

SATURDAY MORNING
THE TORONTO WORLD
JULY. 31897


Enormously the Largest Sald the Larger Profits.
 Crow's Nest Construction Will

Be Pushed.
TEN THOUSAND CLIMBERS Ascended the Stairs of the Big Tower During tast Year.

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## IF   ANTELOPE



| Diamond <br> Engagement <br> Rings $\rightarrow$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ DIAMOND COODS. - $130-132$ YONGE ST. $\square$ <br> JEWELLEERS |
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THE IMPERIAL CAS ENCINE

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imitations Centaur-King

Centaur - Queen are numerous, but they use
sheet steel stampings and
and
 SPECIAL

GRADE CYCLE is

E. C. Hill \& Co. TOI Yonge St.,
TORON TO.新㱜 BEAUTIES -

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Funeral Notice

W. H. S̊TONE,



-     - SATURDAY MORNING Early Closing store will $\begin{gathered}\text { Today ande every Saturd } \\ \text { diring Juy and August hi }\end{gathered}$

Make Comparisons best values are alwess 10 Opportunity to make comparisons we prinet these few ive tems in in great demand at present Look in:
sec where you cai find theie equal



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The more shoppers look around the more they're likely to such attractive prices prevail?

Busy Upstairs

> In the Housefurnishing Departments on the second floor. Busy in spite of the advanced season and bound to be

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mity
are furnishing a summer cottage you can't afford to You to anticicpate your fall needs and buy now,

Cottons and Linens




MAIL ORDERS FILLED PROMPTLY
T. EATON Co.

190 YONGE ST., TORONTO.

THE TORONTO WORLD


Ludella $\underset{\substack{\text { Tealon }}}{\substack{\text { Celo } \\ \hline}}$
housekeeper of the conomy and comfort in housekeeper of the
drinking a good tea. NLEAD PACKETS-25c, 40C, 50cand 6 oc

DO YOU WISH

## DO YOU WISH

them to fight the battle of life alone after you are gone, with
out any assistance on your part, and be subjected to "the slings and arrows of outrageous fortune"?
II the former, investigate the different mediums furnishing
protection to a man's dependents in the event of his death, the ief among which being life insurance.

North American Life Insurance Company, Toronto,
an object desirable and attractive mode of accomplishing such
The North American Life has a larger ratio of assets to liabilities and net surplus to liabilities than any other Cana-
dian Company. For full particulars of the company's at-
tractive plans address
WM. MCOABE, Managing Director.

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|  | "The Slater Shoe" |
|  | Twice the thught we give to |
|  | did not think the Slater |
|  | The way we know bas bee |
| $10$ |  |
|  | -HAME Y You ting the |
|  | The SLATER SHOE |
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|  | THL SLATEER SHOE |

HERCULES.
Grocery
Specials.
The famous Hercule
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Big Snaps
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55 King St. East. WEHRLE'S BRUSHES
TENTS.
D. PI.KE
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lla
a trial to convince the thoughtful
of the economy and comfort in
$25 \mathrm{c}, 40 \mathrm{c}, 50 \mathrm{c}$ and 60 c .
JU WISH
OU WISH



 . Extract Lemon, 2 foz bottle, 122.
 Ropal Inak Lead, , box Ammonis sop, 3 catate. The Grange, $\underbrace{126 \text { King Street East. }}$ ToANOTOLOL LIEEERRRRAMZ.

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WEHRLE'S BRUSHES brooms
 THE MEHFMLE BRUSH
re bay-steet

SATURDAY MORNING


HE ONE COOL SPOTgrima UULY PRICE DROP


Extraordinary July Silk Selling
Monday-an offering of the highest class foreign silk textiles-fresh from leading European markets, prices positively without precedence. Illustration again of the un-
doubted supremacy of Simpson's silk section, where price and quality combine in the doubted supremat
shoppers ${ }^{\text {interest. }}$


Residents of otherfowns and cities have no difficulty in securing the advantages of this store's opportunities to sell at lowest price. Simply order through the mail.
Mark your letter M.O.D., which means Mail Order Department.

THE Robert Simpson Co., йHTED,

|  | Bell Telephone <br> OEDCANAB PUBLIO OFFICE. Long Distance Lines. Persons wishlng to communlcate by telephone with other cities and towns In Canads will find convenieut rooms at the General Offices of the Bell Telenjone Company, 37 Temperance. street. Opea from 7 al, m. to midd- nfght. Sundays inclnded. METALLIC CIRCUITS. SOUND-PROOF CABINETS | $\stackrel{{ }^{\mathrm{G}_{\mathrm{E}_{\mathrm{T}_{\mathrm{L}_{2}}}}}{ }_{\mathrm{M}_{\mathrm{E}_{\mathrm{N}}} \ldots}+\ldots}{ }$ <br> If you have any trouble in being satisfactorily fitted in your gar- ments, don't think it an impossibility. Call at <br> S. Corrigan's, |
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| SACRED CONCERT |  |  |
| ANLAN'S POINT | $\qquad$ | and give a trial order. Ease, comfort and style are features of our productions. Perfect fit assured. tstablished 25 years. |



Previous to the re-occupation of their Old Premises. Our lease of the Walker Building expires August Ist, and the alterations to our former premises are being pushed forward as rapidly as possible, with, the expectation of again taking permanent possession by the 1st of August. The purchase of the Walker Stock, which, together with our own large stock (notwithstanding the phenomenal sales of the past few months), still amounts to

## Considerably in Excess of Half a Million Dollars

And which it is our determination to very greatly reduce during the next 30 days. Further reductions are now being made in every department, and as all the stocks are still exceptionally comprehensive and offer good assortments to make selections from, we consider this a good opportunity to secure a full supply of everything in the way of:-Silks, Dress Goods, Mantles, Millinery, Linens, Wash Fabrics, Hosiery, Underwear, Laces, Ribbons, Cloves, Parasols, Ladies' Shirt Waists, Men's Furnishings, Curtains, Carpets, Fine Shoes, Class and Chinaware, Trunks and Bags, etc., etc., at much lower prices than goods of such high grade have ever been quoted before. The appended list is merely an indication of the unusual bargain chances that this sale will present:

| Silks. | Black Dress Coods. Ioo pieces Black Dress Materials, small, neat designs; also Fancy that have been selling all season at $75 \mathrm{c}, 85 \mathrm{c}$ and $\$ \mathrm{rl}$ All for 50c yard. | Cölored Dress Goods. 50 pieces Fancy French Silk and Shot Repps and French Mohair Drat 'a 'tae, former prices 85 c , $\$ 1.00$ and $\$ 1.25$, reduced to $\qquad$ |
| :---: | :---: | :---: |
| all our best this season's LINENS, Itaest novelies, goods worth from 45 to 50 c, all reduced to 25c yard. | 100 DOZ. VERY LARGE SIZE PURE LINEN HUCK TOWELS, red borders, regular $\$_{3}$ a dozen, for $2.00 \text { doz. }$ | 75 OMLY 2 YARDS $\times 2 \frac{1}{\frac{1}{2}}$ UNEN DAMASK TABLE CLOTHS, worth $\$ 2$, clearing at <br> 1.25 each. |
| Men's Underwear. Natural and White Wool Under- <br>  50 c each. |  |  |
| Men's Ties. <br> Four in-hand Silk Ties, new colorings, sateen lined, best finish, 15 c each. | Couvasier Make Kid Gloves, pique sewn, large pearl buttons, white only, black Parit points, sizes 6 $85 c$ pair. | LADIES' BLACK COTTON HOSE. Double heels and toes, Hermsdorf dye, regular $15 c$, for 10c pair. |


| Shirt Waists. <br> 200 Dozen Ladies' Shirt Waists, worth $\$ 1.25$, to clear at <br> 50 c each. | 300 Pfeces <br> Checked Linens, Dimities, Crepons, Crumb's best Cambrics, former price $121 / 2 \mathrm{c}$ to 15 c . <br> All at 7 te yard. |
| :---: | :---: |
| 100 Very larce white sumMER COUNTERPAMES, regular \$2, for <br> 1.25. | 100 DOZ . Laides' and ghitoREN'S STRAW HATS, newest styles, worth 50 c to 75 c, for <br> 15 c each. |
| Window shades. <br>  in. $\times 6$ feet worn 35 . | Belts. <br> 150 dozen Ladies' Leather Belts, all colors, worth 50 c to 75 c , for 25c each. |
| 1500 Yards Art Cretonnes and Muslins, worth 15 c and 25 c , to clear at <br> 7, y yard. | $\begin{aligned} & 100 \text { Dozen } \\ & \text { Ladies' Extra Quality Leather Belts, } \\ & \text { all colors, worth } \$ t \text { and } \$ \mathrm{r} 25 \text {, for } \\ & \mathbf{5 0 c} \text {, each. } \end{aligned}$ |


| 250 Pcs. Fancy French Muslins, Fancy Linens, |
| :---: |
| 50. different patterns, worth |
| 18 c to 25 c . |
| All at 12 c yard. |
| 25 Onity ladies' LIMEN SUITS, |
| black and white and blue and white checkss, sizes 36,38 and 40 to cleaz |
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| 3.00 suit |
| 10,000 Yards |
| te and Cream Laces |
| ty yard at |
| 5c, 10c, 15c and 25c yd. |
| 5000 Yards |
| Beautiful Pancy Sik R Ribbons,worth |
| (0) 75c, clearin af |

## W. A. MURRAY \& CO., King Street East, Toronto.




SATURDAY MORNING
IHE TORONTO WORLD
TO THE TRADE WHEAF II GHHCHECO LOWER STAPLES

|  | Liberal Receipts of New Stuff at St. Louis. <br> LIVERPOOL CLOSED HIGHER <br> Local Stock Market Fairly Active With Westera Assurance Weaker. |
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|  | CHURCH'S POTATO-BUC FINISH |
|  | TORONTO SALT WORKS, |


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RICE LEWIS \& SON




















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DRY SLABS $\$ 2.50$ :ora

| Established 1843 SCORES Established 1843 |
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| Toronṭo's Createst Tailoring Store |

EARLY CLOSING
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玉"w$\begin{aligned} & \text { Saturdays } \\ & \text { Other Days }\end{aligned}$At A $^{\text {p.m.m: }}$
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Toronto Greatest TTiloring Sotre will be closed at
Torotthe above hreats strat ition staf store omployes may enjoy
the beauties of nature.the beauties of nature.
See our summer suitings (made up in light tropical
style), a grand range of genuine Scotch Tweeds of ex-
SCORES, $\begin{gathered}\text { High-Class Cash Tailors } \\ 77 \mathrm{King} \text { St. West, Toron }\end{gathered}$DAVID A. PENDER,TANDARD
JOHN STARK \& CO,


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