

EVERY PHYSICIAN knows that all essences of meat are merely harmless stimulants. Johnston's "Fluid Beef" is a meat essence, according to the most approved formula, but in addition it contains the albumen and fibrine

(the flesh-forming or nutritious elements of meat), and that in a form adapted to the most impaired digestion. It is prescribed by every Medical Man who has tested its merits. Sold by Chemists and Grocers. Tins, 35c., 60c. and \$1.00.

John Date,

PLUMBER, GAS AND STEAM FITTER,
Brass Founder and Finisher.

Keeps constantly on hand a well selected assortment of
GAS FIXTURES,
Comprising, in part,
Chandeliers, Brackets,
Cut, Opal and Etched Globes,
Portable Lights, &c. &c.
DIVING APPARATUS.

The manufacture of complete sets of Submarine Armour is a speciality, and full lines of these goods are always in stock, Air Engines, Helmets, Rubber Dresses, &c., &c.

COPPER AND BRASS WORK,
Of all descriptions, made to order on the shortest notice.
655 and 657 Craig Street.

George Brush,

Manufacturer of
STEAM ENGINES, STEAM BOILERS, AND
ALL KINDS OF MACHINERY.
Eagle Foundry—34 KING STREET, MONTREAL.

"LEADER."

This famous stove, made by CLENDINNENG,
HAS NO EQUAL.
CASTINGS OF EVERY KIND,
LIGHT OR HEAVY, TURNED OUT DAILY.

IRON WORK,

WROUGHT OR CAST, PROMPTLY DONE,
AT LOWEST CURRENT RATES.

W. CLENDINNENG.

THE

STANDARD

LIFE ASSURANCE CO.

(Established - - - 1855.)

HEAD OFFICES: EDINBURGH, SCOTLAND,
and MONTREAL, CANADA.

Total Risks, over - - -	\$90,000,000
Invested Funds, over - - -	25,000,000
Annual Income, over - - -	3,750,000
Claims Paid in Canada, over - - -	1,200,000
Investments in Canada, over - - -	900,000

This well-known Company having

REDUCED THEIR RATES

for Life Assurance in the Dominion, which has been accomplished by the investment of a portion of their funds at the higher rates of interest to be obtained here than in Britain, beg to direct the attention of the public to the fact that these rates now compare favourably with those charged by other First-class Companies.

Prospectuses with full information may be obtained at the Head Office in Montreal, or at any of the Company's Agencies.

W. M. RAMSAY,
Manager, Canada.

ENGLISH PEA SOUP.

SYMINGTON'S PREPARED PEA SOUP

IS EASY OF DIGESTION, PERFECTLY WHOLESOME,

REQUIRES NO BOILING,

and, owing to the scientific treatment of the Flour, never causes any unpleasant feeling after eating; being highly nutritious, it is especially

RECOMMENDED BY THE FACULTY.

Made only by WM. SYMINGTON & CO., Market Harborough, England, and sold by all respectable grocers throughout the world.

DURHAM CORN FLOUR.

EXCELLING ALL OTHERS IN LOWER SPECIFIC GRAVITY AND GREATER PURITY.

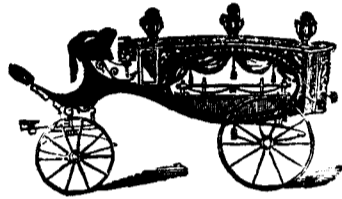
"THE FINEST I EVER USED,"

IS THE REPORT OF

Doctors, Chemists and Professional Cooks.

Use only the Genuine. Insist upon your Grocer supplying you with this celebrated brand.

WM. JOHNSON & CO., 77 St. James Street, Montreal, Sole Agents.



Established 1840.
JOSEPH C. WRAY,
UNDERTAKER.

Coffins, Caskets and all Supplies constantly on hand.

123 ST. DOMINIQUE ST., near St. Lawrence Market.



PATENTS.

F. H. REYNOLDS,
SOLICITOR OF PATENTS.
Successor to Charles Legge & Co.
(Established 1859.)
126 ST. JAMES STREET, MONTREAL.

MACMASTER, HALL & GREENSHIELDS
Advocates, Barristers, Etc.,

No. 181 ST. JAMES STREET,
MONTREAL.

D. Macmaster. John S. Hall, Jr.
J. N. Greenshields.

CHARLES D. EDWARDS,

MANUFACTURER OF
FIRE PROOF SAFES,
49 St. Joseph Street,
MONTREAL.

TURKISH BATH, 140 MONIQUE STREET,
Off Dorchester St., near the Windsor Hotel.

LARGE AND COMPLETE,
ONE of the FINEST BATHS in the WORLD.
Hours:—Gentlemen, 6 to 9 a.m.; 2 to 11 p.m.
Hours:—Ladies, 10 a.m. to 1 p.m.
Open Sunday mornings for Gentlemen.

BOSTON FLORAL MART.

New designs in FLORAL, STRAW, WILLOW and WIRE BASKETS, suitable for presents.
BOUQUETS, CUT FLOWERS, SMILAX and LYCOPODIUM WREATHS and DESIGNS made to order.

WILLIAM RILEY, Agent,
1331 St. Catherine Street, corner Victoria Street
MONTREAL.

EXPERIENCED and Good Plain Cooks,
House and Table Maids, Experienced Nurses,
and General Servants, with good references, can be obtained at shortest notice at

MISS NEVILLE'S REGISTRY OFFICE,
No. 52 BONAVENTURE STREET.

Bradley & Page,

ART METAL WORKERS AND FOUNDERS
IN BRASS AND IRON.

Gates in Wrought and Cast Iron.
New and elegant designs for

CEMETERY LOTS,

Roof and Boundary Railings.
WORKS: 84 to 90 WELLINGTON ST.

WATER FILTERS,
BEST IN USE.

MAY BE CLEANED OR RENEWED
WITHOUT DAMAGE.

WATER FILTER & COOLER COMBINED.

GEO. R. PROWSE.
224 ST. JAMES STREET.

COAL OIL AND GAS STOVES.

No Heating of Room, Perfect Sad-Iron Heater, no Dirt, no Ashes, Cooking Quickly for 1d per hour.
Call and see them in operation at

GEO. W. REED'S,
783 & 785 Craig St., West.

NOTMAN & SANDHAM,
PHOTOGRAPHERS TO THE QUEEN,
17 Bleary Street, Montreal.

BRANCHES AT TORONTO AND HALIFAX.

ALSO AT
BOSTON, Mass., ALBANY, N.Y., AND ST. JOHN, N.B.

Medals awarded LONDON 1862, PARIS 1867,
CENTENNIAL, PHILADELPHIA, 1876.

A SUCCESSFUL ENTERPRISE.

A Walk Through Carsley's.

A SPLENDID STOCK.

HOME MANUFACTURES ENCOURAGED.

THE VALUE OF ADVERTISING.

No one who reads the papers can have failed to notice the unique advertisements appearing daily, in relation to Mr. Carsley's dry goods establishment; indeed, we might almost venture to say that the instructive and often entertaining paragraphs concerning the goods to be obtained at 393 and 395 Notre Dame street are as much read as any other portion of the paper's contents, by lady readers especially. With them, Carsley's advertisement is often the first thing sought for, and the avidity with which its contents are devoured, and notes made for next day's purchases is the truest proof of the value of advertising. A Gazette reporter recently paid a visit to Mr. Carsley's store, and was conducted through the whole establishment, a sketch of which will no doubt be of interest.

One thing with which every visitor to Carsley's is particularly impressed on entering is the busy air of the establishment. "Cash here!" is the familiar cry which greets one's ears, as the energetic little cash boys flit to and fro with change, or the payment of a purchase, and the long counters, even at this season, when the retail dry goods trade is always dull and depressed, are crowded with customers, from the little daughter of the hard-working seamstress, sent to "Carsley's" for the small and cheap necessities of her avocation, to the richly dressed *grande dame*, whose luxurious brouche awaits her in the thoroughfare outside. As an instance of contrast in prices, the writer was shown the materials for a good Print Dress, costing in all but 60c! and then a piece of Ponsou's or Bonnet's gros-grain Silk at \$3.50 the yard. Of course the range of prices is equally comprehensive in every article to be found in the heterogeneous mixture composing the stock: Kid Gloves which, at 35c a pair, allow no one an excuse for the display of dirty digits in public, are side by side with the 8-button Jouvain or Alexandre of the fashionable belle; and like contrasts greet one at every step. After inspecting the splendid stock of Ribbons of all kinds, Hosiery, Ties, Cotton and Woolen Dress Goods, and other articles far too numerous to mention, our reporter was conducted up a broad flight of stairs to the second flat, where are located the

MANTLE AND COSTUME

departments, under the efficient charge of Mr. McKay. Judging from the magnificence discernible in even what now remains of the immense stock—the best criterion of which is the way the goods have sold,—the display at the beginning of the season must have been a gorgeous one. Mantles in all sorts and shapes, from the costly silk at \$75 or \$100 down to the humble \$3 or \$5 Jacket, are side by side with rich Matelasse, Cashmere, Vicuna Cloth Jackets and Sacques, whose empty boxes piled above the fixtures attest the number sold. Here are also to be found Costumes at values equally comprehensive in assortment. A specialty of this department is the stock of Ladies' *Robes de Nuit*, the very appearance of which must offer a temptation to their fair wearers to don them and woo on pillows of snowy whiteness, the drowsy god of sleep. The great majority of these elegant goods, Mr. McKay informed our reporter, were of

CARSLEY'S OWN MANUFACTURE, and compared with similar goods of imported makes, the verdict is undoubtedly in favor of the home article, both for durability and style, while in real monetary value there can be no comparison. In this department alone are employed some 50 or 60 hands who are kept

CONSTANTLY BUSY.

Shawls of all makes, Shetland, Paisley, Cashmere and exquisite French *faulle*, form another leading feature of this part of the trade, and when the stock is complete their value must amount to a large sum. Casually glancing *en passant* over the array of Bathing Costumes, Water-proof Mantles, Felt Skirts, all of Carsley's own make, we ascend to the third flat and find the

DRESSMAKING

department, which, like other manufacturing portions of Mr. Carsley's vast establishment, provides employment for a large number of work-people. Another ascent, to the fourth, brings the visitor to the

SHIRT AND COLLAR MANUFACTORY,

where, under the superintendence of Mr. Scott, are turned out daily large quantities of the well-known "Carsley's Shirts"—guaranteed to fit—a phrase seen on every advertising space in town, and one, moreover, the truth of which many a grateful mortal has proved thoroughly. Here the shirt undergoes the various stages of making, from the cutting out, which is done in quantities of three dozen at a time, until after passing through the hands of the stitchers, the washing and drying rooms, it is starched and glazed by expert ironers, and emerges neatly folded and ready for the wearer. This department affords constant work to some 15 or 20 women and girls, and is another instance of the wisdom of encouraging

HOME MANUFACTURE.

On the fourth flat, also, is to be found the **WHOLESALE DEPARTMENT**, comprising every article necessary to country merchants, many of whom prefer to buy their stocks from Mr. Carsley for cash, to selecting them from the stores of the jobbing houses in town.

Descending to the lower flats and passing through the Tweed, Blanket, Carpet and Curtain departments, each displaying evidence of a

LIVE BUSINESS.

the visitor reaches again the first flat. In the basement below this again is stored the reserve stock of Staple Goods, such as Winceys, Canton Flannels, Cottons, &c., in large quantities.

One of the secrets of the success of this popular establishment is the perfect system observable in every detail of its management. Carsley's is no place for disorder or careless work; notwithstanding the immense amount of business—and all for cash, it must be borne in mind—the thorough manner in which everything is done by every person connected with the store is discernible in the most trivial matters; in short, Carsley's is one of the best managed places of business to be found anywhere, and will, without doubt continue to maintain its well-earned popularity as

THE CHEAPEST PLACE

in the city for dry goods. Alterations are now going on in the premises next to No. 393, which will shortly be completed, and when communication between the two is opened and the extra accommodation added to the present store, it will double the size of the already vast establishment. *Gazette.*