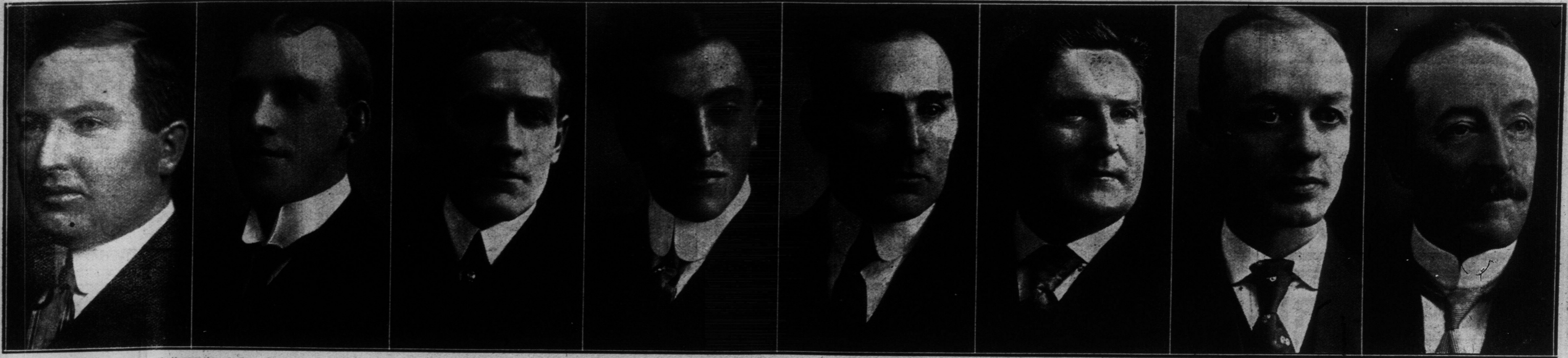


EXECUTIVE COMMITTEE OF THE ROYAL CANADIAN BICYCLE CLUB FOR 1910, AS RECENTLY INSTALLED.

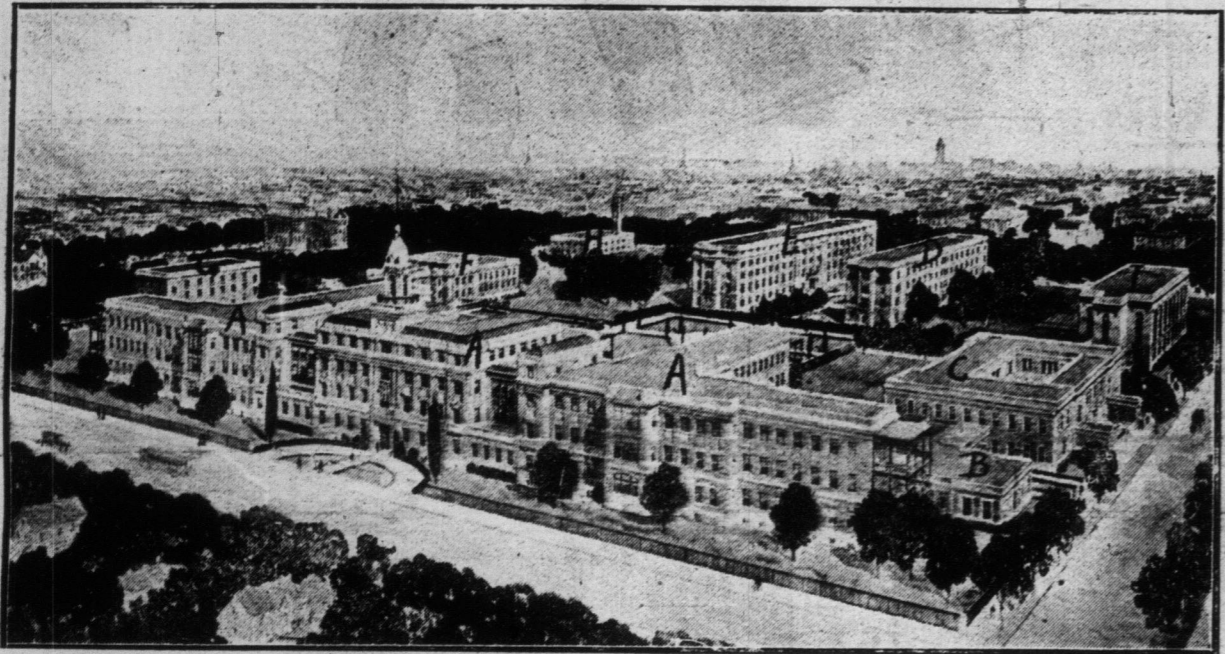


From left to right: W. Hunter, financial secretary; F. B. Culliton, president; D. Logan, secretary of executive; N. J. White, recording secretary; Alfred Capps, past pres.; Walt Dixon, treas.; M. MacFarlane, chairman amuse., com.; Frank M. Johnston, vice-pres.

HOW TRAINING AND A COURAGEOUS SPIRIT WILL MAKE A MAN BRAVE THE RIGORS OF ZERO WEATHER FOR A PLUNGE IN THE BLUE.



T. W. Sheffield, the noted swimmer and author of a book on swimming, taking a dip in Lake Ontario a few days ago at Oakville. Banks of ice are to be seen on the shore behind the group. Mr. Sheffield, after coming out had a good "rub down" and said he never felt better in his life.

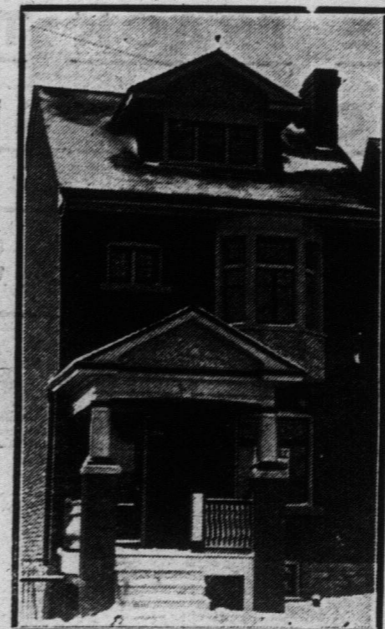


PROPOSED LAYOUT OF NEW \$2,500,000 HOSPITAL, COLLEGE STREET.

General view of Toronto's handsome new General Hospital, as it will appear when completed. A.—Main building, fronting College-street. B.—Emergency hospital. C.—Out-patient department. D.—Building for private and semi-private patients. E.—Nurses' home. F.—Burnside building for obstetrical cases. G.—Servants' hall. H.—Power house. I.—Pathological building.



Leueila Temple, with the "Empire Burlesquers," at the Star this week.



For Sale

Special Bargain Price \$3400 only \$400 Cash Balance 5 1/2 per cent.

J. A. GODDARD 58 Richmond West 172 Dundas.

W. A. Murray & Co. Limited

57 Years' Growth in Merchandising

New Spring Wash Materials

All these lovely new materials are now arriving every day, and never was there such a wide assortment to choose from, all reliable, serviceable and dependable qualities, in new designs and colors.

300 pieces of new Zephyrs, Chambrays, Ginghams, Prints, Maid's Cloths, Nurses' Uniforms, etc.

300 pieces of real Irish Printed Dimity.

100 different styles of cotton and silk evening wear materials in the most stylish effects and lovely colors.

An extensive assortment of all the newest fabrics for Spring and Summer wear, in single and double widths. Cotton and Silk and all cotton suiting materials. Thousands of styles in all white, mercerized and plain vestings, waistings and suitings.

Now is the time to make your choice.

A NECESSITY IN THE NURSERY

THE soft, delicate, satiny skin of baby demands a talc powder of superlative purity. Cheap and inferior preparations won't do. The chance is too great even for a grown person. Special elaborate care is given to the blending of

IDEAL ORCHID

TALCUM POWDER

which makes it particularly safe and pleasant for the nursery. Being composed of pure, sanative ingredients, it softens the skin and keeps it in good healthy condition. Both the powder and its refreshing perfume are antiseptic. Ideal Orchid is a perfect powder for men and women of refined taste.

At your druggists, 25c.

SOVEREIGN PERFUMES, LIMITED, TORONTO.

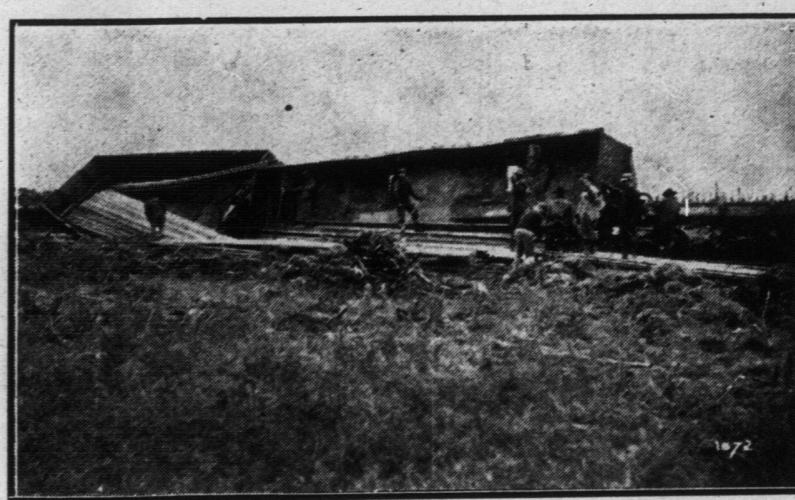


READY FOR THE START-OFF.

Winter girls about to take the "dips" on local toboggan slide.

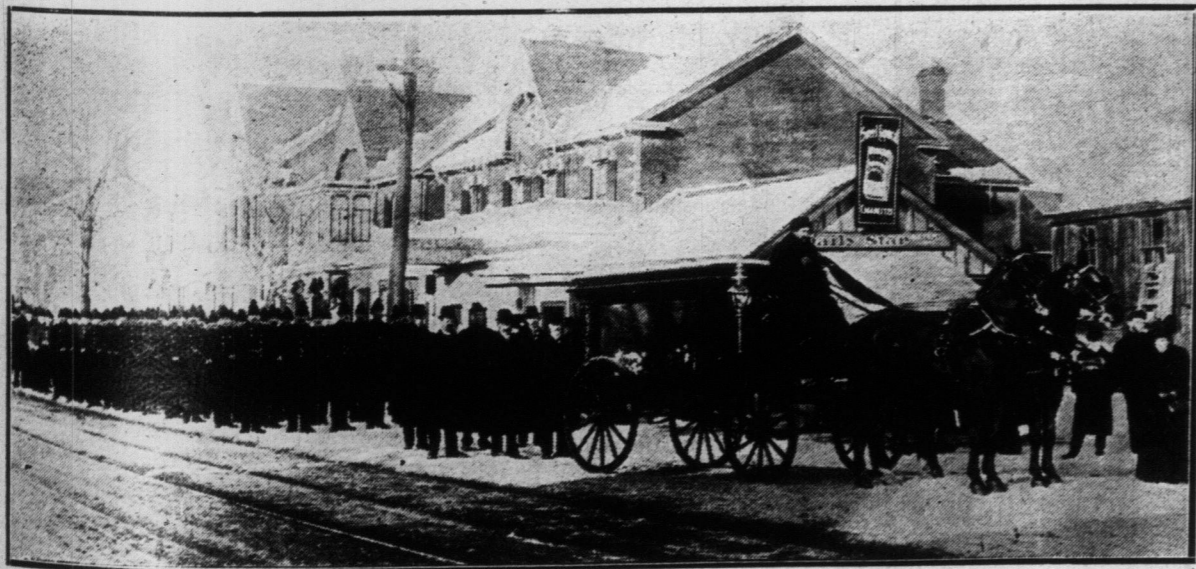


Scene from the "Gay Masqueraders," at the Gayety this week.



RESULT OF AN OPEN SWITCH.

Two cars of sheet steel upset by accident, near Cochrane, Ont.



PAYING TRIBUTE TO FELLOW OFFICER.

Funeral procession of the late James Hogg. Mr. Hogg was a valued member of the Toronto Police Force. About ninety police officers in uniform attended the funeral in a body.



SKIING PARTY HOLDING HIGH CARNIVAL.

Boys on Riverdale Park enjoying the rather hazardous sport the skis afford.

The Keeley Institute, at 1253 Dundas-street, is the only place in Ontario or Eastern Canada where the genuine Keeley remedies are administered.

The only authorized Keeley Institutes for the cure of alcoholic and drug addictions are situated as follows:

- Atlanta, Ga.
- Birmingham, Ala.
- Boulder, Colo.
- Buffalo, N. Y.
- Carson City, Neva.
- Charlestown, Ind.
- Columbus, O.
- Columbia, S. C.
- Crab Orchard, Ky.
- Dallas, Texas.
- Des Moines, Ia.
- Detroit, Mich.
- Dwight, Ill.
- Fargo, North Dak.
- Grand Rapids, Mich.
- Harrisburg, Pa.
- Hot Springs, Ark.
- Kansas City, Mo.
- Lexington, Mass.
- Los Angeles, Cal.
- San Francisco, Cal.
- Seattle, Wash.
- Sioux Falls, S. D.
- St. Louis, Mo.
- Toronto, Ont.
- Washington, D. C.
- Wankesho, Wis.
- West Haven, Conn.
- White Plains, N. Y.
- Winnipeg, Man.
- Marion, Ind.
- New Orleans, La.
- North Conway, N. H.
- Omaha, Neb.
- Philadelphia, Pa.
- Portland, Me.
- Portland, Ore.
- Providence, R. I.
- Richmond, Va.
- Salt Lake, Uta.

THE KEELEY INSTITUTE, 1253 DUNDAS STREET, Toronto, Ont. Established 29 Years. Literature on Request. Over 400,000 Cured.

No Inside.

The Lady—Goodness. Two panes of the glass smashed, you awkward lout.

The Lady—I didn't tell you to break them.

The Boy—You told me to wash the inside and I busted three of them before I discovered that they are glass orders.