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ONE CENT:


THE TORONTO WORLD FRIDAY MORNING NOVEMBER 221895

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Matchless Retailing
sunset．
We shook all prices of clothing when we lowered ours－
it＇s but another way of great retailing．
We＇re pleasing the thousands of customers that daily
crowd our store－that come with a purpose to save money－
we＇ve pleased them to such an extent that they not only come
and come again，but send everybody within their reach－last
Saturday was a record breaker－to－morrow all day up to so
o＇clock the store will be more crowded－the great sales in the
clothing－the great selling in the mantles－the great selling in
the dress goods will far exceed the past Saturday．

## Which Piano

Shall We Purchase？ This is a question which if answered by yourselves may
often lead to mistakes．As you only buy one once or twice in a lifetime，is it not better to trust those who have a reputation for good work，artistic production and honest ealing a Reputation we think we have．Experts we know we out our quality is a known quantity． If you take
satisfaction．
MASON \＆RISCH PIANO CO．LTD．
＂Imperatrix＂Axminster

CARPET
Ask for it if you want a High－Class Carpet at a low price．
fith an imported Carpet are looking for long profits．

THE＂IMPERATRIX
is a Canadian－made Carpet，has the beauty of a
Wilton，costs less than Brussels and is warranted for ten years．

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