8 DAYS' RED LETTER SALE AT THE BON MARCHE

WITH DOUBLE TRADING STAMPS ON EVERY PURCHASE.

We make this generous offer notwithstanding the enormous reductions on our entire stock. This will enable collectors to fill their books in half the time usually occupied. We positively retire from business in six weeks more. Bargain seekers will find here bargains that are simply irresistible.

NOTE BELOW A FEW OF THE MANY BARGAINS TO BE OFFERED. SALE COMMENCES ON FRIDAY MORNING AT 9 O'CLOCK SHARP.

3500 Ladies' Cambric and Muslin Shirt Waists, reduced as follows:
At 39c regular 75c.
At 50c regular $1.00.

213 pieces Plain and Fancy Colored Dress Goods:
At 15c regular 25c.
At 25c regular 40c.
At 35c regular 50c.
At 50c regular 75c.

300 pairs Fine Lace Curtains, as follows:
At 50c regular 75c.
At 65c regular 90c.
At $1.00 regular $1.50.
At $1.50 regular $2.25.

Cream and Bleached Table Linens:
60-inch was 40c now 25c.
60-inch was 50c now 35c.
62-inch was 75c now 50c.
66-inch was 90c now 59c.

24-inch Black Duchesse Satins:
At 50c regular 75c.
At 75c regular $1.25.
At $1.00 regular $1.50.
At $1.25 regular $2.00.

Ladies' Navy Blue and Black Duck Skirts:
At $1.25 regular $2.00.
Ladies' White Pique Skirts, latest style:
At $1.00 regular $2.00.

Ladies' Up-to-date Silk Blouses:
At $1.75 regular $3.00.
At $2.75 regular $4.00.
At $4.00 regular $7.00.

333 pieces Plain and Fancy Black Dress Goods:
At 25c regular 40c.
At 38c regular 75c.
At 45c regular 80c.
At 75c regular $1.25.

900 yards Beautiful Flowered Damask Furniture Covering, regular price was $1.00, now clearing at ..... .50

Linen Napkins:
At 88c dozen regular $1.25.
At $1.35 dozen regular $2.00.
At $2.00 dozen regular $3.50.
At $2.75 dozen regular $5.00.

3 Specials in Rich Black Brocade Pure Heavy Silks:
At 75c regular $1.50.
At $1.00 regular $2.00.
At $1.25 regular $2.50.

50 dozen Large Striped Bath Towels:
At 10c regular 15c.
100 dozen Pure Linen Bedroom Towels, hemmed and fringed:
At 12c regular 18c.

Ladies' Plain and Fancy Black Dress Skirts:
At $1.50 regular $2.50.
At $2.50 regular $4.00.
At $4.00 regular $7.00.
At $5.00 regular $8.00.

1500 yards Fancy Shot, Check, Plaid and Striped Pure Silk Ribbons, regular 40c and 50c, all reduced to ..... .15

444 Pairs Ladies' Corsets, on sale as follows:
At 35c regular 50c.
At 44c regular 75c.
At 69c regular $1.00.
At 75c regular $1.25.

White Crochet Quilts:
9-4 at 59c worth 75c.
10-4 at 75c worth $1.00.
White Satin Quilts:
10-4 at $1.25 worth $2.00.
11-4 at $1.65 worth $2.50.

750 yards Plain and Brocaded China Silks, regular 25c, 30c and 35c, all now on sale at.. .15

3000 yards of those Lovely Roman Satins, equal to silk, in all colors, retains gloss after washing, regular 35c, special at ..... .20

Ladies' Summer Undervests, reduced as follows:
At 5c regular 8c.
At 10c regular 15c.
At 15c regular 25c.
At 20c regular 30c.
At 25c regular 35c.

Ladies' Umbrellas, best Paragon frame, handsome handles, reduced as follows:
At 75c regular $1.25.
At $1.00 regular $2.00.
At $2.00 regular $3.00.

$5,000 worth of Ladies' White Underwear, Night Dresses, Chemises, Drawers, &c., &c., clearing at HALF PRICE.

40-inch Plain Black Sateen, regular 40c for ..... .20
32-inch Navy English Prints in Figures, Spots and Stripes, reduced to ..... .10
28-inch White Piques, regular 20c, Friday ..... .15

27-inch Beautiful Heavy Quality of India Silks. These Silks are well worth 60c, special on Friday .35

$7,500 worth of Ladies', Misses' and Children's Hosiery and Gloves will be sacrificed at .65 on the Dollar.

COME TO-MORROW AND SECURE SOME OF THE BARGAINS.

F. X. COUSINEAU & CO. WE GIVE 1 in 10 TRADING STAMPS 7 and 9 King St. E., Toronto.

EVERYBODY IS VISITING IT.

The Bewildering Exhibition and the Music on Yonge-Street Attracted Attention.

THE NEW "SLATER SHOE STORE."

Mr. Henry Martin Tells The World How This Business is Booming as It is To-Day.

Music and brightness marked the opening of the new "Slater Shoe Store," at 123 Yonge-street, last night. The bewildering exhibition and the music attracted much attention and has caused a great deal of comment. But, as one spectator was heard to remark: "Who ever heard of the 'The Slater Shoe' people doing anything by halves?"

A reporter met Mr. Henry Martin, the advertising manager of the firm that makes this famous shoe, he having come up from Montreal to assist at the opening.

From him it was learned that "The Slater Shoe," branded with the name and price, had only been on the market about three years. Before that the makers were making all kinds of shoes, just as other manufacturers are doing to-day.

When the "Slater Shoe" was brought out all other kinds were dropped, and only the men's fine shoes, now so familiar, were made.

How It Was Done.

"It would be interesting to know," said the reporter, "how you have succeeded in establishing such a big trade in such a short time."

"First, because we specialized our product, making only Goodyear welted 'Slater Shoes' for men, and made them as good as they ought to be, for the trade we're after. Then we told the consumer about our shoes in bright, intelligent advertising in the newspapers, using space in them liberally.

"We built a demand with the wearer, and there was anxiety on the part of the dealer to get them to sell, even though the profit on them is not so large as on some other Canadian or American goods.

As Everybody Knows.

"'The Slater Shoe' is stamped on the soles with the makers' name and price, with their slate frame trademark, thus protecting the wearer, who need not take anyone's word for its value.

"Naturally, the consumer liked the shoes, otherwise he would have stopped wearing them, and our trade would have died off in a few months."

"Which means 'The Slater' must be better than most other shoes on the market," suggested the reporter.

"Not only that, but the price stamped on the sole is a guarantee from the makers that the price is no more than it ought to be."

The Cost Lessened.

"How do you make 'The Slater Shoe' better than other shoes?"

"Because our system of selling and making lessens the cost. For instance, formerly we had to carry a large stock and sell on long dating. Now we make to order only, and sell at 30 days. Our accounts are limited to 200, when they were formerly four times that amount. This reduces traveling and office expenses, while bad debts are practically unknown to us. These differences more than pay for our advertising."

"Did advertising accomplish all this?"

"Most business men are satisfied that advertising creates the demand, but of course the standard of the goods must be kept up, and the claims made in advertising must be carried out in every respect."

"The 'Slater Shoe' is being taken over by a stock company, is it not?" asked the scribe.

"Yes, capitalized at $200,000.00, and $175,000.00 of this amount was subscribed within a week after the charter was applied for."

This is pretty good evidence that it is "a good thing" from an investment point of view. Mr. J. J. Westgate, vice-president, and Mr. R. M. Smith, one of the directors of the new company, were also in the city to attend the opening.

The New Store.

A word must be said about the new store, which was visited by thousands yesterday. To be appreciated it must be seen, as it is without doubt the neatest little shoe store in the city. It has been shelved with an eye to capacity, and its stock comprises thousands of pairs.

The mirror and electric light combination on the south side is disposed in the most pleasing manner, while the rest of the fittings are in keeping with the store itself.

This makes the fifth "Slater Shoe Store" in Canada. Two are in this city, two in Montreal, and one in Ottawa, and Mr. Martin says they are only just commencing.

KILLED WHILE DRUNK.

Two British Columbia Men Lay Down on the Track to Sleep and the Train Did It.

Cranbrook, B.C., Herald: Two men named James Stewart and Michael J. Redmond, employed as laborers on the road at Moyelle, met with a sudden and painless death at 1.30 Sunday morning. The men had been drinking heavily all evening at Moyie, and about 12 o'clock started for their boarding car, which is located at Moyelle. They reached the track, and walked only a short distance, when they lay down in a drunken stupor in the centre of the track, with their heads resting on the rail, where they were struck by the east-bound train that passed at 12.20. The bodies were found about half an hour after the train had passed, about 80 yards apart. Redmond's head was crushed to a pulp, while Stewart's head was almost severed from his body.

A Work for the Home.

The first object accomplished in the publication and distribution of the masterpieces of the world's literature has been to furnish to householders a treasure of the best and most entertaining reading of all ages and nations, and the guiding principle in making a selection has been that it is representative, that it is pure, and that it is readable.

The present distribution of the work by our contemporary, The Mail and Empire, is the literary success of the season.

Write Mail and Empire Library Club, Mail Building, Toronto.

Did you ever pause to consider as to whether there might not possibly be a "screw loose" somewhere in your tea purchases, or, as a matter of fact, several loose screws? Perhaps you have been buying bulk tea, or been getting some "so called" just as good substitute. Then, you wonder how it is that your tea is so irregular in quality and of such varied flavors. Watch closely for the name "Salada" Ceylon Tea on every sealed lead packet, and you will get satisfaction unbounded.

Veteran Agent Ill.

Mr. Frederick Upton, agent for the Street Railway at the Union Station, who is well known to the traveling public, is lying at his home, 320 Berkeley-street, suffering from blood poisoning. Yesterday he was reported a little better, and his friends hope to see him again at his old post within a short time.

Cook's Cotton Root Compound.
Is successfully used monthly by over 10,000 Ladies. Safe, effectual. Ladies ask your druggist for Cook's Cotton Root Compound. Take no other, as all Mixtures, pills and imitations are dangerous. Price, No. 1, $1 per box, No. 2, 10 degrees stronger, $3 per box. No. 1 or 2, mailed on receipt of price and two 3-cent stamps. The Cook Company Windsor, Ont. Nos. 1 and 2 sold and recommended by all responsible Druggists in Canada.

Sold in Toronto by all Wholesale and Retail Druggists.

DIVIDENDS.

Western Canada Loan and Savings Company

Seventy-Second Half Yearly Dividend.

Notice is hereby given that a dividend at the rate of six (6) per cent. per annum for the six months ending 30th of June, 1899, has been declared on the paid-up capital stock, and that the same will be payable at the offices of the company, No. 76 Church-street, Toronto, on and after Monday, the 3rd day of July, 1899.

The Transfer Books will be closed from the 15th to the 30th day of June, 1899, inclusive.

WALTER S. LEE, Man. Director.
Toronto, May 30, 1899. 4

The British Canadian Loan & Investment Co.
(LIMITED.)
DIVIDEND NO. 43.

Notice is hereby given that a dividend at the rate of five per cent. per annum on the paid-up capital of the Company for the half-year ending 30th June, 1899, has this day been declared, and that the same will be payable on the 3rd day of July next.

The transfer books will be closed from the 22nd to the 30th proximo, both days inclusive.

By order of the Directors.
B. H. TOMLINSON, Manager.
Toronto, May 30, 1899. 4

LOANS
On Improved Property in sums of $500 or over.
Apply to B. MORTON, Manager
Real Estate Loan Company of Canada, Limited.
204 **2 Toronto Street.**

The Offices in the Dominion Bank Building
Corner of King and Yonge Streets
Formerly occupied by the Grand Trunk Railway are to rent for a term of years. 246

Are You Going to Move?
THE VERRAL TRANSFER CO'.S
MAMMOTH MOVING VANS
ARE THE BEST.
Low rates and experienced men. Telephone 969 or 683.
Offices—Union Station and 67 Yonge Street.

Poincaire Asked to Form a Cabinet.

Paris, June 14.—President Loubet received M. Poincare this morning, for the purpose of entrusting him with the task of forming a new Cabinet. M. Poincaire asked delay until to-morrow in order to consult his friends.

Kipling Sails for Europe.

New York, June 14.—Mr. and Mrs. Rudyard Kipling sailed for Europe to-day on the Teutonic.

INLAND NAVIGATION.

Family Book Tickets
Niagara River Line $10 00
St. Catharines Line 5 00
Hamilton Line 5 00
Tickets to Niagara Falls, Buffalo, New York, and all American points.
S. J. SHARP, 80 Yonge Street.

LORNE PARK AND OAKVILLE
STEAMER WHITE STAR
Will leave Geddes' Wharf for Oakville daily at 5 p.m. from May 29 to June 9 (excepting Saturday, June 3).
Saturday, June 3, and on and after June 9, three trips daily for Oakville—at 9.30 a.m., 2 p.m., 8.15 p.m., calling at Lorne Park on the 2 p.m. trip.
After June 29 steamer will call at Lorne Park on the 9.30 a.m. and 2 p.m. trips.
Lowest rates to picnic and excursion parties. Tickets, including book tickets, and all information regarding excursion rates, etc., from company's agent, C. G. AKMS, 40 Yonge-street. 'Phone 2217.

Montreal $10
And Return....
Single $6.00 for May and June, including meals and berth.
SPECIAL.
Tuesday and Saturday at 2.30 p.m
PER FAVORITE STEAMERS
PERSIA AND OCEAN.
Apply to BARLOW CUMBERLAND, 72 Yonge-street; ROBINSON & HEATH, 69½ Yonge-street; A. F. WEBSTER, corner King and Yonge-streets; R. M. MELVILLE, Adelaide-street, or W. A. GEDDES, on wharf. 45

BOOK TICKETS.
Niagara Navigation Co.
Chicora, - Chippewa, - Corona.
ON SALE
R. M. MELVILLE
Opposite Post Office. 246

Richelieu and Ontario Navigation Company
Steamers leave Toronto daily, (Sunday's excepted), at 2.30 p.m. for
Thousand Islands, Rapids, Montreal, Quebec and the Saguenay.
Special low rates by steamers Hamilton and Algerian leaving Toronto respectively on Mondays and Thursdays at 6 p.m. for Bay of Quinte, Montreal and way ports. For tickets, staterooms, etc., apply to 308. F. DOLAN, Agent, 2 King-street east, and for freight to D. MILLOY & CO., Yonge-street Wharf (east side). 246

Midland & Jones
General Insurance Agents and Brokers.
Established 1880. 24
Money to Loan
At 4 per cent. on Central Business Property
Tel. 1097 Office—Mail Building, Toronto

INLAND NAVIGATION.

TORONTO - ST. CATHARINES LINE
Steamers Lakeside and Lincoln
COMMENCING JUNE 12th.
Leave Yonge-street Wharf (east side), Monday, Tuesday, Thursday, Friday, 8 a.m., 2 p.m., 6 p.m.
Wednesday and Saturday, 8 a.m., 2 p.m., 3.15 p.m., 10.30 p.m.
Tickets at company's office on dock, 'Phone 2553, or at A. F. Webster's, agent, corner King and Yonge-streets. 'Phone 202.
Book tickets, 10 round trips, $5.

NIAGARA RIVER LINE
FOUR TRIPS.
ON AND AFTER THURSDAY, JUNE 1st
Steamers Chicora and Corona
will leave Yonge-street wharf (east side) daily (except Sunday) at
7 a.m., 11 a.m., 2 p.m. and 4.45 p.m.,
for Niagara, Lewiston and Queenston, connecting with New York Central and Hudson River R.R., Michigan Central R.R., and Niagara Falls Park and River R.R.
ed JOHN FOY, Manager.

STR. CARDEN CITY
Every Thursday at 5 p.m.
For PORT HOPE, COBOURG and LAKEPORT, and
Every Friday at 5 p.m.
For WHITBY, OSHAWA, BOWMANVILLE and NEWCASTLE.
Every Saturday Afternoon, Excursions 2 p.m. for Whitby, Oshawa, Bowmanville. Return fare 50c.
Tickets for sale at all the leading ticket offices, and at office on Geddes' Wharf, west side of Yonge-St. Tel. 2947.

Book Tickets
$10.00
NIAGARA LINE.
$5.00
St. Catharines Line
A. F. WEBSTER, Agent.
N.E. Corner King and Yonge Sts.

STEAMER CAMBRIA.
The favorite palace steamer CAMBRIA, 1000 tons burden, lighted by electricity, will be available to excursionists of Sunday schools, lodges, moonlights, etc. A call from your committee will receive prompt attention. The Cambria later in the season will make two trips a week from Toronto to 1000 Islands, as last season. For information apply to E. B. THOMPSON & CO., 38 Yonge-street, 'phone 270; A. B. DAVISON, 47 Scott-st.; G. L. PALMER, Mgr., Milloy's Wharf, Yonge-street. ed

BOOK TICKETS
NIAGARA FAMILY BOOKS
20 ROUND TRIPS $10
BARLOW CUMBERLAND
72 Yonge Street.

GRIMSBY PARK and JORDAN BEACH
Steamer TYMON leaves Milloy's Wharf daily at 10 a.m. and 8.15 p.m., excepting Saturdays at 2 p.m. Two steamers for picnic parties. For excursion rates—office on wharf, or A. B. DAVISON, 47 Scott-street. Saturday Afternoon Excursions at 2 p.m.; return fare 50c. ed

PASSENGER TRAFFIC.

Atlantic Transport Line.
New York and London Direct
SAILINGS WEEKLY
Marquette ..... June 17th
R. M. MELVILLE,
General Passenger Agent, 40 Toronto St.

Newfoundland.
The quickest, safest and best passenger and freight route to all parts of Newfoundland is via
THE NEWFOUNDLAND RAILWAY
Only Six Hours at Sea.
STEAMER BRUCE leaves North Sydney every Tuesday, Thursday and Saturday night, on arrival of the I.C.R. express connecting at Port-au-Basque with the NEWFOUNDLAND RAILWAY.
Trains leave St. John's, Nfld., every Tuesday, Thursday and Saturday afternoon at 5 o'clock, connecting with the I.C.R. express at North Sydney every Tuesday, Thursday and Saturday morning.
Through tickets issued, and freight rates quoted to all stations on the I.C.R., C.P.R., G.T.R. and D.A.R.
R. G. REID, St. John's, Nfld

GRAND TRUNK RAILWAY SYSTEM
SPECIAL NOTICE
ON SATURDAY, JUNE 17th, 1899
A Special Passenger Train will leave Toronto Union Station at 11.20 a.m., Parkdale 11.40 a.m., for
Muskoka Wharf,
Connecting at Muskoka Wharf with steamers of Muskoka Navigation Company for points on the Muskoka Lakes.
REGULAR MUSKOKA SERVICE will go into effect MONDAY, JUNE 19TH, with connection at Allandale for Penetang (daily except Sunday), and for Collingwood Tuesdays, Thursdays and Saturdays.
A SPECIAL PASSENGER TRAIN for Jackson's Point will leave Toronto Saturday, 17th inst., 1.45 p.m.; returning will leave Jackson's Point Monday, June 19th, at 8.30 a.m., for Toronto and will run each Saturday and Monday.
Full particulars and tickets at No. 2 King-street West, corner Yonge-street, and Union Station.
J. W. RYDER, C. P. and T. A., Toronto.
M. C. DICKSON, District Passenger Agent.

CANADIAN PACIFIC
Imperial Limited
Commencing June 18th the "Imperial Limited" will leave Toronto at 1 p.m. for Manitoba, Canadian North-west, Kootenay and Pacific Coast points, arriving Vancouver, B.C., at 1.15 p.m. four days later.
This train will run daily, Sundays included.
C. E. McPHERSON, A.G.P.A., 1 King Street East, Toronto.

PASSENGER TRAFFIC.

White Star Line
New York to Liverpool via Queenstown:
Britannic ..... June 7 noon
Teutonic ..... " 14 —
Germanic ..... " 21 —
Majestic ..... " 28 —
Second cabin on Majestic and Teutonic only.
CHARLES A. PIPON, General Agent for Ontario, 8 King-street East, Toronto.

OCEAN TRAVEL
VIA
ELDER, DEMPSTER & CO.'S LINES
Beaver Line to Liverpool
Dominion Line to London and Bristol
First-Class Rates Extremely Low. $40 to $50.
Service and appointments the very best. Second and third-class rates correspondingly low.
Sailings—Montreal to Liverpool:
Lake Superior ..... June 24
Lake Ontario ..... July 5
Lake Huron ..... July 12
Lake Superior ..... July 26
Nearly all the London steamers are twelve thousand tons. Give us a call before deciding on your route.
ELDER, DEMPSTER & CO., Montreal, Que., or
S. J. SHARP, Western Manager, 80 Yonge-street, Toronto.

TO ENGLAND
SOUTHAMPTON LINES.

	Sail.	1st Cab.	2d Cab.
Kais. Friedrich	June 20	100 00	42 50
New York	June 21	100 00	40 00
Barbarossa	June 24	60 00	40 00
Pretoria	June 24	45 00	37 50
Trave	June 27	75 00	42 50
St. Paul	June 28	100 00	40 00
Fuerst Bismarck	June 29	100 00	40 00
Koenigin Luise	June 29	60 00	40 00
Kaiser Wm. Grosse	July 4	100 00	42 50
St. Louis	July 5	100 00	40 00

Round trip discount ..... 10 p.c. 5 p.c.
BARLOW CUMBERLAND, Agent,
246 72 Yonge-street, Toronto.

Dominion SS. Line.
FOR EUROPE
From Montreal:
Scotsman ..... June 17
Vancouver ..... July 1
Dominion ..... July 8
Cambroman ..... July 15
From Boston:
Canada ..... June 14
Derbyshire ..... June 21
D. TORRANCE & CO., Montreal.
A. F. WEBSTER,
N.E. Corner King and Yonge-streets, Toronto. 246

QUEBEC SS. COMPANY
River and Gulf of St. Lawrence.
The twin screw S.S. CAMPANA, 1706 tons, is intended to leave Montreal Monday, 2 p.m., June 19, July 3, 17, 31, August 14, 28, for Quebec, Father Point, Gaspe, Perce, Summerside, Charlottetown, Souris and Pictou. Through connections to ST. JOHN, HALIFAX, PORTLAND, BOSTON and NEW YORK. For folders, rates and berths apply to
BARLOW CUMBERLAND, Agent, 72 Yonge-street, Toronto.
ARTHUR AHERN, Secretary, Quebec.