

WHAT SHALL WE WEAR?

STYLES THAT FIND FAVOR IN THE WORLD OF FASHION. Careful and becoming choice, designed especially for youthful wearers...



THE CHECK IN LEATHER MIXTURE, trimmed with fancy gimp piping, is close fitting at the back and loose in front, where it is confined to the waist by a belt under the independent fronts that simulate sleeves...

Our cut depicts a handsome and striking house toilet for afternoon wear. The high pointed bodice and shamed panels are in harmonious red, Bengalia silk, strewn with flowers...

SILVER ORNAMENTS. Silver ornaments for gowns seem to be coming the rage. They are put on side pockets, revers and cuffs, or wherever they can be brought into use...

Only believe half of what you hear that goes near you; only believe half of what you hear that little people do.

Castell, Massey & Co. of Montreal, is recognized as the leading manufacturer of the finest quality of... R. I. JONES, Printer.

PHYSIOLOGY AND HYGIENE

Light in the sick room—Health Statistics of Two Great Cities. The sick room in private homes is generally best darkened, in spite of much sanitary teaching to the contrary...

Births in New York and London. Some interesting statistics in regard to health in the two great cities of New York and London are summarized as follows by The Medical and Surgical Journal...

One Thing and Another. A clear, vivid complexion is the sign and result of daily bathing, outdoor exercise and plain, healthful food.

Calling Customs That Have Become Established By Good Usage. According to the social etiquette of New York, a hostess must pay a visit to each of her proposed guests...

Small Points. A recent once preached a whole sermon on etiquette for a housekeeper in one sentence.

THE POLSON IRON WORKS CO. of Toronto (Limited). Manufacturers of Brown AUTOMATIC ENGINES from 20 to 1000 horse-power...

CONVULSION IN PETERSBURG

(With Apologies to Mr. Howells). "Now, you Bob Simpson?" "What is doing?" "Oh, you know very well."

A Great Danger Menaces the Church. Well, the mission of this journal this week being to curb the rich and raise the poor, it cannot shake hands with a church that considers the poor man's enjoyment of his pipe a sin...

Don't carry a pocket-book in your hand. Don't carry a pocket-book in a very loose pocket which hangs away from the person.

Don't forget that you are just as likely as anybody else to be a victim of pickpockets. Boston Transcript.

Don't carry a pocket-book in your hand. Don't carry a pocket-book in a very loose pocket which hangs away from the person.

Don't forget that you are just as likely as anybody else to be a victim of pickpockets. Boston Transcript.

SEALYON ABOUSED

The history of the general practitioners of medicine in Toronto has been around by the means of the advertising specialties, and is the sole reason why they take the negative side of the question...

Immense Stock of CHRISTMAS GOODS AT RIGHT PRICES. Open till 10 p.m. this week. J. L. LIPPE & CO., 585-591 QUEEN ST. WEST. Telephone 1195.

A HOME COMPANY AUTHORIZED Capital: \$2,000,000. THE MANUFACTURERS LIFE Insurance Co. Head Office: Toronto.

WE WILL OFFER SPECIAL INDUCEMENTS During this month TO CASH PURCHASERS. To clear out our stock of Ladies' and Men's Fine Furs. Call and see us before you buy J. & J. LUGSDIN, Manufacturing Furriers, 10 & 12 ALICE STREET, 248.

KEITH'S IMPROVED DESIGN. Universally used. Full assortment. Rock bottom prices. Discount to clubs. Our stock comprises Red Hones, Blue Hones and Blue Hones and with our extra strong Hones cannot be beaten for style, finish and price. Inspectors invited. Write for quotations. KEITH & FITZSIMONS, 100 King-st. west, Toronto.

Stationary and Marine Boilers. Steam Locomotives and Tractors. \$500 000 to loan on Mortgage—small rates of interest and terms of repayment—No Valuation Necessary. HON. FRANK SMITH, JAMES MASON, 125-127 Front Street East, Toronto.

F-L-A-T TO RENT. With POWER SUITABLE FOR Manufacturing, Printing, etc. FIRST FLOOR, WORLD BUILDING, Melinda-street. Any amount of space desired.

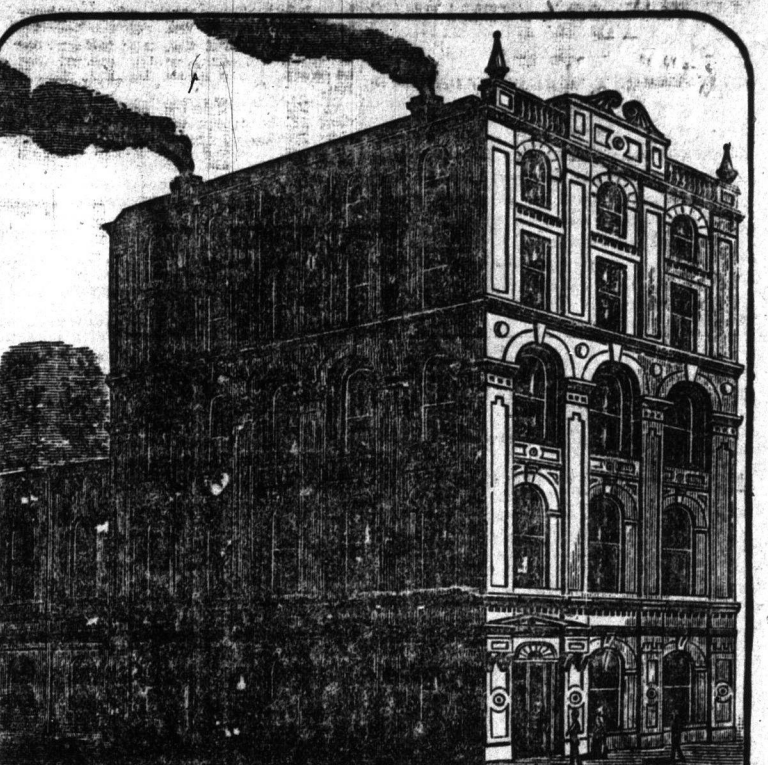
Trusts Corporation of Ontario. CAPITAL: \$1,000,000. OFFICES AND VAULTS 23 TORONTO STREET. President: HON. J. C. ALLEN, P.C. Vice-President: HON. S. F. J. CARSWELL, M.P. Manager: A. K. HUNTER.

PERKINS Photographer. 293 YONGE STREET. DIXON THE PHOTOGRAPHER. FINEST PHOTOS IN CANADA. W. H. STONE, UNDERTAKER, 401 & 414 QUEEN STREET WEST.

FURNITURE. Bed-room Suite. In Walnut and Oak, with Cheval Glass. J. & J. L. O'Malley, 160 Queen-st. west. TELEPHONE 1037. 40

TORONTO POSTAL GUIDE DURING the month of December, 1907, units closed and are as follows: CLOS. DEC. G.T.R. FARE... 0.00 7.00 7.45 10.20

'HARRIS' BOYS OR SELLS BOTTLES. Pickle or Mustard Jars, etc. LONDON GUARANTEE AND ACCIDENT COMPANY. (LIMITED). The only British Guarantee and Accident Company in America. A. V. MCCORD, Resident Secretary, No. 72 King-street east, Toronto, Ontario.



THE TORONTO GENERAL TRUSTS CO. AND SAFE DEPOSIT VAULTS. TEMPORARY OFFICES: 27 WELINGTON-STREET EAST. CAPITAL: \$1,000,000. DIRECTORS: President—HON. EDWARD BLAKE, LL.D., Q.C., M.P. Vice-President—E. A. MEREDITH, Esq., LL.D.

NORTH AMERICAN LIFE ASSURANCE CO. INCORPORATED BY SPECIAL ACT OF DOMINION PARLIAMENT. HEAD OFFICE, TORONTO, ONTARIO. A CANADIAN INSTITUTION, which has made the greatest progress of any Home Company during the same period of its existence.

WATERPROOF - CLOTHING. We are showing samples of many leading lines in MEN'S & LADIES' GARMENTS For the Spring trade, including the latest Novelties for Ladies' Wear. CLOSE PRICES. SAMSON, KENNEDY & CO., 44, 46 & 48 Scott-street, Toronto. 15, 17 & 19 Colborne-street, Toronto. 25 Old Change, London, England.

THE BOILER INSPECTION AND INSURANCE CO. OF CANADA. SUBSCRIBED CAPITAL \$100,100. STR. ALEXANDER CAMPBELL, K.C.M.G. (Lieut. Governor of Ontario), President. JOHN L. BLAIR, Esq., Vice-President.

M. V. Lubon's Specific No. 8. A POSITIVE CURE. A PAINLESS CURE. THIS PATENT AGE OF NEW INVENTION CURES DISEASES OF MAN! M. V. Lubon's Specific No. 8. The great Health Restorer, Marvel of Healing and Knowledge of Medicines.