

We're at command to do you better service than ever. Dress Goods, Silks, Velvets, Mantles and Jackets are a big demand—styles, qualities and prices were never nearer your liking.

All departments are vying for supremacy in volume of business. Keeps the store bright and maintains our "small profit and quick turnover" reputation.

DRESS GOODS.

4-inch Diagonal Dress Goods, very heavy, Monday's price 1/c; worth 25c yard.

10 in. Amurettas, in solid colors, in tones, Monday's price 25c; worth 40c and 81 a yard.

4 1/2 in. Navy and Coasting Serges, in black and blue, Monday's price 39c; worth 60c a yard.

4 1/2 in. Suttins Serges, in navy and black, 25c a yard; regular 45c.

4 in. All-wool Scotch Tweed Suttins, in various patterns and colors, Monday 40c; regular 85c goods.

4 in. All-wool Coating Serges, in navy and black, Monday 85c; regular \$1.25 a yard.

4 1/2 in. Black and Black Goods, 40 inches wide, Monday 21c yard; regular 20c.

4 in. Black All-wool flannellets, in navy and black, silk finish, Monday 35c; regular 75c a yard.

4 in. Black Alpaca Brillantine, Monday 58c; regular 1 yard.

SILKS.

Wide World Japanese Silk, in tan, white, pink, buttercup, sky, lotorope and black, worth 50c; bargain day 85c a yard.

4 1/2 in. Navy and Black, 18 inches wide, in checks and stripes, worth 45c to 75c; bargain day 85c a yard.

Striped Striped Velvet, 24 inches wide, worth original price \$1.50; bargain day 90c a yard.

10 in. Black Glace, in all the newest shades, 100c a yard.

6 1/2 in. Super Wool Blanket, size 60x90, extra quality; on Monday \$2.10; regular \$2.50 a pair.

7 1/2 in. Super Wool Blanket, size extra extra quality; on Monday \$2.30; regular \$3 a pair.

18x18 Sateen Cushion; Monday 35c; regular 40c.

72-inch All-wool Flannel Sheetting, twill; Monday 95c; regular 70c.

STAPLES

90 inch Bleached Sheetting—heavy—on Monday for 21c; regular 25c.

45 inch Circular Pillow Cotton, 37c a yard for 15-1-2c; regular 15c.

10-4 Colored Bed Spread, Monday 60c; regular 75c.

70 inch Half Bleached Table Linens, new designs, regular 37 1-2c; Monday 35c a yard.

24 x 24 Bleached Damask Table Napkins, hemmed—heavy quality, regular 35c; Monday 30c do.

20 x 40 Pure Linen Towels, fringed, red border, Monday 10 1-2c; regular 12-1-2c.

LADIES' FURNISHINGS.

Silk and Wool Clouds, all colors, 50c worth \$1.25.

45 inch Pure Wool Hoodie, all colors, 20c; worth 35c.

Odd lot of Children's Wool Hoodie, all colors, 10c; worth 25c to 50c.

Children's Merino Vests, long sleeves, Monday, 5c; regular 10c.

MILINIES
Bellings, 6c a yard; worst 25c.
Self Walking Hat, trimmed, 37 1-2c;
without trim, 35c.
Self Sailors', latest shapes, 75c/worst 50c.
Self Tams, with quilcs, 50c; worst 5c.
Self Hats, were \$2.25 and \$2, at 69c
on Monday.
Self Hats, were \$1.75 and \$1.50, at 40c
on Monday.
Self Hats, were \$1.25, at 40c on Monday.
Self Hats, were \$1, at 25c on Monday.
Self Hats, latest Tricorne, 50c. Bonas
at bargain prices. Monday, 40c.

HANFLES.
Self Coats, 23 inches long, \$159 on
Monday.
Self Coats, Mandolin sleeves, \$3.45
each. Coats, large buttons, mandolin
sleeves, full skirt, \$5.50, worth \$7.
Self Children's Short Coats, mandolin
sleeves, full skirt, worth \$4.50 and \$5.
Self Children's Ulsters, \$1.49; worth \$3.
Self Children's Ulsters, mandolin sleeves,
full skirt, worth \$4.

CARPET DEPARTMENT.
Union Carpets, for 25c, 35c and 40c a
yard.

WOMEN'S
Ladies' Merino, regular 35c, open
cable, Monday, 25c; regular 55c,
Cable's White Lamb Boas, Monday
15c; regular 25c.

GENTS' FURNISHINGS.
Men's Dark Fanciful Silk and Wo
Mufflers, regular 50c; for 38c each.
Men's White, Scotch Underwa
45c each; worst 65c.
Men's Heavy Grey Ribbed Unde
40c each; worst 60c.
Men's All-Wool Sox, 10c pair, wor
15c.

Special Line Men's Cardigans, 70
each; worst \$1.25.
Men's Fine, White, Unlaundrie
Sweaters, Linen Fronts, 50c
each; worst 65c.

GLOVES, ETC.
Ladies' 4-Button Kid Gloves, 50c
each. Children's fine Cashmere Gloves, 15
brown, navy and seal, 15c pair; regu
lar prices 25c.
Ladies' White Ringwood Gloves, pure
wool, at 15c a pair.
Ladies' and Children's Colored Ringwo
19c Monday; regular 25c.
Socks—White, Heliotrope, Catmeal
and Milk "Cup" Socks, "Ye Days"
Maid's," 13c a box.

HOSIERY.

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and comfort; on Monday for Leather Purses, nickel frame, 10¢ each; worth 15¢.

Store Open Till 10.30 To-Night.

C. S. BOTSFORD.



Is the House Cold?

IF YOU USE A STOVE,
YOU SHOULD HAVE A LOOK AT THIS

OXFORD

AIR-TIGHT HEATER



It is a double heated, built like a small furnace, covered with an ornamental grating, which allows a steady flow of cold air to come in contact with the fire pot and then be distributed, fully heated. It will heat your house easily and cheaply.

The Gurney Foundry Co., Ltd., Toronto

W. A. MURRAY & CO.'S
Gigantic Sale.

Phenomenal Values in Flannel Department.

100 PIECES
 32-inch Flannelettes
 at 80 per yard, were 12-20.

100 PIECES
 27-inch English Flannelettes,
 in Blues, Pinks and Cardinals,
 both Stripes and Spots,
 at 10c per yard, were 15c.

A. MURRAY & CO.,
 117 to 57 KING-STREET EAST, and
 10 to 14 COLBORNE-STREET,
TORONTO.