

# GRAND MILLINERY OPENING

## COMMENCING TUESDAY 3RD MARCH

### TO THE TRADE:

We invite every Merchant and Milliner when in the city to visit our Warehouses and inspect our stock. At this particular season of the year, when fashions for spring and summer trade are of such importance, we would beg to direct your attention to our different departments, and especially to those of them in which we show goods suitable for the millinery trade. We have made a specialty of Staple Millinery this season. Our assortment is large and having been bought direct from the best British and European manufacturers by expert buyers places us in a position to lead the trade.

## STAPLE : MILLINERY : AT : STAPLE : PRICES

**RIBBONS**—A splendid range of colorings, all the newest shades, in All-Silk Falls, Double-faced Satin, and Satin and Fallis. Black—All widths in Fallis, Satin, Moire, Satin and Fallis, Double-faced Satin, Velveteen and Satin and Velvet.

**VEILINGS**—Compliment Net, New Metal Spot, Silk Mockin, Brussels, Cambray, Embroidery and Paris Net. The new Circular and Crescent Beauty Spot. The new Ring, Mascotte and Chantilly Net in all leading colors.

**LACES**—A magnificent display in Oriental, Turkish, Maline, Valenciennes, Pt. Venise, Ft. de Genes, Ft. Gaze, Black Spanish, Chantilly, Gimpure, Flourences, All-Over, Toccoa Net and All-Over Fish Net. NEW MILLINERY LACES in White, Cream and Ivory.

**FRILLINGS**—Tartan, India Muslin, Silk Lace, Fancy Frilling in large variety. The new Ruche Collarette.

**BLACK SILKS**—Ora Grain, Cachemire, Fille Francois, Ottoman, Surah, Glace, Mascotte, Beguery, Bengaline, Moire, Merveilloux, Satin Duchesse, Broche, Fongee, Pongee Laine, Fongee.

**COLORS SILKS**—Fille Francois, Satin Merveilloux, China Satin, Surah, Pongee in plain and brocade, Fongee, Brochades. See our special low lines in Colored Surah and Fallis. This is the largest Silk Department in the Dominion.

**VELVETS AND VELVETEENS**—Black and Colored Silk Velveteen in 15 and 19 inch, a full range of prices. Velveteens—All widths in Black, Navy, Seal, Garnet, Myrtle, Bronze, Cardinal and Sultan. We have added our Truce Goods, Hosiery and Gloves to our Silk and Lace Department, making the largest and most complete department of its kind in the Dominion.

**DRESS GOODS**—Plain—Fouille, Serge, Beige, Cashmerettes, Brillantinae, Tweed, Costume Cloth, Melange Twill, Nans Cloth, Ecorse, Diagonale, Cashmires, Henriettes, Crape Cloths, etc., etc. Fancy—Kinkar, Cheriot, Checks, Charvot, Figured Mohair, Fancy Checks, Figured Saton, Figured, Mourning Figured, Jack-Tus Vigoreux, Nans Cloth, Semtrama, Scotch Plaids and Checks, Strike Charvot, Printed Delaines, Lace Checks.

**MUSLINS**—An immense variety of Muslins including Victoria Lawn, India Lawn, Iddis Muslin, Nantucka, Swiss Checks, Tape Checks, Brillantes, Jacquard Net, Leno, Brocade, Tartan, Jaconette, Satin Checks and Serge, Lining Books, Crinolines, Wig-ans, Black Victoria Lawns and Fancy Checks.

**EMBROIDERIES**—Special value in Case Lots. All widths. Narrow Swiss and Cambric Embroideries and Insertions, Swiss and Cambric Flourences in 22, 27, 40 and 45 inch., Black Flourences in new patterns.

**PARASOLS**—A fine range of Ladies' Umbrellas in 19, 21, 23, 24 and 25 inch. goods, with new and shrew handles.

**FANCY PARASOLS**—Shot silk in staple colors.

**JERSEYS**—Wool Jerseys, all sizes, in the new high shoulder, with puffed and braided sleeves. Colored Silk and Faramasia Jerseys and Blouses.

**HOSIERY**—Ladies' Misses' and Children's Cashmere Hose, ribbed and plain. Ladies' Silk and Lace Thread Hose. We show THE EVER FAST BLACK Hosiery, positively the best value in the trade. Also "The New Health Brand" Ladies' Underwear.

**GLOVES**—Women's and Misses' in Lisle Silk, Taffeta Gloves, Half Mitts and Mitts; all put up in one dozen boxes. Kid Gloves in an extensive range of popular prices and reliable goods, put up in half-dozen boxes.

### HABERDASHERY DEPARTMENT

Many of the lines in this department are confined to ourselves, do not fall so see them.

**DRESS TRIMMINGS**—Straights and Sectional Braids, in All-Jet, Jet and Silk Mixed, Chenille and Braid Mixed; also All Silk in a choice range of colors. Bodice and Skirt Sets in Jet and Silk, Ribbed Mohair, Dress Lacing Cord and Dress Laces in a full range of colors. Dress Buckles and Silas in Jet, Steel, Pearl and Crochet.

**DRESS BUTTONS**—In Jet, Crochet, Jet with Crochet Centre, Silk, Mohair, Metal Ivory, Pearl, Composition and Velvet. In colored colors we show over 30 different colors in each line.

**LADIES' BELTS**—Velvet and Leather, in all the popular styles.

**DRESS SHIELDS**—Cambric, Stockinet and Silk, in Black and White. Dress Steels and Whalebone, all sizes.

**LADIES' CORSETS**—We have added several new lines to this important section. In colors we show Pink, Dove, Blue, Eru and Black and White. We are sole agents in the Dominion for Thomson & Co.'s Girdle-Fitting Corsets.

**HAT PINS AND HAIR ORNAMENTS**—Jet, Pearl, Gilt, Silver and Horn in choice novelties.

**SILKS**—Sewing, Machine, Twist and all kinds of Fancy work, in Black, White and All Fashionable Colors.

Our stock of Smallwares is large and fully assorted. Any article appearing there you will be almost sure to find in this section of our Haberdashery Department.

### LINEN AND STAPLE DEPARTMENT

**LINENS**—Merchants handling our lines are convinced that it is to their advantage to place their orders with us.

Tablecloths, Table Napkins, D'Oylies, Towels, Towelings, Hollands, Fronting Linens, etc., etc.

**PRINTS**—Our reputation as being the Great Print House of Canada is fully maintained this season by the large assortment of superb patterns we are showing.

We show a large range in Waist and Skirt Linings; also Padding Canvas. One special line in Black, Brown, Slate and Cream, manufactured especially for ladies' dress linings. Our stock of Canadian Cotton Goods is fully assorted.

### WOOLEN DEPARTMENT

In this department are included all the latest Textures, Patterns and Colorings manufactured by English, Scotch, Irish and Canadian mills, in Suitings, Trousers, Overcoatings. Also full lines in Tailors' Trimmings, Linings, Footings and Padings.

**SPECIAL**—Ladies' Costume Cloths in the new Kersey. Also choice designs in the Crozier Cheviot. Full range of Spring Worsted Cloakings in all the new colors. Black Worsted Cloakings in plain and fancy patterns. Melton Costume Cloth in different colorings.

### GENTS' FURNISHINGS DEPARTMENT

This department is fully assorted. We carry a large stock as any Gents' Furnishing House in Canada. Our values are right and we are confident that it will pay you to inspect our stock.

**TIES**—Over 1000 numbers, various styles and patterns, in NEW NECKWEAR. We need not say anything as to the advantage in selecting your Ties from such an assortment.

**SHIRTS**—The novelties for the season are Fancy Knits, Cotton Tops, Cheriot, Eaphy, Silk, Flannellets and Jersey. These, with our unrivalled numbers in WHITE UNLAUNDERED and DRESS SHIRTS, make the most attractive we have ever shown.

**UNDERWEAR AND MEN'S HOSIERY**—Cotton, Merino, Cashmires, Natural, Silk and Balbriggan.

**HANDKERCHIEFS**—As present we claim to be showing the most extensive assortment of these goods to be seen in Canada.

**TRABELLAK**—Cotton, Gingham, Dugster, Regatta, Gloria, Satin de Cham and Pure Silk, with novelty frames and mounts.

**RUBBER GARMENTS**—Ladies' Princess in low line. New effects in Knickerbocker, Fancy Checks and Ripley's New Rain Proof. Men's in Heavy Shooting, Tweed without capes, also with 20-inch and 24-inch capes, all sizes. These garments are all worn seams of reliable make.

Full lines in Overall, Jumpers, Carriage Dusters, Traveling Rugs, Valises and Trunks.

**BRACES**—Boys', Youthful and Men's, 400 dots, a special JOB line.

**Outer Coats**—Fur and Vest, best London makes, latest novelties.

**COLLARS AND CUFFS**—Linen, in domestic and imported, Celluloid, Rubberine and Paper.

### CARPET DEPARTMENT

This is the largest Carpet Department in Canada. Our principal lines are in Wilton, Brussels, Tapestry and Hemp Carpets.

**LACE CURTAINS** in Swiss, Applique and a large assortment in White and Eru Lace Curtains.

Arminster, Wilton, Smyrna and Sheepskin Rugs and Mats. Piano and Table Covers.

**BED QUILTS**—Marcellas, Honeycomb and Alabama.

We would also direct your attention to our Letter Order Department. We make the filling of letter orders a specialty.

## JOHN MACDONALD & CO. WELLINGTON & FRONT-ST. E TORONTO.

### ONE WEEK LONGER

The Sale of Wm. McKenzie's Bankrupt Stock of Millinery Goods will be Continued ALL NEXT WEEK

## AT THE BON MARCHE

GREATER REDUCTIONS THAN EVER.

### ALL TRIMMED HATS AND BONNETS

WILL BE CLEARED OUT AT \$1.00 EACH.

### LADIES, DON'T LOSE A CHANCE LIKE THIS

PLEASE READ ON

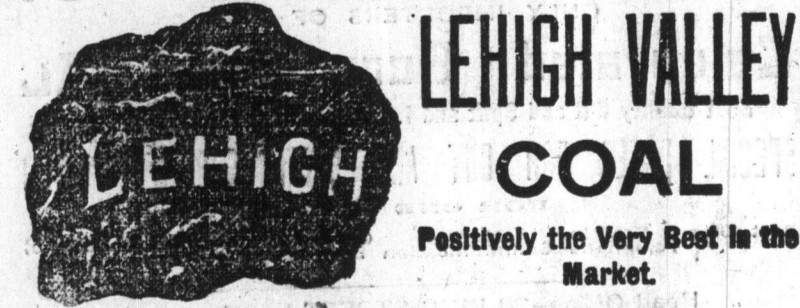
Will also offer Next week: 500 Ladies' Waterproof Dolmans, 150 Misses' Waterproof Dolmans, 200 Gents' Waterproof Coats.

ALL NEW GOODS AND CHEAPER THAN EVER.

THE BON MARCHE, - - - 7 AND 9 KING-STREET EAST

## Ontario Coal Company

IMPORTERS OF THE CELEBRATED



**LEHIGH VALLEY COAL**

Positively the Very Best in the Market.

**THE BEST IS THE CHEAPEST**

We also furnish only the best grades of soft coal for grate use. In steam producing coal we handle the unrivaled brands known as Reynoldsville, Soldier Run and Sunday Creek. Best quality of Beech and Maple wood for wood always on hand.

General offices and docks Esplanade East, foot of Church-st. Telephone No. 10. Office and yard 10 King-st. East, Telephone No. 1089. Branch office corner Bloor and Borden streets, Telephone No. 3623. Branch office No. 725 Yonge-street. Yard and office 1069 Queen-street West, near Spadina.

WE SELL NOTHING BUT THE BEST COME AND PLACE YOUR ORDER.

THE C. J. SMITH CO., LIMITED IMPORTERS OF COAL AND WOOD. HEAD OFFICE—12 King-street East. Telephone 385. BRANCH OFFICES—205 King-st. W., Telephone 384. Office and Yard—Front and Berry-streets. 385 King-st. W., Telephone 384. Foot of Berkeley-street; Telephone 384.

## BEST QUALITY COAL AND WOOD

HEAD OFFICE: 20 KING-ST. WEST

BRANCH OFFICES:

- 409 Yonge-st
- 788 Yonge-st
- 298 Queen-st east
- 578 Queen-st west
- 1245 Queen-st west
- 419 Spadina-ave

Branch Offices & Yards:

- Esplanade E., near Berkeley-street
- Esplanade E., foot of Church-street
- Bathurst-st., opposite Front-street.

REGISTERED TRADE MARK

## ELIAS ROGERS & CO

## S. CRANE & CO IMPORTERS OF SCRANTON COAL

HEAD OFFICE—117 Queen-street West. DOCK AND OFFICE—Foot of Princess-street.

### FURS

At a great reduction in price. Seal, Mink, Persian Lamb, Maudslayi, Dalmatian, Jackals, Bobcat, Rugs and Mats.

Large consignments of **SPRING HATS** Arriving daily from the best London makers.

### J. & J. LUGSDIN

101 YONGE-ST., TORONTO. Telephone No. 2875. N.B.—Highest cash prices paid for Raw Furs.

### THE TORONTO ELECTRIC LIGHT CO. LIMITED.

Esplanade, Foot Scott-street. CONTRACTORS FOR Municipal & Commercial Arc Lighting.

A. H. Campbell, President. H. M. Pellatt, Secretary. J. J. Wright, Manager and Electrician.

### J. & J. L. O'MALLEY

Furniture Warerooms 160 QUEEN-STREET WEST

Bedroom Suites, solid oak and walnut, 625 and upwards. Slideboards, Dining Tables, Carlton Suits, etc., at equally low figures. Call and inspect our stock.

**NOTICE TO HOUSEKEEPERS**

Carpets taken up, cleaned and relaid at moderate charges. Orders by telephone 1087 promptly attended to.

### TO LET

TWO BEAUTIFUL HOUSES on Clarendon-avenue, near Park near street cars; modern improvements; rent moderate. Apply to Dear Park Post Office.

### TO LET

SEVERAL WAREHOUSES in best parts of the city. To a good tenant rent can be made satisfactory. Apply to FISKEN & CO., 23 Scott-street.

### DR. PHILLIPS

Late of New York City, treats all chronic and special diseases of both sexes, nervous debility, and all diseases of the urinary organs cured in a few days. DR. PHILLIPS, 56 St. Jay-st., Toronto.

### ELECTRIC MOTORS

The Ball Electric Light Co. (Ltd.) MANUFACTURERS OF Electric Lighting Apparatus

70 PEARL - STREET TORONTO, ONT.

Electric Railway Apparatus.

GOLD MEDAL, PARIS, 1878.

### W. BAKER & Co's Breakfast Cocoa

from which the excess of oil has been removed, is Absolutely Pure and is Soluble.

No Chemicals are used in its preparation. It has more than three times the strength of Cocoa mixed with Starch, Arrowroot or Sugar, and is therefore far more economical, costing less than one cent a cup. It is delicious, nourishing, strengthening, EASILY DIGESTED, and admirably adapted for invalids as well as for persons in health.

Sold by Grocers everywhere.

W. BAKER & CO., Dorchester, Mass.

### RUPTURE

OUR NEW ERA TRUSS

Is the best Truss ever invented. Our success with it has been wonderful. No other Truss can compare with it. It holds the worst rupture with ease and certainty. Perfect in action. Moderate in price. With this Truss we will hold ruptures that have been pronounced hopeless by others. We will give a written guarantee with each truss, to refund the money if truss does not prove satisfactory and is returned to us within 40 days.

Authors & Cox 121 Church-street, Toronto. MANUFACTURERS OF TRUSSERS, ARTIFICIAL LEGS, Club Feet Straightened, and Deformities Corrected.

### NERVOUS DEBILITY

Exhaustive Vital Drains (the effects of early follies) thoroughly cured. Lony and Hador Affections, Unnatural Discharges, Syphilis, Piles, Mole, Lost or Falling Manhood, Gonorrhoea, Gleet and all Diseases of the Genito-Urinary Organs a specialty. It makes a difference who has failed to cure you. Call or write. Consultation free. Medicines sent to any address. Hours 9 a.m. to 9 p.m.; Sundays 9 a.m. to 5 p.m. 54 Jarvis-street, 2d house north of Gerrard-street, Toronto.

### WILLIAMS PIANOS

Endorsed by the best authorities in the world. R. S. Williams & Son, 143 Yonge-street, Toronto.

### ACCOUNT BOOKS

Large Stock. All kinds on hand. SPECIAL PATTERNS Made to Order. The Very Best make and value.

### BROWN BROS.

Importing and Manufacturing Stationery to 68 King-street, East, Toronto.

### THE POLSON IRON WORKS CO.

of Toronto, Limited MANUFACTURERS OF BROWN AUTOMATIC ENGINES from 20 to 1000 horse power, the most perfect engines in the world for economy and durability. Stationary and Marine Boilers, Steam Launches and Yachts, Steam Turbines, Windmills, etc.

Engines and Boiler Works—Esplanade east, 74 route, Shipbuilding Works and Dry Dock—100 Bond, Ont.

### CANADA LANDED & NATIONAL INVESTMENT CO. (LIMITED)

OFFICE: 23 TORONTO - ST.

Capital Paid Up..... \$1,000,000  
Reserve..... 300,000  
Assets..... 4,000,000

Money Lent on City Property

### ANDREW RUTHERFORD MANAGER.

### TRY OUR LUNCH COUNTERS

Good Hot Tea and Coffee. Goods fresh daily from our own ovens. 55 King-street West, 53 King-street East.