


THE TORONTO WORLD
JANDARY 101901

## T? <br> Why Not?

You can' save half the "Semi-ready" price of a suit or overcoat if you are good at guessing. There is downright economy in coming to the "Lonely" sale And getting for $\$ 10.00$ goods which would be $\$ 12.00$ to $\$ 22.50$
If the assortments were not broken.
If the "Semi-ready" labels were on.

## Semirready

WILIMGOSX VICOROUS $9=$


## Season-End

 Sale.ATTO

## WHILE THEY LAST

 Genuine French Kid Gloves Black, Black With Golorr, Black with White, Tans REGULAR $\$ 1.50, \$ 1.25, \$ 1.00$For 50 c a Pair.


SPECLAL
WIIITITEAR
SAIL
W. A. MURRAY \& $C_{i=0}^{0}$ Friday Bargains Wiltiewear SALE Impossible to give all the news, bur not so hard to show that your personal interests
are bound up more or less in this January Sale of ours. A third to one-half off what the
prices were makes a forceful argument, easily understood. The simple announcement of
these special bargains for Friday is enough to bring you here bright and early-at least we
年
think so, and our judgment is usually
Silk Waists, Worth Up to \$10,
To Clear friday Each $\$ 2.50$
Children's Beaver Jackets, Worth Up to \$8, Friday Each \$2.50

 W. A. MURRAY \& CO., LIMTED, ,

$=2=2=$

## 采



THURSDAT MORNING
THE TORONTO WORLD


EPPS'S COCOA FOR SALE


Ales and Porter
THE DOMHNON BREWHRPK


\section*{| Kay's | "Best in Furniture". |
| :--- | :--- | SUCEESS OF OUR JANUARY FIRINTUURESALE}



If it is not convenient for out-of-town shoppers to
visit the store in person they can depend on the
description of each article, and have the assurance
description of each article, and have the essurance
that their wishes will have as careful attention and
John Kay, Son \& Co., Limited 36.38 King Street West, Toronto.

## Toronto Brewing Co's



FOUR POPULAR BRANOS


JANUARY 10 190)

## Canada's Finest Furniture

Special Price $\mathrm{In}=$ Sucements All January and February

The Chas. Rogers \& ${ }^{\prime}$ Sons Co.
97 Yonge Street


THE VERY BEST
COALANDWOOD


ELIAS ROCERS

P. BURNS \& CO

Wholesale and Retail Coal and Wood Merchants



Michie's


## .



