# Gigantic Sale of High Class Dry Goods.

# W. A. MURRAY & CO.

**Beg to announce to their very large circle of patrons and the public generally, not as usual with pleasure, but on this occasion with reluctance and regret, that they are practically compelled to place on their retail counters on**

## Friday, November 1st,

**The Whole of their Superb Stock of High Class Dry Goods**

**COMPRISING:**

***Silks, Dress Goods, Mantles, Millinery***

***Linens, Flannels, Hosiery and Underwear***

***House-furnishings, Fancy Goods***

***Ladies' and Men's Furnishing Goods***

**OF ALL KINDS, ETC., ETC.,**

**Being undoubtedly the finest collection of Superior Grade Goods ever gathered under one roof on this continent and amouting to fully**

## $750,000.00

**The reason that we must inaugurate this gigantic sale is simply this, viz:—Early last March we decided to erect A NEW PALATIAL DRY GOODS STORE,**

Costing some $75,000, and made application to the City Council for a permit, which said Council, after harassing us for months, finally refused to grant, owing to some special By-law that had recently been passed in Council. ***(The Council has now seen the absurdity of their position and the said By-law has been repealed, being utterly infeasible, as well as detrimental to the Building Interests of the City).***

We then took the matter in hand, and proceeded with the alterations without permit of Council, but again work was retarded by our being summoned before the Police Magistrate, and so delayed that we were unable to complete alterations until the present season was far advanced, thereby seriously interfering with the coming season's trade. Consequently we are now left with the bulk of our **Immense Fall Importations,** amounting as aforesaid to about **$750,000.**

***Special mention*** may here be made of the fact that during the time of this delay and annoyance with our building alterations, ***Our Buyers*** were in the ***European Markets*** purchasing for the fall season, with instructions to place much larger orders than has been our custom, in view of the ***enlargement of our stores,*** thus naturally anticipating a ***greater volume of business,*** but now in consequence of said facts our only alternative is to endeavor to dispose of this ***monster stock,*** which must be accomplished by January, and which we can readily see necessitates ***Tremendous Sacrifices in all departments.*** Thus the inauguration of **this colossal sale.**

Of the character of the goods imported by us every buyer is cognizant, and further recommendation is quite superfluous. CERTAINLY NO STORE IN THE DOMINION CAN LAY CLAIM TO RIVALRY IN RELATION TO QUALITIES AND STYLE. SWEEPING REDUCTIONS in all departments of the house will be made, and the public know from experience that any statements made by us will be faithfully carried out to the letter, and that this sale will certainly be the ***greatest money-saving sale*** that it has been the good fortune of buyers to participate in.

There is no store in Canada whose organization at home and abroad keeps them so completely in touch with the markets of the world and enables them to buy as cheaply as does ours, and our aim has always been to place the ***best goods before the public.*** Merchandise of all kinds has already advanced, and there is every reason to believe that prices will go still higher, and that goods will be marked up instead of down.

**All this should emphasize the great advantage of this sale.** We have many times offered goods at **phenomenally low prices, but never before have we presented** values approaching these, representing as they do but **a fraction of the real value of the goods.** We decline quoting prices, as quotations of prices without comparison of goods is no criterion of values, but would simply urge upon every buyer the advantages of this sale, and no lady in the Dominion should miss the opportunity of securing **New, Seasonable and Reliable Goods at merely nominal prices.**

**Remember the sale commences on FRIDAY, NOVEMBER 1st,** at the newly enlarged premises of

# W. A. MURRAY & CO.

**17, 19, 21, 23, 25 AND 27 KING STREET EAST.**
**10, 12 AND 14 COLBORNE STREET, TORONTO**

**THE LARGEST EXCLUSIVELY DRY GOODS IMPORTERS IN THE DOMINION.**