38 bust—only two jackets of a size—special to clear, each $115.00

Sample of Lovely Silks, Dress Goods and Fancy Flannels Sent by Mail.

Our Mail Order Department will gladly forward samples to any address in Canada. The advantages of samples are, of course, appreciated by thousands of out-of-town customers—still we think it possible to extend the system so that thousands more may have the privilege of choosing from this store's beautiful fabrics. You are, therefore, cordially invited to write our Mail Order Department for samples.

W. A. Murray & Co., Limited, 17 to 31 King Street East, 10 to 16 Colborne Street, Toronto.