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## Nuw. The Toronto World. aum wats <br> WEDNESDAY MORNING JULY 31895

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## LOOK BEFORE YOU LEAP

##  <br>  <br> eorge McPherson, <br> 186 Yonge-street. <br> IHI CITTO \& 501

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 Sose who cannot call hava
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HN GATTO \& SON

FRUITS you should serve this week LILD RASPBERRIE
WHITECHERRIE
RED CHERRIES

## BARARTUN'S

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 Símcoe Ice Supply Co., L

THE TORONTO WORLD: WEDNESDAT MORNING, JULY 31895
T. EATON Co.,
(LMITED) $\underbrace{\text { Cumimed }}_{\text {Merely Suggestive: }}$ Merely Suggestive:
Everybody knows we sell
Dry Goods, and many intar-
esting details are omitted because of that, Newer stocks
get emphasis- many a time get emphasis -many a time
when Gloves and Laces, Linens, Cottons and such thin
deserve extra mention.
deserve extra mention.
This store news merely
suggests the points of special suggests the points of special
interest and leaves the rest
for those who shop. Careful for those who shop. Careful
comparison of goods and

## what we encourage

## Wall Paper (SPECIII):

 Welare going to make itpossible for everyone to make their homes cheerful-looking by papering their walls,
Nothing changes the/appearNothing changes the appear-
ance of a room like a nice paper. Dingy walls make
gloomy rooms no matter how
you try to clean and fix up At the prices at which we are
going to sell Wall oing to sell Wall Paper
0 -MORROW there will be no excuse for anyone not having
a cheerful-looking room. For
instance:$\mathfrak{y z}=\mathrm{E}$
 morning you will be able to
get the pick. Stock-Taking That's all the excuse that's necessary for reduced prices
all over the store. Department managers are anxious and values are changed to
meet the new conditions. We
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 tion. The policy of this store
is not to carry goods over
trom one season to another, Camping Outfits_ And Campers' supplies.
We have about everything We have about everything
here from camp cots to can
ned meats. You'll find these things in the Grocery De

| gs in the Grocery De tment--basement:-- | shows that the trading in grain for fu the dery generally. In his opinion the disastrou |
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| fe in the woods or on the |  |
| e shore would be stupidly |  |
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| d reading. We're sellin |  |
| 10 cents postpaid. Sen ${ }^{\text {und }}$ |  |
| ents postpaid. Send |  |
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| T. EATON CO. |  |
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THE T. EATON CO.
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Guinane Bros
 TENHIS CHAMPIONSHIPS


214 Yonse St., July 3, 1895
The Largest Shoe Store in Canad
NO EXAGCERATION:


NIS Ampomimpionsilips
EEM'S ROYAL HOTEL
ESDABY, JUGLY 9 Yth


##  <br> NLAN'S POINT     ADA'S GREAT INDUSTRIAL FAIR, NTO. SEPT, 2 TT 14 ' '95.   STEAMERS JULY 2 AND

 UACKINAW SIX DAYS' SAILShore Navigation
OYAL MALL STra Msirps


 NORTH SHORE LINE NORTH SHORE LINE




 $\xrightarrow[\text { Mentitivas. }]{\text { Muburban Street }}$ ailway Company (Luyrtre).






# TV A NMUBRAE \& CO. 

## WILL COMMENCE TO-DAY AND CONTINUE THROUGHOUT THE WHOLE MONTH THEIR

## GREAT ANNUAL SUMMER SALE

When in EVERY DEPARTMENT the NEWEST and MOST ATTRACTIVE GOODS will be placed on our counters at prices hitherto unknown for like qualities. We especially desire to call the attention of every lady to the fact that notwithstanding the most astonishingly LOW PRICES that we are quoting goods at our reputation for IMPORTING ONLY HIGH-CLASS AND SUPERIOR GOODS is sufficient guarantee that nothing but the Best and Most Reliable Goods will be offered during this MOST IMPORTANT SALE,

We have this season purchased from the most extensive importers and manufacturers of the world immense consignments of this season's productions at 'practically our own prices, and although our past season's trade has been by far the BIGGEST ever done in Canada by any store carrying an exclusively drygoods stock, the fact remains that our stock is still of such enormous pr oportions that a reduction is found necessary, thus the inauguration of this immense saie. W esubmit the following as examples of what you may expect throughout every Department of the Store:

## Sillz Depariment.

10,000 yards Fancy Japanese Washable Silks at the ridicul-
ous price of 250 oieces Lister's Celebrated Fancy Striped Silks for Waists $\begin{aligned} & \text { Oist } \\ & \text { and Dresses, usual price } 75 \mathrm{c} \text {, at }\end{aligned}$ 35C PER YD.

## Dress Goocls Depariment.

500 pieces Fancy French Delaines, also plain White Nun's
Veilings, former price 25 c and 30c, clearing at - 10c PER YD.
300 Pieces Double Width Plain and Fancy Dress Materials


## Washable Dress Fabrics.

In all our experience we have never before been enabled to place
on our Counters such really Superior Goods at such absurdon our Count
ly low prices.
500 pieces Plain and Fancy Ducks and Fancy French Cam300 briecs, regular standard value, 25 c , at ${ }^{\text {b }}$ - 100 PER YD. Over 200 piegular price $30 c$, will be cleared out at - $121-2 C$ PER YD. Over 200 pieces, being all wur Best French Organdie Mus-
lins, worth from 30 c to 40 Oc per yard, will be put for-
ward and offered, for your choice, at

## 1000 Pieces 42 to 46 -inch Fine All-wool Imported Dress Materials, including a very comprehensive assortment of all the Newest Spring and Summer Dress Fabrics : really worth from 75 c to $\$ 1$, at

## Millinery Department.

We have just completed the most Gigantic Purchase of Straw Hats and Flowers ever made by any retail house in the Do-
minion. We are now offering : 10,000 Ladies' Straw Hats, compris
est shapes. worth from $\$$ to $\$ 2$, at [for your choice new 25 C EACH.
20,000 bunches French Flowers, worth from per bunch

## Ladies' Shirt WVaists.

5000 perfect fitting and stylish Shirt Waists are being offer-
75 c, worth $\$ 2$, at
00 Ladies
Duck, latest New York styles. worth $\$ 5$, at $\$ 2.0$ 200 Ladies Duck Suits, latest New York styles, worth $\$ 5$, at $\$ 2.00$
10,000 yards Fancy Silk Ribbons, were from 25 c to 65 c , or
yard, at
IOC PER YD. yard, at

17, 19, 21, 23, 25 and 27 King-Street East, and
, 17, 19, 21, 23, 25 and 27.2 King-Street East, and 12 and 14 Colborne-Street, TORONTO.

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| DFELLOWS' EXUURSILN | COMMENCING JUNE 15 |
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THE TORONTO WORLD WEDNESDAY MORNING．JULY 31893


