

A FAMOUS ESTABLISHMENT.

Not many Canadian firms can boast of so wide-spread or well deserved a popularity as the famous house of Petley & Petley, Toronto, whose success has, during the last few years been as rapid as it has been phenomenal. Not many months ago it was found necessary, owing to the extraordinary increase in business, and the enlarged stock that had to be carried, to alter and enlarge the premises; the result being that the Golden Griffin is now one of the largest, handsomest, best lighted, and best patronized stores in the city. The stock they carry in all their departments is very large, and is always fresh, new, and of the very best. Carpets and Silks they have made more or less specialties—in fact they are recognised as the leading Carpet and Silk house in the city. In these two branches the purchaser has an immense variety to select from, at prices that are within the reach of all. Being direct importers, and buying strictly for cash they are enabled to sell at figures which are astonishingly low when the quality of the goods is considered. This is the great secret of their success—they sell good goods at the price asked elsewhere for shoddy or bankrupt stocks. In all their departments the same care and experience is brought to bear in the purchase of the goods. Their Millinery display is unequalled; and their stock of hats and caps is new, fresh and stylish, and will well repay a visit. In the house furnishing department those about to marry, or desirous of refurnishing, will find everything that they may require in that line, the stock being very large and varied. Their low prices have made trade lively with them, and they have commenced offering unusual inducements to cash buyers in the Dress Good department, which will be continued until the end of the month. All summer goods, remnants, odd pieces, etc., will be sold at special clearing prices to make way for new fall goods. Their entire stock of summer silk, prints, gingham, lawns, muslins, white dress goods, parasols, underwear, gloves, lace mits, must go, and will be sold at prices certain to command an immediate sale. Their assortment of wraps, mantles, shawls, jerseys, etc., is full and complete, and affords an unsurpassed opportunity for purchasers. All their goods are first-class, and sold at rock bottom prices. Petley & Petley guarantee everything to be as represented. The reputation of the firm has for many years been established for fair dealing and selling goods of the very best qualities only. Their corps of saleswomen and salesmen is expert and obliging. Their fall trade is being anticipated by orders already placed for the finest and most varied assortment of goods for the fall and winter they have ever shown. Visitors to Toronto during the Exhibition should not omit paying a visit to this immense establishment, which is one of the sights of the city, and is well worth a visit. Even if you do not buy, you will be gladly welcomed and courteously conducted through the various departments by Mr. Petley or a gentlemanly deputy.

A Troy, N. Y., laundry firm will soon open a branch in London, England, manned by girls from the parent house.

On the subject of winning a husband, a woman writes "Men love to be big and great to their wives. That's the reason why a helpless little woman can marry three times to a sensible, self-reliant woman's none."

A girl at Long Branch has a music box in her bath house. It is a valuable and large instrument, and she pays a servant by the season to take it to the bath house and back to her room every day. It probably plays "What Are the Wild Waves Saying?" or, "Mother, May I Go Out to Swim?"

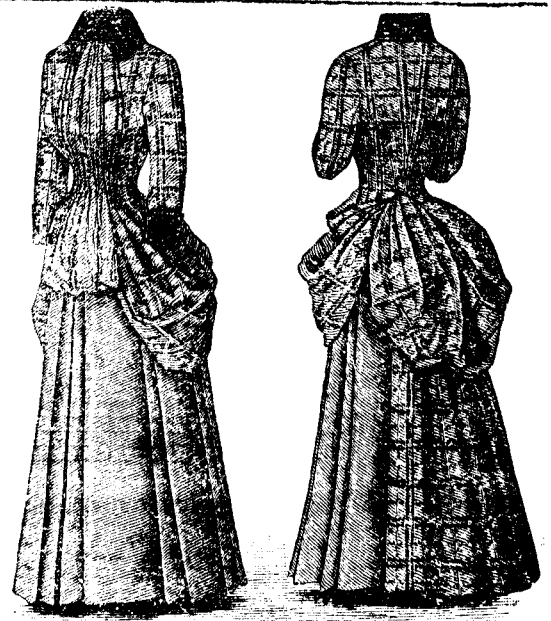


NEMIDA COSTUME.

A refined, quiet taste will appreciate the distinctive style which characterizes this costume, made in dark blue cloth and trimmed with diagonal tinsel braid, black with silver. A protective plaiting is placed on the bottom of the foundation skirt, and the long front drapery is full and graceful. The upper portion of the back drapery is attached to the basque in a novel manner, forming a bouffant puff, below which it falls in side plaits entirely concealing the underskirt. The plain tight-fitting basque has sleeves gathered full at the shoulders, and is completed by a narrow standing collar. The jaunty hat that is worn with this costume is a dark blue felt trimmed with a twisted band of velvet, secured on one side with a silver dagger, and a bunch of ostrich tips. The design is appropriate for silks, cloths and goods of a camel's-hair texture, and trimming should be selected to correspond with the material. Price of patterns, thirty cents each size.

"In what condition was the patriarch Job at the end of his life?" asked a Sunday-school teacher of a quist-looking boy at the foot of the class. "Dead," calmly replied the boy.

"Dear," said a young wife, clasping her husband fondly, "it almost breaks my heart to let you go." "You shouldn't be so foolish," he replied; "it's only a short distance, and I'll be home to-morrow." "I know it is not a long journey, but there are so many accidents happening that I shan't rest easy a single moment while you are gone, unless—unless—" "Unless what, my dear?" he asked lovingly. "Unless you buy an accident insurance ticket."



LIVIA COSTUME.

Simplicity and style combined make this model most desirable. The short, gracefully draped polonaise has the fronts laid in plaits, while a Moliere plastron adds to the dressy effect of the design, which is especially becoming to slender figures. The skirt is laid in clustered side-plaits in front and at the sides, and is concealed at the back by a plain drapery falling below the polonaise. The pattern will be valued for silks, nun's veiling, buntings and other woollens of light and medium weight, as well as for some heavier materials. A combination will be found effective and dressy. Price of patterns, thirty cents each size.



PAULINE COSTUME.

A quaint and unusually attractive design. The lower edge of the plaited flounce is faced with a contrasted material, and above this are three tucks. The front drapery forms a full puff, and the back is quite bouffant; while the tight-fitting bodice is cut square over a gathered *guimpe*, a style that is generally becoming to the young. All materials, except the heaviest, can be made in this way with pretty effect. Light woolen goods, buntings, grenadines, and satines, as well as many other fabrics, are very attractive when arranged after this model, with a contrasting material in combination, as illustrated. Patterns in sizes for fourteen and sixteen years. Price, twenty-five cents each.