

LADIES:

Regularly to call your attention to OUR **ASSORTMENT**, which is more than usually attractive, containing only New Goods of this Season's Importation, so that Ladies purchasing will not be shown old Stock left over from our last season's trade, but **NEW MATERIALS AND COLORINGS** direct from the best Manufacturers of Europe.

OUR PRICES ARE MANY,

of which the annexed Price List will give you an idea. They are for this Season:

10c., 15c., 20c., 25c., 30c., 35c., 40c., 45c.,
50c., 60c., 65c., 75c., and 90c.

We also wish to call the attention of the Ladies to

Our Immense Stock of Velveteens,

of which we are Direct Importers. We are showing **BLACK VELVETEENS** at the following prices:

25c., 35c., 45c., 55c., 65c., 75c., 85c., 90c., 95c.,
\$1, \$1.25, \$1.50, \$1.75, and \$2.25 a yd.



COLOURED VELVETEENS

In Navy, Seal, Myrtle, Grenet, Bronze, Peacock, Marone, Blue and Cardinal, at

50c., 75c., and \$1 PER YARD.

—OUR STOCK OF—

BLACK GOODS

Is, without doubt, superior to any in this continent, and contains Cashmeres, Henrietta Cloths, Grape Cloths, Persian Cords, Paramattas, and all kinds of Mourning Goods.

We, therefore, request the Ladies of Toronto and surrounding country to visit our stores, and we are fully convinced that they will say with us that our Stock is **NEWER** and **HANDSOMER**, our **STYLES BETTER** and our **PRICES LOWER** than those of any other house in this city.

PETLEY & PETLEY

128 to 132 KING STREET EAST,

NEARLY OPP. THE MARKET

TORONTO.

CARDINAL POINTS

IN OUR SYSTEM OF DOING BUSINESS ARE

TRUTHFULNESS

We insist that in all cases our salesmen and employees must only represent goods exactly as they are, and rather lose a sale than by the slightest variation from truth induce a customer to purchase something he does not want, or something that in after years will not bear out fully every representation made in regard to it.

Visitors are always welcome, and are treated with the same deference as customers, for two reasons. First, we are proud of our establishment, and have pleasure in showing the elegant and useful specimens of artistic skill that we have gathered from the foremost manufacturers of Europe and America in our line, and secondly, because the visitor, some day, sooner or later, will want a watch, clock, jewel or piece of silver and will then remember us. This may seem a selfish reason, but it is the same with all men in business, only some dare not tell it. We spend a good deal of money every year inviting the public to visit our store, and we mean just what we say. Now take us at our word and come. If you see anything you like we will gladly tell you the price and sell it to you if the price suit you; but in no case will you be importuned to buy anything.

COURTESY

KENT BROS.,

WHOLESALE AND RETAIL JEWELLERS & WATCHMAKERS,

168 Yonge Street, Toronto.

P.S.— Send your address on postal card for our visitors guide to Toronto.



B. N. T. G. and his friend P. T. S. N.

APPRECIATING THE 25C. ONE-HORSE HACKS.

TELEPHONE

GRAND'S REPOSITORY,

and Ride Home for 25 CENTS. One or Two Persons.

All our Coupes carry four. Drivers in Livery if Ordered, by the Hour.

COLLARS AND CUFFS

25c.

PER DOZEN PIECES.

TORONTO STEAM LAUNDRY.

G. P. SHARP.

51 & 56 Wellington St. West, or
65 King St., West.

DR. JOHN HALL, SR.

HOMOEOPATHIST.

33 Richmond St., E.

THIS PAPER is printed with Geo. H. Morrell & Co.'s Celebrated Printing Ink, of 51 Hawley St., Boston, Mass. S. Frank Wilson, 35 Adelaide St., W. Toronto, will supply this ink in 25, 100 and 400 pound barrels cheap as it can be obtained direct from makers.