

Confederation Life

W. C. MACDONALD, HEAD OFFICE, J. K. MACDONALD, ACTUARY, TORONTO, MANAGING DIRECTOR.

INCREASES MADE IN 1890.

IN INCOME,	\$55,168.00.
IN CASH SURPLUS,	\$68,648.00.
IN ASSETS,	\$417,141.00.
IN NEW BUSINESS,	\$706,907.00.
IN BUSINESS IN FORCE,	\$1,600,376.00.

RETIRING FROM BUSINESS

N. ROONEY

Having decided to retire from the Dry Goods Business, now offers his

LARGE WHOLESALE STOCK FOR SALE BY RETAIL

5000 PAIRS Lace Curtains

Ranging in price from \$1 to \$30 per pair

WILL BE SOLD

BY RETAIL AT LESS THAN WHOLESALE PRICES

N. ROONEY, 62 YONGE-ST.

STORAGE

BEST ACCOMMODATION FOR FURNITURE AND HOUSEHOLD EFFECTS. ADVANCES

Made on Merchandise, in Store, Bond or Free. MILLER & CO., 33 FRONT-STREET WEST.

DRESS TRIMMING DEPARTMENT

Satin Cords, all colors and sizes, Lacing Cords, all colors and sizes, Grape Cords, all colors and sizes, Gold, Silver and Steel Cords, Satin and Tinsel mixed, Black and Colored Braid Gimps, Black and Colored Silk Gimps, Black and Colored Bead Gimps

Samson, Kennedy & Co

TORONTO.

PARISIAN STEAM LAUNDRY 67 ADELAIDE-STREET WEST. Goods Transferred Free of Charge to Any City West. Good Called For and Delivered to Any Part of the City. Tel. 1127.

Ontario Coal Company

IMPORTERS OF THE CELEBRATED LEHIGH VALLEY LEHIGH COAL. Positively the Very Best in the Market.

THE BEST IS THE CHEAPEST. We also furnish only the best grades of soft coal for grate use. In steam producing coal we make exclusively the unexcelled Grand Knobs and Maple and Pine Wood always on hand. Carvels of tips and docks Spalding East, foot of Church-st. Telephone No. 18. Up-town office No. 10 King-st. East, Telephone No. 1059. Branch office corner Bloor and Borden-streets, Telephone No. 3623. Branch office No. 725 Yonge-street. Yard and office 1069 Queen-street west, near subway.

P. BURNS & CO.

ONLY IMPORTERS OF THE

Celebrated Scranton COAL. Best Quality Cut and Split and Long Hardwood always on hand. SPECIAL RATES FOR CUT AND SPLIT SUMMER WOOD. FOR ONE WEEK. Best Steam Coal in the Market. Orders promptly attended to. Telephone communication between all Offices. Head Office—38 KING-STREET EAST. Offices—546 QUEEN-STREET WEST. 380 YONGE-STREET. Office and Yard—YONGE-STREET DOCK FRONT-ST., near Cor. BATHURST.

WE SELL NOTHING BUT THE BEST

COME AND PLACE YOUR ORDER.

THE C. J. SMITH CO., LIMITED. IMPORTERS OF COAL AND WOOD. HEAD OFFICE—38 King-street East, Tel. 380. Branch Office—546 Queen-st. W., Telephone 554. Office and Yard—380 Yonge-st. and Cherry-streets. Telephone 395. 384 Foot of Berkeley-street; Telephone 584.

NOEL MARSHALL, MANAGER

BELLAMY

A RIDE OF 10 MILES IN 18 MINUTES FOR 2 CENTS BY GRAND TRUNK RAILWAY.

Every dwelling house should have a lawn, garden and also a playground for children; then cheap, frequent and rapid means of transit to and from home and place of labor, occupation, education or pleasure. It is not the object of the advertisers to make it appear that they have entered upon a philanthropic enterprise, such is not the case. THIS IS INTENDED TO BE A MONEY-MAKING VENTURE.

The object of this advertisement is to convince the public that the enterprise to which it refers is a unique, well-conceived scheme, with all details thoroughly mastered, gigantic in proportions and designed to benefit all persons identifying themselves with it in any way.

Bellamy extends from a half-mile North of the G. T. R. to the waters of Lake Ontario. It is at present a farming district, but the advertisers have purchased about 2000 acres of land, farm land pure and simple, in the township of Scarborough, on the line of the G. T. R., within 10 miles of the Union Station. It is now known as Markham-road Crossing.

The syndicate have absolute and entire control of the neighborhood and there are no ignorant, jealous fool natives to retard progress. WE HAVE A CLEAN SLATE TO BEGIN WITH. The land was purchased cheaply at regular farm prices and it will be offered for sale at retail in large suburban building lots at a less rate per foot or acre than speculators have been able to buy anywhere in or about the city.

The place is called Bellamy because it is a new, pleasant sounding name and it is a good name to advertise with, but let it be understood that only such innovations and modifications in the social and industrial systems will be encouraged as will be applicable to our day. The following is an outline of the program:

- No lot to be of a less depth than 150 feet nor less than 120 feet frontage.
- All lands to be sold under The Land Titles Act, commonly known as The Torrens System. This means absolutely perfect title and no legal expenses.
- Negotiations are pending to have at least ten trains leave Bellamy Station for the Union Station daily, and vice versa as soon as we have two hundred resident season ticket holders. Also for the issuing of yearly tickets at \$15, good every day for 365 days and as many times per day as the holder desires to ride; in other words, it is TWO CENTS FOR A RIDE OF 10 MILES if the holder should choose to use it every day, and if he should use it oftener the proportion per ride would be less; with similar arrangements for tickets good for 100 one-way fares, for Five Dollars—5c. each way, all of which the syndicate guarantees to Resident purchasers.
- Special suburban trains can reach the eastern part of the city, along the Ashbridge Bay improvement, in 10 minutes, and the foot of Yonge-street in 18 minutes; this is equivalent in point of time to living at the corner of Bloor and Yonge-streets, Spadina-avenue and College-st., or Sherbourne and Carlton-streets, taking the corner of King and Yonge-sts. as a point common to all.
- Arrangements are being made with the municipal council of Scarborough for the exemption from taxation of all dwellings and other buildings constructed of brick or stone with slate, tile or metal roofing; hence nearly all taxes are to be derived from land, thus it will not pay speculators to hold large blocks of land without improving it and making it productive.
- A local telephone service will be established in each house for \$10, and a charge of \$10 per annum thereafter.
- Not more than two lots will be sold to any non-resident person.
- The plans are made for a beautiful railway station to contain in addition to the ordinary waiting-rooms Ladies' Parlor with all conveniences; Ladies' Reading Room, Men's Reading and Recreation Rooms with billiard and pool tables, chess, draughts and other games, and a similar room for ladies, and a large Auditorium that will seat 600 people; all for the free use of the public under the auspices of the local Y.M.C.A. Plans can be seen at the offices of the syndicate, No. 36 King-street east.
- Reasonable building restrictions in all deeds.
- There will be a stringent restriction against the sale of intoxicating liquors in all conveyances of land; we will thus have Local Total Prohibition.
- Bellamy is to be a purely residential district.
- Moneys received for or on account of purchase money for land for three years will be applied as follows: Seventy per cent. on account of capital to pay original purchase money, dividends, etc. Thirty per cent. to be set apart as an improvement fund and used only for the purpose of improving the estate by the erection of buildings and loaning to assist building or any other enterprise that individuals could not be expected to undertake. The place has natural drainage second to none on the continent. We have means for a cheap and abundant supply of the purest water in the world.
- Education advantages as good as the province affords.
- To make a most signal and complete success of our undertaking it is only necessary that the transcendent grandeur, beauty and accessibility of "Scarboro Heights," included in Bellamy, be made known to the public.
- The syndicate are prepared to go to any expense to advertise the place in the most practical way.
- A GRAND PICNIC will be held at Bellamy on Monday, the 25th of May. Free special trains will run from the Union Station, Berkeley-street, Don Station and Queen-street; time and further particulars to be announced later.
- There will be an excursion every Saturday afternoon thereafter during the months of May, June, July, August and September, or until further notice, for each of which 500 free return family tickets will be issued to excursionists. No obligation of any kind is inferred by reason of the public availing themselves of these tickets; this is our means of advertising, and thus it becomes merely a business transaction; all that is required is that the public enjoy themselves to the fullest possible extent and then tell what they have seen to their neighbors. Special care and attention will be paid to ladies, nurses and children. COME AND SEE.

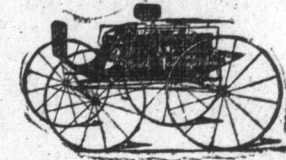
NO CROWDING. NO DISTINCTION. PERFECT ORDER. NO INCONVENIENCE. NO SOLICITATION. NO REAL ESTATE AUCTIONS.

The Price of Land will be \$2 per foot to the first 300 Purchasers—one dollar per foot down—the balance will be arranged to suit buyers. The price quoted is on the basis of all land being 150 feet in depth and situated on streets 66 feet wide; there will be a proportionate charge for lands situated on wider streets or having a greater depth. SPECIAL TERMS to persons moving to BELLAMY at once. We have the matter entirely in our hands and we are in a position to carry out the whole program. The plan of the estate is not yet ready for publication, but persons sending \$120 on account of purchase money will have their names entered and numbered in the order in which they are received, and they will have an opportunity of choosing according to number. Applicants by letter to choose from odd numbers; even numbers will be reserved for purchasers making personal application.

E. A. MACDONALD 36 KING-ST. EAST.

WILLIAMS PIANOS

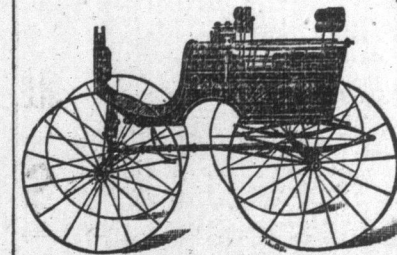
Endorsed by the best authorities in the world. R. S. Williams & Son, 143 Yonge-street, Toronto.



THIS WAGON \$100 NET

My Spring Stock is now complete of 150 Carriages, comprising all the new styles. Call and examine stock before purchasing elsewhere.

JOHN DIXON Cor. Bay & Temperance-sts. Toronto.



THIS IS OUR LATEST STYLE KENSINGTON Call and see it; also our latest style of Light Dog Cart and Showroom Top Buggies. W. E. DIXON'S, 98 and 65 Adelaide-st. west. Next door to Grand's.

THE PERRY CART

As easy as a boat. No horse motion on the roughest road. A fine stock of GLADSTONES, KENSINGTONS, PHAETONS, ROAD WAGONS, and all kinds of carriages. MATTHEW GUY, 245 129 and 131 Queen-St. East

MIKADOS

and all the latest styles of Vehicles at the MASSEY-TORONTO Carriage and Implement Emporium, "The White Building," 126 King St. East, Toronto.

Electric Motors

The Ball Electric Light Co. (Ltd.) MANUFACTURERS OF Electric Lighting Apparatus 70 PEARL-STREET TORONTO, ONT. Electric Railway Apparatus.

THE TORONTO ELECTRIC LIGHT CO. LIMITED

Esplanade, Foot Scot-street CONTRACTORS FOR Municipal & Commercial Arc Lighting. A. H. Campbell, President. H. M. Pollatt, Secretary. J. J. Wright, Manager and Electrician.

SEWER PIPE

(AMERICAN) THE COLMAN-HAMILTON CO. Louis Bacque, Sales Agent Telephone 3748 Offices—Livingston Building, 84 Yonge-street, Toronto. 74 and 44 Price-street, Toronto. Telephone 1099

TO RENT

Splendid Business Office on Melinda-street. No. 14 in World Building. Large widow, vault and steam heating. No water rates or taxes. Moderate rent. WORLD OFFICE

AWNINGS

Steamboat Drop Curtains, Tents, Window Shades, etc. W. G. BLACK & SON 111-2 Richmond-st. West Send for Samples Telephone 3055.

TRITICUMINA Whole-meal Bread.