


## d GENERAL TRUSTS co．

## mactern Nawe Nantiviz   ON＇S CLEARANGE工国．

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| Greener Guns <br> are acknowledged as the best everywhere． We carry a large stock． <br> ensuring a selection not obtained else－ <br> THE GIIFFITHS GORPORATION |  | MCKENDRY＇S TO＝MORROW |  |
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|  |  | FIRIDAY <br> $\mathbf{W}^{E}$ shall have on sale half－a－hundred cases |  |
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|  |  | W new gooos that are needed by everywoman in the land．Walk whither you will woman in the land．Walk whither you will |  |
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|  |  | through the store，not a dil or uninteresting spwill you find Wher pricecutting is at its keeest is the time we＇re most hapy，because |  |
| 5\％＝w |  | est is the mot werere most happy，because we |  |
|  |  | than ours，and not one in a hundred dare sell socheap．Why？Simply because the stock is |  |
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|  |  | turning IN AND OUT |  |
|  |  | so quickly，the sharpest little shave over cost is enough to satisfy and recompense us．If you are interested in spending money to the greatest read in this evening＇s Star，Te |  |
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|  |  | gram and News the wonderful quotations for seasonable，fashionable，reliable goods needed by every family in the land． |  |
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| を＝＝wim |  | WE＇VE GOT THE TRADE WEDLL KEEPIT． <br> Don＇t miss reading our ad．in the evening papers： McKendiy se Co． <br> 202 to 208 YONGE－STREET |  |
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## The Bon Marche． <br> 

 SOONSPREADS $\begin{aligned} & \text { are riper this week for further phenom } \\ & \text { enal }\end{aligned}$ IN GLOVES AND HOSIERY．




F．X．COUSINEAU \＆CO



## THE TORONTO WORLD: THURSDAY MORNING NOVEMBER 71895

## Friday Bargains.

It's about time we stopped advertising for trade on Friday The constant increase in sales and the persistent crowds are giving no reason why you shouldn't reap the benefit of these bargains, and so we give the customary list as a matter of news. If you want to shop with any degree of comfort come before noon. The afternoon crowds are already great and constantly growing greater

To-morrow we shall sell


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190 YONGE ST.. TORONTO

| Horsemen-Attention | J. \& J. LUGSDIN'S |  |
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| call early and inspect | \& J. Lugsdin |  |
| O. LUGSDIN \& CO. |  | To |

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## THE TURONTO WORLD THURSDAY MORNTNG NOVEMBER 7 1895 <br> W. A. MURRAY \& CO.'S Gigantic Sale of their Immense Stcck of High-grade Staple and Fancy Dry Goods, All Bright, New and Seasonable Goods,

AT THE GREATEST REDUCTIONS EVER MADE AT THE BEGINNING OF A SEASON, IN MANY INSTANCES BEING ACTUALLY REDUCED TO ONE-HALF ORIGINAL PRICES.

Our Magnificent Importations of EUROPEAN NOVELTIES for the present Fall and Winter Season,
with the fixed determination to reduce as expeditiously as possible regardless of values the entire stock, being the Largest and Finest ever imported into this Dominion. The fact that we have commenced such an extraordinary sale right in the height of a season has doubtless attracted the immense crowds that have attended this Monster Sale during the past week, and while our goods are altogether of the Highest qualities of their kinds, we venture to say that at no previous sale ever held in Canada have goods of such a reliable quality and unquestionable merit been quoted at such ridiculously low prices. This sale is both remarkable and opportune because it enables you to purchase the finest goods at fractional prices right in the commencement of the season. All our twenty-six departments are now at their best, with all
mphasizing the great advantages of this sale. We quote below a partial list of bargains, or rather mere hints of the Marvellous Values offered during this most extraordinary sale, viz.

| SILKS. <br> 10,000 yards Fancy Taffeta Silks, worth regular 75 C to $\$ \mathrm{r}$, reduced to <br> parmd <br> 7,500 yards Fancy Silks,also Blacks, worth regular $\$ \mathrm{x}$ to $\$ \mathrm{I} .50$, reduced to <br> 75 c <br> per yard. <br> DRESS GOODS. <br> 2,000 pieces Plain and Fancy Dress Goods, reduced to <br> 50c $\operatorname{mic}$ <br> per yard, regular price $\$ \mathrm{I}$ and $\$ \mathrm{r} .50$. 50 -inch All-wool Tartans, in every Clan, reduced to | MANTLES. 300 Golf Capes, reduced to $\$ 4.00$ regular price $\$ 6$. Reduced to <br> regular price $\$ 7.50$. <br> SHAWLS. 500 Fancy Wool Shawls, reduced to \$1 <br> regular price $-\frac{12}{}$ <br> Reduced to $\$ 1.50$ regralar price $\$ 3$. | FLANNELS. <br> 300 pieces All-wool French Printed Flannels, reduced to <br> 30c <br> per yard, were $5^{\circ} \mathrm{C}$. <br> 200 pieces of our Best French Printed Flannels, reduced to <br> 35c <br> per yard, were 60 C <br> LINENS. <br> $25^{\circ}$ White Double Damask Table Cloths, $21 / 2$ yards long, reduced to $\$ 2$ <br> 3 yards long, reduced to <br> \$2.25 | 100 dozen White Table Napkins, 5/8 size, reduted to <br> per dozen, were \$1.50. $3 / 4$ size, reduced to <br> $\$ 1.50$ <br> were $\$ 2.25$. <br> MEN'S FURNISHINGS <br> 100 dozen Men's Black Cashmere Half Hose, treble heels and toes, reduced to <br> $25 c$ <br> per pair, regular 500. <br> Men's unlaundried Shirts reduced to | GLOVES. <br> 200 dozen Perrin's 4-Button Kid Glovès, all sizes and colors, reduced to <br> $75 c$ <br> per pair, were \$1.35. <br> 100 dozen Biarritz Kid Gloves, Red and Dark Browns, reduced to <br> 65c <br> per pair, were $\$ \mathbf{x}$. <br> LACES. <br> 5,000 yards-Real Linen Torchon Laces reduced to <br> 10c <br> per yard, were 20 C : 1,000 yards Plain Chiffons, all colors, reduced to <br> 25c <br> per yard, were 50 c . | HOUSE FURNISHINGS, <br> 300 Chenille and Tapestry Table Covers, all sizes, reduced to <br> $\$ 1.50$ <br> $\$ 2.00$ <br> were $\$ 4$. <br> roo pieces Spot Swiss Muslins, reduced to <br> $15 c$ <br> per yard, were 40 C . $20 c$ <br> per yard, were 50 c . <br> CHINAWARE. <br> 102 pieces Fine China Dinner Sets, reduced to $\$ 12.50$ <br> were $\$ 20$. <br> ro-piece English Toilet Sets, re duced to <br> $\$ 3.50$ |
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## W. A. MURRAY \& CO., $\frac{\text { LARGEST IMPORTERS }}{\text { IN CANADA, }}$

17, 19, 21, 23, 25 and 27 KING ST. EAST, TORONTO.


CORNTO WORLD: THURSDAY MORNING NOVEMBER 71895




