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McMaster's \$194,599.98 Wholesale Bankrupt Stock in the Market at last.

have made for your benefit the most colossal purchase of moderate

SPOT CASH THE AMOUNT IT TOOK TO

The Sale of the GREAT McMASTER STOCK was one of the greatest ever held in this city, from the fact that:

It was the largest aggregation of high-class goods ever offered in one lot.

It was without exception the most carefully bought and best assorted stock to be found in Canada.

It was the stock of the McMasters. The McMasters were the most highly esteemed wholesalers in the Dominion. For sixty-three years they had been in active business, and in all that time had never allowed a note of theirs to be protested.

They were in the best possible position to buy to advantage, and their trade was with retailers who carried the finest class goods. Was it any wonder that when this stock They were in the best possible position to buy to advantage, and their trade was with retailers who carried the finest class goods. Was it any wonder that when this stock They were in the best possible position to buy to advantage, and their trade was with retailers who carried the finest class goods. Was it any wonder that when this stock They were in the best possible position to buy to advantage, and their trade was with retailers who carried the finest class goods. Was it any wonder that when this stock They were in the best possible position to buy to advantage, and their trade was with retailers who carried the finest class goods. Was it any wonder that when this stock They were in the best possible position to buy to advantage, and their trade was with retailers who carried the finest class goods. Was it any wonder that when this stock They were in the best possible position to buy to advantage, and their trade was with retailers who carried the finest class goods. Was it any wonder that when this stock They were in the best possible position to buy to advantage, and their trade was with retailers who carried the finest class goods. Was it any wonder that when this stock They were in the best possible position to buy to advantage, and their trade was with retailers the Dominion.

They were in the best possible position to buy to advantage, and their trade was with retailers to be position to buy to advantage, and their trade was w

WHAT was Mr. Cousineau's object in buying a stock of such magnitude, and what does he intend to do with it? Exactly as he did when he boug t the W. W. FARLEY stock eleven years ago. He then divided his profits with his customers, and from that time the BON MARCHE has been the favorite shopping place of the ladies of Toronto, and it is through their constant and liberal patronage that Mr. Cousineau stands to-day in the proud position of being the only Canadian retailer who had the pluck to put up a cheque for \$147,120.50.

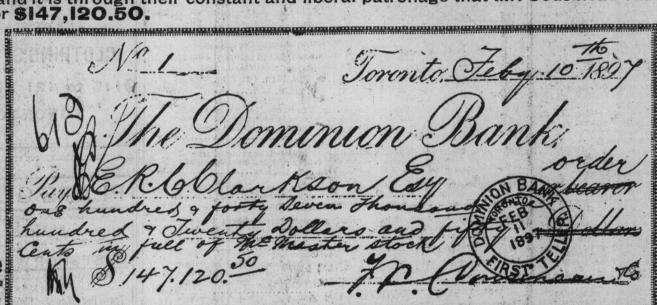
This is a

Fac-Simile of

the Cheque paid to

Mr. E. R. C. Clarkson

Assignee



For the

McMasters

Wholesale

Bankrupt Stock,

Front Street, Toronto

THERE'S MONEY IN THE MCMASTER STOCK FOR US, AND THERE'S MONEY IN THE MCMASTER STOCK FOR YOU.

Enquiries have been coming by dozens daily as to when we intend to begin selling this stock. Mr. Cousineau offers apologies for keeping the public in suspense, but there has been so much checking, marking, ticketing and general preparation that it was utterly impossible to commence sooner—and even now we are not ready.

ON MONDAY, TUESDAY AND WEDNESDAY NEXT WE'LL CLOSE THE BON MARCHE

and thus enable our staff to finish preparations. When we re-open our doors

ON THURSDAY MORNING AT 10 O'CLOCK

it will be to give you the very best opportunity you ever had of spending your money to the best possible advantage. McMasters' purchases for spring had arrived shortly before they suspended business, and you can buy here goods that you won't see in other stores for months to come, and

the prices you'll buy them at won't be matched in the city this season. The range of Colored Dress Goods is most complete; every shade, style and quality known to the trade was in the McMaster stock.

Black Dress Goods was one of their specialties, and you'll find here on Thursday morning a full representation of their stock. Silks, Velvets and Velveteens were better understood by McMasters than by any house in the trade.

Silks, Velvets and Velveteens were better understood by McMasters than by any house in the trade.

Silk, Satin and Velvet Ribbons offer unlimited selection; every color, width and quality that can possibly be wanted is here. Blankets, Comforters, Curtains and House-Silk, Satin and Velvet Ribbons offer unlimited selection; every color, width and quality that can possibly be wanted is here. Blankets, Comforters, Curtains and House-Silk, Satin and Velvet Ribbons offer unlimited selection; every color, width and quality that can possibly be wanted is here. Blankets, Comforters, Curtains and House-Silk, Satin and Velvet Ribbons offer unlimited selection; every color, width and quality that can possibly be wanted is here. Blankets, Comforters, Curtains and House-Silk, Satin and Velvet Ribbons offer unlimited selection; every color, width and quality that can possibly be wanted is here. Blankets, Comforters, Curtains and House-Silk, Satin and Velvet Ribbons offer unlimited selection; every color, width and quality that can possibly be wanted is here. Blankets, Comforters, Curtains and House-Silk, Satin and Velvet Ribbons offer unlimited selection; every color, width and quality that can possibly be wanted is here. Blankets, Comforters, Curtains and House-Silk, Satin and Velvet Ribbons of the color of the

such prices as we're going to sell them at. The crowd is sure to be great, so the earlier in the day you come the better chance you have of shopping in comfort.

THE 18" OF FEBRUAR REMEMBER THE DAY AND DATE: ENEXT THURSDAY, IT'S A CHANCE OF A LIFETIME. F. X. COUSINEAU & CO., 7 and 9 KING-STREET EAST, TORONTO

FIGHTING JOE IN MONTREAL.

Montreal, Feb. 12.—(Special.)—Joe Marin, ex-M.P., was in the city yesterday,
and appears to be in a very sore mind. He
says, however, he will not be a candidate
for the House of Commons.

It is understood that Major F. B. Hooper
and Capt. Costigan have forwarded their
resignations as officers of the Montreal
field Battery to headquarters. The reaions for the action are not made public.
The name of Capt. Oglivle of the Victoria
Rifles, who is now taking a course of intruction at Quebec, is mentioned in conmetric of the command of the
Sattery.

tery.

The Dominion Government has appointed to Caven emigration agent, and that itleman left last evening for Michigan, ere his field of labor is located. Mr. ven's appointment is looked upon with good deal of favor here, as he had aldy done good work in connection with immigration work of the Canadian Pace, Grand Trunk and Rock Island Railves.

ROBBING PETER TO PAY PAUL.

Their Official Literature Now.

It is becoming painfully apparent to Postmaster-General Mulock's political friends in the least particular wise of the post of the

TO IMPROVE THE SHANTIES.

Provincial Board and Lumber Camps Chairman Congratulatory on Health of the Province.

At yesterday morning's session of the Provincial Board of Health, the report of the Committee on Epidemics was considered. It was proposed to allow each man 500 cubic feet of breathing space in the Cottonades, Tickings, bunk rooms of the lumber camps. This is the outcome of reports about the many outbreaks of contagious disease in those quarters recently. Infected persons, it is quarters recently. Infected persons, it is also proposed, are to be placed in isolated houses built for the purpose, and the local health officer, who in such places is also police magistrate, is to procure a physician and a nurse at the expense of the lumber company. The idea is to prevent the disease from spreading into adjoining settlements. The proposal was adopted.

CHAIRMAN CONCRATULATORY

CHAIRMAN CONGRATULATORY.

The chairman, Dr. Macdonald, in his address in the afternoon, intimated that the general improvement in health in the province was due to the activity of the various Boards of Health. Not only had infectious diseases been brought under control, but conditions were being now properly understood, which would in time wholly prevent the appearance of such epidemics as typhoid, diphtheria and Asiatic cholera. Torouto itself attributed its infectious diseases to importation by the return of its citizens from the health resorts. Health officers were enjoined to take every precaution to isolate cases of tuberculosis and take preventive measures in every possible way. The disease, he said, was acquired hereditarlly, but its prevalence was, perhaps, more easily explained by infection. CHAIRMAN CONGRATULATORY

CANADIAN COMPANY.

1897-SPRING-1897.

Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Crinkles,

Cotton Blankets, Angolas, Yarns, etc.

Wholesale Trade Only Supplied. D. Morrice, Sons & Co. AGENTS, Montreal and Toronto



Why wait? -until illness compels your

resorting to COTTAM'S Seed for your bird. It costs no more than the poorest, and is the only brand representin a lifetime in the aviary. NOTICE "BART COTTAM & CO., LONNOTICE "BART COTTAM & CO., LONDON," on label. Contents sell
separately for 25c. (BIRD BREAD, 10cPerch Holder, 8c.—Seed, 10c.) With CorTAM's Seed you pay only 10c. for 25c worth.
Manufactured under six natents, Sold
everywhere. Read Cottam's illustrated Bird
Book, 96 pages—post free 25c.

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PUBLIC OFFICE.

Long Distance Lines.

METALLIC CIRCUITS, SOUND-PROOF CABINETS

NERVOUS DEBILITY.

CANADA PERMANENT LOAN & SAVINGS

COMPANY. The Forty-second Annual GENERAL MEETING of Shareholders will be held at the Company's Office, Toronto-street, Toronto, on Monday, the Fifteenth Day of February. At 12 o'clock, noon, when the usual Financial Statement will be submitted, and an election of Directors will be held.

By order, GEO. H. SMITH, Secretary.

Loan and Savings Co.

Toronto, Canada, 5th February, 1897.

Notice is hereby given that the thirtyfourth annual general meeting of the sharethe company's offices, No. 76 Churchstreet, Toronto, on Monday, the 15th day of February next, at 11 o'clock a.m., to re-ceive the annual financial report, for the purpose of electing directors to serve for the ensuing year, and for all other general purposes relating to the management of

T HE LADY MANAGERS OF THE Boys' Home, 339 George-street, pur-pose holding their annual meeting this year in the Y.W.C.A. rooms, 18 Blm-street, on Monday, Feb. 22, at 3 p.m. All friends of the institute are cordishly invited to be K. S. SCOTT, Secretary

Offices to Let.

A. M. CAMPBELL.

Late of New York City

THE "GUINEAS"

ARE BOUGHT

doubted quality of the new Spring materials.

A Point of Great Importance

We received a cable yesterday from Mr. Score, who is now

in Great Britain, stating he has been singularly fortunate in

securing Trouserings absolutely worth and sold for \$8 and

\$9 a pair, but which we will utilize for our Guineas (\$5.25

spot cash). It is only by being right in the factories and

having unlimited buying facilities that such an extraordin-

arily rare purchase has been made. Popular though the

Guineas have been, their fame will be increased by the un-

Score's Guinea Trousers are made by skilled hands, who take a pride in producing workmanship that has no equal.

TORONTO.

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