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PHŒNIX HALL.-W. J. SOMERVILLE & CO.,

Importers and Dealers in Fine Dry Goods and Carpets. Specialties: Table Linen
Cashmere Hose, Black Dress Goods, Kid Gloves.

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POPULAR and representative dry goods and carpet emporium in the West End of the city is the well-known and largely patronized store of Mr.W. J. Somerville (trading as W. J. Somerville & Co.), No. 575 Queen Street West, which, for the past seven years, has been steadily growing in public favour. The premises occupied comprise an eligible three-storey brick building, 2,x100 feet in dimensions, giving ample accommodation for the manipulation and display of the exceptionally fine line of goods carried, and the general advantageous prosecution of the business in hand. Here is always displayed an exceedingly fine and complete assortment of everything comprehended in staple and fancy dry



goods, from the cheapest cottons and ginghams to the richest dress fabrics, laces and embroideries, including all the latest novelties in feminine finery in great variety; also superb designs in carpetings, curtains and kindred interior decorations. Astonishingly low figures are quoted here likewise, extraordinary bargains being offered in table linen, cashmere hose, black dress goods and kid gloves. The store is finely appointed and well ordered in every department, while an efficient corps of clerks attend to the wants of patrons. The stock, which is very large and admirably selected, embraces elegant silks, satins, cashmeres, velvets, sateens and fine dress goods in quite a variety; handsome shawls, wraps, searfs; fancy calicoes, white goods, muslins, flannels, sheet-

ings, towellings, blankets and household specialties; corsets, underwear, knit goods, hosiery, notions, umbrellas, ribbons, dress trimmings, yarns, smallwares, etc.; also elegant Brussels, tapestry, and ingrain carpeting, oil-cloths, matting, window shades and fixtures. A special feature is made of table linen and table napkins. Mr. Somerville, the genial proprietor, is a native of Canada, a resident for thirty years of Toronto, where he is regarded as one of the city's staunchest and most reliable dry goods merchants.

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