

# FIRE, WATER AND SMOKE

## \$150,000.00

WORTH OF DRY GOODS DAMAGED BY FIRE, WATER AND SMOKE  
TO BE SOLD REGARDLESS OF COST OR VALUE, AT

# THE BON MARCHE

COMMENCING MONDAY MORNING AT 10 O'CLOCK SHARP, FEB. 4.

FORTUNATELY FOR US AND THE GENTRY OF THE QUEEN CITY

Messrs. Stovel & Armstrong's Stocks, one, two and three, which are kept in our Basement, escaped the FIRE. The balance of these three stocks of Superior Goods amounts to over \$25,000 00, and consists of the best goods ever offered in Canada, as follows:  
Gents' Furnishings, Solid Leather Grips, Gents' Shawls and Wraps, Railway Rugs, Misfit Clothing, Dressing Gowns, Smoking Jackets, Gents' Rubber Coats, Silk Umbrellas and a beautiful Assortment of Tweeds, Suitings, Spring Overcoatings, Lawn Tennis Suits, Etc., Etc., and will be sold exactly at Half-Price—50 CENTS ON THE DOLLAR.

No doubt this will be the most marvellous and Greatest Clearing Sale ever held in Toronto and the Bargains that will be offered will eclipse any ever seen by the buying public, consequently we advise one and all to call as early as possible so as to avoid the rush.  
Take notice that during this Great Sale our store will be opened every morning at 10 o'clock, and will be closed at 5 o'clock sharp to enable our clerks to straighten the stock for the following day.

## THE BON MARCHE BANKRUPT STOCK EMPORIUM, F. X. COUSINEAU & CO., 7 & 9 KING-STREET EAST.

**HOT WATER HEATING PERFECTED.**  
**THE NEW GURNEY HEATERS**  
—HAVE—  
The Most Useful Combustion Chamber,  
The Largest Heating Surface,  
The Greatest Freedom from Friction,  
The Fire is Entirely Surrounded by Water.  
The Water Ways are Open from Top to Bottom.  
The Draft is Controlled by a Deflector which simply makes this the MOST PERFECT HEATER EVER INVENTED.  
Send for our New Treatise on Hot Water Heating, with Illustrations.  
**THE E. & C. GURNEY CO.**  
TORONTO,  
Hamilton, Montreal, Winnipeg.



**MEN'S FURNISHINGS DEPARTMENT.**  
LARGE SHIPMENTS  
OF  
NEW SCARFS AND TIES.  
BEING PASSED INTO STOCK.  
**SAMSON, KENNEDY & CO.,**  
44 Scott and 19 Colborne-sts, Toronto, 25 Old Change, London, Eng.

"FITS LIKE A GLOVE,"  
**THOMSON'S**  
WORLD-RENOUNDED LONDON-MADE  
GLOVE-FITTING  
**Corset**  
The Perfection of Shape, Finish and Durability, and approved by the whole polite world.  
OVER 5,000,000 ALREADY SOLD. To be had of all dealers throughout Canada.  
W. B. THOMSON & CO., Ltd., London, Manufacturers.  
See that every Corset is marked "THOMSON'S GLOVE-FITTING" and bears our Trade Mark, the Crown. No others are genuine.  
**WHITE & WHITE,** Wholesale Agents,  
TORONTO.



**JOHN KAY, SON & CO.**  
Beg to inform the Public that their  
**ANNUAL SALE**  
OF  
**Carpet Squares**  
Made out of REMNANTS OF BRUSSELS, WILTON, AXMINSTER, ETC., has now begun. They are appreciated more than ever, and to secure a good selection purchasers had better call early.  
Also, in good order to clean up their stock for Spring Arrivals, they are clearing out REMNANTS OF BRUSSELS carpet, 6 yards and under at 50c; 5-8 Brussels Borders at 45c, and other widths in proportion.  
Remnants of Tapestry and Wool Carpets marked very cheap. All these goods are sold for cash.

**JOHN KAY, SON & CO.**  
34 KING-STREET WEST, TORONTO.  
**CONGER COAL CO.**  
FIRST-CLASS  
Wilkesbarre and Scranton Coal  
BEST QUALITY HARD AND PINE WOOD  
AT LOWEST PRICES.  
OFFICES: { 6 King-street East. DOCKS: { Esplanade-st. West.  
{ 478 Yonge-street. { Foot of Lorne-street.

**THE CANADA SUGAR REFINING COMPANY,**  
(Limited.)  
MONTRÉAL,  
OFFER FOR SALE ALL GRADES OF REFINED SUGARS AND SKRUPS OF THE WELL-KNOWN BRAND OF  
**Redpath**  
CERTIFICATES OF STRENGTH AND PURITY.  
OFFICE OF THE PUBLIC ANALYST,  
MONTRÉAL, September 9th, 1897.  
To the Canada Sugar Refining Co., Montreal:  
Gentlemen,—I have personally taken samples from a large stock of your Granulated Sugar "REDPATH" brand, and carefully tested them by the Polariscopes, and I find these samples to be as near to absolute purity as can be obtained by any process of Sugar Refining.  
The test by the Polariscopes showed in yesterday's yield 99.80 per cent. of Pure Cane Sugar, which may be considered commercially as ABSOLUTELY PURE SUGAR.  
JOHN RAEDEL EDWARDS,  
A.L.S., D. CHEM. F.C.S.,  
Public Analyst for the District of Montreal and Provinces of Canada.

WHOS YOUR HATTER  
WHOS YOUR HATTER  
**SNOW SHOES**  
Misses', Boys' and Men's  
**MOCCASINS.**  
LARGE VARIETY.  
FUR ROBES.  
FUR COATS.  
**J. & J. LUGSDIN,**  
FURRIERS,  
216 101 YONGE-STREET



Well, Miss E., you have got a picture at last that does you justice! Yes, I happened to see some photos the other day of a lady friend of mine that were taken at Fenton's Studio in Yonge-street and they were so excellent I had thought I'd try my luck and took the best photo I ever had in my life, and was treated well in the bargain.  
**DIXON**  
THE REASON WHY  
**DIXON THE PHOTOGRAPHER**  
Gets such round clear effects is that he thoroughly understands fine artistic lighting under the sky-light, and the fine chemical effects he gets in developing is the secret of success. See his large work made direct.  
STUDIO CORNER KING AND YONGE,  
Opposite Dominion Bank. 216

**J. FRASER BRYCE,**  
PHOTOGRAPHER,  
197 King-st. West, Toronto.  
**CABINETS \$3 PER DOZ.**  
**GAGEN & FRASER,**  
Photographers,  
79 KING-STREET W. ST. TORONTO.  
**CURLING STONES**  
JUST ARRIVED.  
**AILSA CRAIG,**  
BLUE HONE.  
**GREY HONE.**  
All Improved Shape. Prices Low.  
Special to Clubs.  
**KEITH & FITZSIMONS,**  
216 TORONTO.

**ELIAS ROGERS & CO.**  
TORONTO  
**BEST QUALITY COAL AND WOOD AT LOWEST PRICES.**  
OFFICES:  
20 King-street west. 409 Yonge-street.  
214 Queen-street east. 532 Queen-street west.  
Offices and Yards: Art. Esplanade and Princess-streets.  
Do. do. Bathurst-street, nearly opposite Front-street.  
Do. do. Fuel Association, Esplanade-st., near Berkeley-st.

**ELIAS ROGERS & CO.**  
**GOAL AND WOOD.**  
Eggs and Grate Coal, price all Winter.....\$5.75 per ton.  
Stove and Chestnut, do do do.....6.00 do do.  
Best Hardwood, two or three cuts.....\$6.00 per cord.  
Best Long Hardwood.....5.50 do.  
Best No. 2 Wood, two or three cuts.....4.50 do.  
Best Slabs, long.....3.00 do.  
Wood Cut and Split by Steam; delivered in Standard Racks.  
Terms cash. Yard and Office cor. Bathurst st. and Farley ave. Branch Yard cor. Queen-st. and Gladstone ave. Telephone No. 631.

**WM. MCGILL & CO.**  
**P. BURNS & CO.**  
ARE NOW IMPORTING BY CARS THE  
**Celebrated Scranton Coal!**  
Fresh mined. Also by cars for steam purposes Sunday Creek and Scrantonville Soft Coal, the best in the market. Best quality Cut and Split or long  
**HARDWOOD AND PINE**  
Always on hand. All delivered to any part of the city at the Lowest Rate  
OFFICES:  
Head Office, 51 King East. Office and Yard, Front st. near Bathurst.  
Branch Office, 540 Queen West. Office and Yard, Yonge-st. dock.  
230 Yonge. Telephone communication between all offices.  
Orders promptly attended to. Telephone communication between all offices.  
**\$5000 FOR A \$100!**  
**OLD DR. BROWN'S BOOK OF SECRETS.**  
Over 400 pages of valuable matter and 3999 Receipts, representing years of Research and Experiment, at a cost of \$5000. Dr. Brown's Book of Secrets contains Rare, Valuable and Benign Money-Making Secrets, Practical Recipes, Tested Formulas, etc. Sent (postage paid) to any address for One Dollar.  
**WHITON MFG. CO.,**  
501 Queen-street West, Toronto, Ont.