

About That New Dress Style, Beauty Price

The First of these can be left entirely with us, as we show nothing but what is eminently

CORRECT

The Second must be left to the purchaser, as tastes differ regarding the

BEAUTIFUL

The Third is everybody's business; all we ask being fair

COMPARISON

Here are the chances of the season :

87 PIECES

BLACK DRESS GOODS

at 50c. per yard

These include beautiful 70c. Lustres, Storm and Diagonal Serges; 90c. Brocades and Checks; \$1 Camel's Hair Cloth; 60c. and 70c. Henriettas, and

15 PIECES

BLACK MOHAIR CREPONS

ALL FOR

50c. per Yard.

Samples

Are all cut, ready for mailing, so that Ladies at a distance have a good chance in the rush which is sure to follow this announcement.

GLOVE ATTRACTION

A Pair of Lady's Genuine French Kid Gloves (all colors), for One Dollar (post free).

JOHN CATTO & SON

DRY GOODS ONLY

TORONTO, - ONT.



TELEPHONE 2348.

F. Barnes, Ladies' Hair Dresser.

DOES your Hair trouble you at all by falling out, Turning Grey, Dull or Faded Shade, Itching or Dandruff on the Skin; if so, consult

F. BARNES, THE HAIRDRESSER.

Guarantees to restore it to health and promote and increase the growth. We do Hairdressing in Latest Fashionable Styles for Balls, Weddings and Parties. We only employ Expert Hair Dressers, and all our rooms are strictly private. Reduced prices for Schools and Large Families. We treat the Hair by the Quarter or Half Yearly. Note address.

F. Barnes, 413 Spadina Ave.



BEAUTIFUL
SKIN
LIKE A BABY
GUARANTEED
IN TEN DAYS

LOVELY COMPLEXION.

DR. BESANT'S
SKIN PURIFIER.

Is warranted perfectly harmless, and contains no Lead or Arsenic, or other injurious ingredients to delicate skin. It rapidly and permanently removes Freckles, Pimples, Blisters, Blackheads, Wrinkles, Redness of Nose and Eruptions of every nature, quickly restoring the bloom and freshness of youth. Three months' supply sent prepaid on receipt of FIFTY CENTS. Address, MRS. MARTHA BESANT, Toronto, Canada.

Ladies should beware of using Lead, Bismuth or Arsenical preparations either as an application or as a medicine. The after effects of taking these poisons for any extended period are terrible and simply mean the forming of a habit as dangerous as that of opium and which cannot be discontinued without great will power, and the after effects will show in blotches and sores (which are almost incurable) not only on the face, neck and arms, but over the body generally. A word to the wise is sufficient.

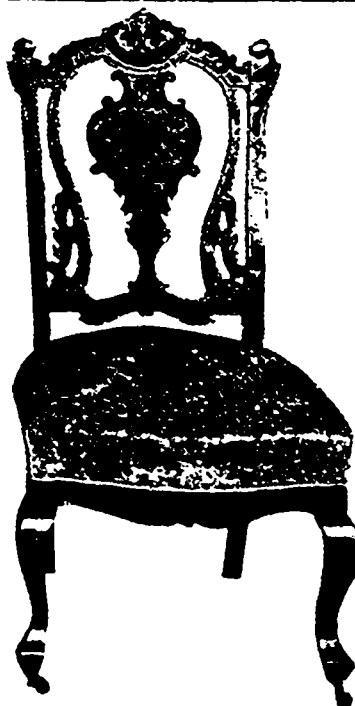
A FRIENDLY INSTITUTION.

We would direct the attention of our readers to the advertisement in this issue of the Wilson Germicide Respirator Company.

The alarming growth of pulmonary diseases of late years has awakened philanthropists to action, and devices of various kinds have sprung out of the discussion. The insidious foe, consumption, lurks about and worms its way into the homes of the unsuspecting; converting the unwary into subjects for the care of the doctor and the sick nurse.

Common sense will teach any man that the more directly you attack the seat of disease, the more efficacious will be the result; and it is to a system of direct treatment that the chief attention of the public has of late years been directed.

A very ingenious method of applying germ-destroying remedies direct to the affected parts by inhalation has lately been devised and placed in a sanitarium in South Parkdale, Toronto, and it will well repay interested parties to pay the institution a visit.



Christmas Presents

THE old custom of giving presents at Christmas is being kept up with greater energy than ever this year. The display of useful and ornamental articles is exceptionally large; every foot of our Warerooms is covered with the prettiest and quaintest designs in Fancy Furniture, and the prices were never so reasonable, among which may be seen in all woods and designs:

Parlor Tables

Reception Chairs

Ladies' Secretaries

Parlor Cabinets

Rattan Rockers

Card Tables

Chiffoniers

Easy Chairs

Fancy Occasional Chairs

5 O'Clock Tea Tables

Fancy Divans and Sofas

Library Chairs

Music Cabinets

Book Cases

Lounges

Rocking Chairs, Etc.

And hundreds of other useful articles suitable for Christmas Presents. We extend a cordial invitation to all to visit our warerooms, which contain the cream of the market in Staple as well as Fancy Furniture.

The Davies Brothers Company,

COR. SHUTER ST.

231 and 233 YONGE ST., TORONTO.