

THE TORONTO WORLD $\qquad$

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 Diamond connoisseurswill find much to interes
them in our present stock them in our present
of gems.
it $i$ the thargest in It is the largest in
Canada, and as compre-
hensive as any in America. We have the quality
because we "know" because we "know"
Diamonds, and we have
the value because we bu personally from the
cutters in Amsterd

## Ryrie Bros.

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Persimmon Golf Clubs




|  | THE TORONTO WORLD |  |  |  |  |
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|  |  |  |  | Nothing in a Na |  |
| Per |  |  |  | LUDELLA |  |
| THINGS FOR THE HOME |  |  |  |  |  |
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|  |  |  |  | A LEASE OF LIFE! |  |
|  |  |  |  |  |  |
| others ask for the same clase ofeople to come to this store for sach things: |  |  |  | A LEASE OF LIFE. |  |
| FURNiture. |  |  |  | price, provided its surety could be made apparent of the money value, the productive value of a life." |  |
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|  |  |  |  | The Investment Annuity and Compound |  |
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|  |  |  |  | ASSURANCE CO. |  |
|  |  |  |  |  |  |
|  |  |  |  | combine many attractive and advantageous featuresand are excellent mediums for the protection of the |  |
|  |  |  |  | estate and the insurançe of the productive value oflife. |  |
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|  |  |  |  | New Green Teas.... |  |
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|  |  |  |  |  |  |
|  |  |  |  | to you. Everyone has heard of Donald's Delicious Coffee. <br> Bacon, Shredded Whole Wheat Biscuits, New Preserved Ginger $\qquad$ |  |
|  |  |  |  | DONALID'S 134 king St, E. |  |
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| increased sales in these departments., |  |  |  |  |  |
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| Chend your money here |  |  |  |  | Scheuer's, ronot sr. |
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## a Name <br> LA <br> LON TEEA  OF LIFE!

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RICAN LIFE ICE CO.
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1. McCABE

Managing Director

## Teas.




## 13 King W

JAMES PAYER
 Hercules.
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SATURDAY MORNING

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Not Likely to Go to
IT WAS NOT MR. PETER CASE
Who Was Killed at the $Y$ on the

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THE TORONTO WORLD


## Black Dress Goods Sale

COMMENCES MONDAY The Dress Goods supremacy of the Big Store is not
the making of a day or a year. It has been established for the maks. People wonder how we sell at such reasonable prices.
years Twice a year our dress goods buyer visits all the centres of est goods and everything direct from the makers. Of the famous Briggs-Priestley goods we handle the largest assortment shown by any house in Canada-every yard bought
by our own buyer direct from Briggs, Priestley \& Sons. The by our own buyer direct from Briggs, Priestley \& Sons. The
advantage this means over other houses is patent, and the advantage this means over
shopper gets the benefit of it.






## Sale of India Silks

COMMENCES MONDAY It will pay you to buy heses Silks now for Chistras.
We put on sate Monday nearly yonoo yards of New India, Yor evening wear, fancy work, drapes, etc. All our Indias
are specialy dyed and foisised in Ly Lyons, France-perectly
 rely fully upon the quality being the best Everybody
seemingly comes to the Big Store tor Silks. The shade seemingly comes to the be big
you want is sure to te here.
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Name and address sent on postcard will secure you
copy of our large Catalogue, $25^{2}$ pages, telling all about this Big Store, the goods it sells, and how to order by mail.
The Robert Simpson Co., Limited





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## "KURMA"

CEYLON TEA
Discriminating Tea Drinkers Use No Other.

OCTOBER 161897

The lines mentioned below are all new Fall Garments, including some of our own makeextra well made-good fitting and of the latest styles.

## OVERCOATS and ULSTERS.

$$
\begin{aligned}
& \text { satin linting, stylish velvet collar, buffala horn buttons, } \\
& \text { best of workmanship and perfect fitting. Sizes } 36 \text { to } 44 \\
& \text { chest. Special }
\end{aligned}
$$

en's Fine Beaver Overcoats, in blues and fast black War-
 N's Melton and Beaver Overcoats, in navy and blaek, extra
well made and finished, neat 'velvet collar, good check
wool lial wool linings. and fine mohair steve linings, up-to-date in
style and fit. Special ecial clearance of two hundred Men's Beaver Overcoats,
good linings and well trimmed, very newest cut, all sizes. MEN'S ULSTERS. ade of Genuine Frieze, in blacks, fawns, greys, browns and
olives, stylish length, good heavy check tweed linings,
 SUITS.
en's Black Worsted Suits, made of fine English Venetians,
Iatest cut, silk stitehed edges, good Jtalian linings, sizes 36
to 42 chest. Special
Suit . 7.00 en's Double-breastec Cheviot Suits in all the latest winter
ffiects, neatly made and perfect fitting, sizes 36 to 44
chest. Special Suits, all newest patterns, made of sound
 mn's Corduroy Vestst in plain and figured, all-wool flannel lin-
ings, 4 outside flap pockets and deep inside pockets. Special MEN'S UNDERWEAR.

## W.A. MURRAY \& CO. <br> KING STREET EAST, TORONTO.

## The Toronto World......

Has more influence, copy by copy, than any other daily medium in Toronto. It is not only a great paper with a national reputation for its editorial page, but it is an all-round newspaper of the highest character.

## BOECKHS' STOVE BRUSHES

## JOHN DEWARS SCOTCH <br> BETTER WHISKEY CANNOT BE HAD

Hobberlin=made

## For the rich as good as money can buy-less costly for the of moderate means-and better clothes for each, because we man of modera make for both.

## Clothing to Ordier + Prices to Please

## There's evidently a lot of trade shifting from some place to this house. Who's being pinched isn't a matter of our concern-there's little

 sentiment in business, and if conditions are driving people here for their clothing-toorder, there must be a reason-and we re bound to think that it's because there's saving here without any sacrifice of style, any deterioration in the goods quality or inferiority in the workmanship-if we vegot people really thinking this way it's only reaching the goal we've been striving for. There's everything in method these days-method in got people really thinking this way it's only reaching the goal we ve been striving for. There's everything in method these days-method ing
buying the woollens-buying the right thing because it's right, and buying at the right price,to sell at a right price, and having the cash power to buy just what's needed, and an independence that borders on the dictatorial in the matter of what we will pay-method in the cutting-method in the making-scrupulous honesty in every stitch, so that a man's initial order with us is our best advertisement to that man for his next Clothing need-we back ourselves against the town for satisfactory clothing to order-you're the referee and you needn't award us the charge we make unless you're absolutely pleased-stocks now are most complete in fine suitings, trouserings, fancy vestings and overcoatings. We'll esteem it a pleasure to have your opinion-these few prices hint the values you may expect:

| 12.50 |  |
| :---: | :---: |
|  | dress style, excellent Italian |
|  | \% |
| 15.00 | Serge Suits, fall and winter weights, blue and black, best quality wools, $\$ 12.50, \$ 15, \$ 18$ |
| 00 | sh, 16 to 18 oz. weight cloth, clay in black blue, satin in black only, sack or morning |

$\left.18.00\right|^{\text {F }}$
20.00
12.50

Fall Overcoats, nice soft Cheviots in black, Fall Overcoats, nice soft Cheviots in black,
blue and grey mixtures, very extra
Winter Overcoats, all the most fashionable
goods in lamb's wools, meltons and beavers,
stylish and well made ... ... ... ur Lined Overcoat, beaver or melton shell, military braid trimned front, lined muskrat, fine otter collar, made in good style to your

## measure

49.00 20.00 and style

Corduroy Vests, different shades and variety

## The Hobberlin Brothers Company, Limited -


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