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## ATENTS PROCURED <br> The Toronto World.




FIE TORONTO WORLD: FRIDAY MORNING NOVEMBER 11895

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| GMELLS. <br> We are now selling highgrade loaded shells at alterial. Good results guaranteed. $\qquad$ <br> THE GIIFFTHS COPPOBATION <br> 81 Yonge-st., Toronto. |  |  | Put crape on your hat when you wear rubber on your feetl 'Draws them-'Pains them-Kills their comfort and telegraphs the tronble to your eyesight. <br> Wear the new Waterproof Oalfskin Shoe, with rubber outsole, Dolge telt insole, and Goodyear Welt-Safe, stylish, springy, durable, and ever-ready for rain, snow or shine. |  | The Dol |
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|  |  |  |  |  |  |
|  |  |  | Slater Rubberless Shoe <br> 214 yovee-st sole agents, <br> 214 Yonge-st.\|cuINANE BROS $/ 89$ KIMG WEST |  | Silk Doings |
|  |  |  |  | - | Attract You |
|  |  |  | \% ${ }^{\text {\% }}$ | Thurs - |  |
|  |  |  |  |  |  |
|  |  |  | \% | g, NOV. 14 | Some people do things so much better than others--they do it so naturally, so tastefully, so elegantly and so discreetly- |
|  |  |  | Just spend his Four Quarters for a bottle of | Mme. Lillian Blauvelt, Soprano. |  |
|  |  |  |  |  |  |
|  |  |  |  |  | the Silk business, backed by our natural |
|  |  |  |  |  | daptability, energy and deep-rooted dermination to establish the greatest Silk |
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|  |  |  |  | ROBERTI | our customers better than they could be pleased elsewhere are a few of the many forcible reasons WHY OUR SILK DOINGS attract you. |
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|  |  |  |  |  | ATTRACT YOU. |
|  |  |  |  | Massey Music Hall, NOVEMBER 4TH | Black Silk Attractions |
|  |  |  |  |  |  |
|  |  |  |  | Med | lk Surah |
|  |  |  |  | Sarem | Special line of Black Satins at 30 c , worth 60 c 24-inch wide Black Duchesse Satin at 50 e, worth <br>  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  | Splendid heavy pure silk Black Merveilleux, very special, at 59 c , worth $\$ 1$. <br> Heavy soft Black Pure Silk Diagonal (extra special), 85 c, worth $\$ 1.25$ <br> 21-inch heavy Black Pure Silk Gros Grain at 50c, worth 75c |
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|  |  |  | 218 <br> con. $n$ GE ST |  |  |  |
|  |  |  | M OिPICIAN |  | Novelty Silk Attractions |  |
|  |  |  |  | To-Night, Friday, Nov, I. Mayor Kennedy Will Will Preside. |  |  |
|  |  |  |  |  | 5000 Yards $\begin{gathered}\text { very spperior quality } \\ \text { fota } \\ \text { Tilfars } \\ \text { in }\end{gathered}$ ad shot effects, very stylish and handsome, 59 , orth \$1 |  |
|  |  |  | Eyges Tested Free of Charge. | GRAND OPERA HOUSE |  Now York styles, in black and cardinal, black and pinks, black andworth $\$ 1.50$ |  |
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|  |  |  | (e) 8ifers |  |  |  |
|  |  |  |  |  | Evening Silk Attractions |  |
|  |  |  | sIlver greek trout ponds. <br> Orders taken for Eggs and fry of the "Speckled Trout" for April delivery. |  |  |  |
|  |  |  |  |  | Evening Shades in Liberty Silks, 19c, warth 350 10,000 Yards ${ }_{23}^{\text {extra quality India }}$ inike wide, 1 lively goods in all the new evening shades, 35 c , worth 50 c |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  | 2500 Yards ${ }^{\text {LIovely rich }}$. Duchess Satin, shades, a wonderful bargain at 30 c , worth 60 cEvening shades in pure Silk Merveilleux-during this sale $\$ 1$ quality for 500 |  |
|  |  |  |  | PRINCESS ${ }^{\text {Toleghnono }}$ JULIA STUART <br> A Doll's House. vatitumar |  |  |
|  |  |  |  |  | Silk Velvets unusua a Atractions <br> Black Lyons Silk Velvets at 75 c, worth $\$ \mathrm{I} .25$. at $\$ \mathrm{I}$, worth \$1.50; at $\$ 1.25$, worth $\$ 2$ <br> Black $3^{2}$-inch wide Silk Cape Velvet, finest value in Canada, $\$ 2$, worth $\$ 5$ <br> Colored Silk Velvets, to match all dress materials, 85 c ; everywhere else \$1.50 |  |
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|  |  |  |  | Dancing. |  |  |
|  |  |  | aborsian wil the paico rhe Peter- |  | everywhere else $\$ 1.50$ |  |
|  |  |  |  |  | Silk Waists $\begin{aligned} & \text { Atme Wonderful } \\ & \text { Atractions }\end{aligned}$ |  |
|  |  |  |  | Lon in iesearry faneot dincea drei | Stylishly made Waists from new choice silks, at actually lower, much lower, prices than less desirable goods are offered elsewhere. |  |
|  |  |  |  | For Invalids. |  |  |
|  |  |  |  |  | Note Our Sale Price-rst Lot at $\$ 2$, worth $\$ 4.00$ 2nd Lot at $\$ 3$, worth $\$ 5.00$ 3rd Lot at $\$ 5$, worth $\$ 7.50$ |  |
|  |  |  |  |  | Beautiful French All-wool Flannel Blouses, at $\$ 1.50$, worth1 $\% 3$. French Cashmere Blouses, dark and evening siades. at $\$ 1.25$, worth 9, and at atisi.50. worth $\$ 2.50$. <br> 150 French Delaine Blonses job lot, at 81 , worth $\$ 9$. . <br> Fanicy German Flannel Blousees at 500 , worth $\$ 1$. <br> ovely Flannelette Nightgowine, extras long, at 48c, worth 75 c . <br> ${ }_{200}$ Fancy Stripe Knitted Underabirits at 6 Ec , worth $\$ 1$. <br> 150 Fine Cloth Skirts at 75c, worth s1.25. 300 Ladies' Wool Goif Jerseys, black and colored, $\$ 1.50$, worth $\$ 2.50$ Ladies' silk and Wool Opera Shawls at $\$ 2$, worth 84 <br> wholesade. Every lady shonld see ithis shawl. Hundreds of other bargains in ail departments. |  |
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|  |  |  | W.H.STONE <br> UNDERTAKER, <br> YONGE- 349 STREET <br> PHONE 392. - - OPPELM. |  |  |  |
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|  |  |  |  | PREPPRATORY SCHOOL FOR BOYS |  |  |
|  |  |  |  |  | F.X. COUSINEAU \& CO. |  |
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cial Doings will in the future be exclusive. ITS SPORTING COMMENTS Are Clever and Out-Spoken. The Turf Notes are
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ing or Literary Events, you must read THE SUNDAY WORLD TO LETT.

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# Gigantic Sale of High Class Dry Goods. W. A. MURRAY \& CO. 

Beg to announce to their very large circle of patrons and the public generally, not as usual with pleasure, but on this occasion with reluctance and regret; that they are practically compelled to place on their retail counters on

Being undoubtedly the finest collection of Superior Grade Goods ever gathered under one roof on this continent and amouting to fully

The Whole of their Superb Stock of High Class Dry Goods

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Linens, Flannels, Hosiery and Underwear

## House-furnishings, Fancy Goods

Ladies' and Men's Furnishing Goods

Costing some $\$ 75,000$, and made application to the City Council for a permit, which said Council, after harassing us for months, finally refused to grant; owing to some special By-law that had recently been passed in Council. (The Council has now seen the absurdity of their position and the said By-law has been repealed, being utterly infeasible, as well as detrimental to the Building Interests of the City).

We then took the matter in hand, and proceeded with the alterations without permit of Council, but again work was retarded by our being summoned before the Police Magistrate, and so delayed that we were unable to complete alterations until the present season was far advanced, thereby seriously interfering with the coming season's trade. Consequently we are now left with the bulk of our Immense Fall Importations, amounting as aforesaid to about $\$ 750,000$.

Special mention may here be made of the fact that during the time of this delay and annoyance with our building alterations, Our Buyers were in the European Markets purchasing for the fall season, with instructions to place much larger orders than has been our custom, in view of the enlargement of our stores, thus naturally anticipating a greater volume of business, but now in consequence of said facts our only alternative is to endeavor to dispose of this monster stock, which must be accomplished by January, and which we can, readily see necessitates Tremendous Sacrifices in all departments. Thus the inauguration of this colossal sale.

Of the character of the goods imported by us every buyer is cognizant, and further recommendation is quite superfluous. Certainly No Store in the Dominion Can Lay Claim to Rivalry in Relation to Qualities and Style. Sweeping Reductions in all departments of the house will be made, and the public know from experience that any statements made by us will be faithfully carried out to the letter, and that this sale will certainly be the greatest money-saving sale that it has been the good fortune of buyers to participate in.

There is no store in Canada whose organization at home and abroad keeps them so completely in touch with the markets of the world and enables them to buy as cheaply as does ours, and our aim has always been to place the best goods before the public. Merchandise of all kinds has already advanced, and there is every reason to believe that prices will go still higher, and that goods will be marked up instead of down.

All this should emphasize the great advantage of this sale. We have many times offored goods at phenomenally low prices, but never before

 prices withoui comparison of goods is no criterion on values,

Remember the sale commences on FRIDAY, NOVEMBER 1st, at the newly enlarged premises of
W.A. MURRAY \& CO.

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