

W. & D. DINEEN'S GREAT FUR SALE

This will be the greatest sale of Ladies' and Gentlemen's Furs ever held in Toronto. During next spring we intend making extensive alterations to our premises, and want our whole stock cleared out by March 1st next. Bargains will be given in the following goods: Seal Mantles, Seal Dolmans, Seal Capes, Seal Muffs, Seal Caps, Seal Collars, Seal Cuffs, Seal Gloves, Persian Lamb Coats, Persian Lamb Mantles, Persian Lamb Jackets, Persian Lamb Capes, Persian Lamb Collars and Cuffs, Persian Capes and Gloves, Beaver and Otter Muffs, Beaver Trimmings, Men's Beaver Coats, Fur-lined Circulars, Fur-lined Short Wraps, Seal Wraps fur-trimmed, Black Fur Capes, Brown Fur Capes, Coon Skin Capes, Nutrid Skin Capes.

Choice of a lot of Astrachan Mantles, extra quality of fur and trimming, reduced to \$25 and \$30.
A lot of Siberian Dog Skin Coats for men, reduced to \$15, sold all season at \$25.
First-class Coon Coats, reduced to \$25, sold at \$35 and \$40.
Large Grey Robes, best quality, warranted, reduced from \$10.50 to \$8.50.
Second Size Robes, best quality, good lining and sound fur, only \$7.
Large Unlined Buffalo Robes, \$20; Lined Buffalo Robes, \$25.
Black Roman Dog Coats, \$20 and \$22.50; warranted sound.
A lot of \$7.50 Persian Lamb Caps, reduced to \$5.
Russian Beaver Caps, reduced to \$3.

A Lot of Boys' Real Russian Lamb Caps, reduced from \$4 to \$2.50.
A Lot of Children's Grey Fur Caps, reduced from \$3 to \$2.
Men's Fine Beaver Collars and Cuffs, reduced to \$20.
Russian Beaver Collars and Cuffs, all made ready to fit on, only \$6.
Ladies' Bonns, Muffs, Caps, Trimmings, Collars, Cuffs, &c., in all the new and fashionable kinds will be sold at less than they cost to make. This is the only chance that the citizens will have of buying first-class furs at less than the wholesale price.
We will be glad to show our Goods and Prices. All sales made for cash only.
Parcels delivered to all parts of city and suburbs. Store closes at 7 p.m., except Saturday.

W. & D. DINEEN,

COR. KING AND YONGE-STS.

THE GENUINE Bell Organ!

Organs ranging from \$50 upwards sold on small monthly payments. The largest stock in the city to choose from. Also American, Canadian and German

PIANOS.

All Instruments guaranteed for six years.
Toronto Warerooms, 12 KING-STREET WEST
J. W. SCOTT - - - Manager.

PIANOS. CANADIAN AND AMERICAN.

HERR PIANOS.
The popular Canadian Piano. The magnificent instruments manufactured by this Company stand high above all others.
KROEGER & SON'S PIANOS, Boston.
One of the few highest class American Pianos and prominent for "stealing work."
MALLEY & DAVIS PIANOS, New York.
Established over fifty years. Boston's high class Piano. 20,000 in use.
DUNHAM PIANOS, New York.
Established over fifty years. Their new instruments are perfect models of Piano Construction.
W. E. WHELLOCK & CO. PIANOS, New York.
Never fail to give entire satisfaction to the purchaser. Musical critics extravagant in their praise.
E. C. THOMAS & CO. Woodstock Organs.
Excelling in all the qualities of a high class Organ.
UXBRIDGE ORGAN CO. Uxbridge.
Organs "NOTED" for fine quality of tone and simplicity of action.
Call and see these instruments at our warerooms, and get our prices and terms before deciding. Prices reasonable and terms easy. A number of second-hand Pianos and Organs in stock at low prices on small payments.

W. M. BAIRD & CO.

63 KING-ST. WEST.

VOLINS, GUITARS, BANJOS.

VIOLIN BOWS, STRINGS, ETC.
BAND & ORCHESTRA MUSIC, SHEET MUSIC
P. W. GRAHAM & CO.,
COR. YONGE-STREET AND WILTON AVENUE.
TORONTO.

PIANOS. PIANOS.

The Musical Opinion and Music Trade Review, published in London, Eng., April 1, 1897, under the heading CANADIAN MUSICAL EXHIBITS AT THE COLONIAL EXHIBITION, has the following:
Referring to Piano Fortes of Messrs. Heintzman & Co., Dr. Stainer says as follows: "It much regret that, owing to the late period at which I was called upon to make a report, all the more important instruments exhibited by this firm HAD BEEN SOLD AND REMOVED." But those remaining fully justified their high reputation. An Upright Grand, which I examined was in every respect a fine instrument, the touch was sympathetic and had a good repetition; the tone was full and rich. I also tried a specimen style No. 3, which was equally deserving of unqualified praise.

HEINTZMAN & CO.

North American Life Assurance COMPANY.

HEAD OFFICE, TORONTO, ONT.
Hon. Alex. MacKenzie, M.P., President.
Hon. A. Morris, John I. Blaikie, Esq. Vice-Presidents.
FULL GOVERNMENT DEPOSIT FOR THE SECURITY OF POLICY-HOLDERS.
This Company offers to the insured the choice of its classes, viz.: Ordinary Life, Endowment and Term Insurance, Return Premium Investment, Reduced Endowment and Commercial Policies.
The **SEMI-ANNUAL PLAN** combines in one policy the benefits of life insurance with that of an investment, amounting to the full value of the policy in the event of death during the investment period. Should the insured live till the termination of the period selected by himself, the return will undoubtedly be a very satisfactory investment on the premium paid. This accumulating liberal and attractive form of insurance gives in one policy more advantages than any other offered to the public.
The **REVERSIBLE PREMIUM POLICY** is a clear and definite contract, guaranteeing a return of all premiums paid, in addition to the full value of the policy in the event of death during the investment period. Should the insured live till the termination of the period selected by himself, the return will undoubtedly be a very satisfactory investment on the premium paid. This accumulating liberal and attractive form of insurance gives in one policy more advantages than any other offered to the public.
The **COMMERCIAL PLAN** affords protection at actual cost, being about one-half that of ordinary plans during the years that life insurance is specially needed. Men of considerable income who are paying large premiums on comparatively small investment policies, and require the largest amount of additional insurance for the least possible premium; business partners, whose valuable interests in the life of the individual members of the firm are not protected by adequate insurance; men of moderate means, whose families are denied the protection of life insurance by the usual high premiums; all find the Commercial Plan exactly adapted to their needs.
Before insuring your life, write for further information to
W. M. McCABE, F.L.A., Managing Director, Toronto.

SMOKE "FULL DRESS"



5-CENT CIGAR.

THE TRADE AND JOBBERS ONLY SUPPLIED.
Smokers who cannot get this Brand at their dealers, should send his address to

SPILLING BROS.,

115 JARVIS STREET, TORONTO.

The Annual Stock-Taking Sale at the Bon Marche a Great Success.
We invite special Attention to our exclusive styles Colored Satin Merveilleux at 49c, 65c and 75c.
Special Sale of 10,000 remnants—clearing up of all our departments, commencing Monday morning, 16th inst., regardless of cost or value.
WE INVITE AN EARLY CALL.
1000 remnants of Laces and Sheerings. 2000 remnants of Embroideries. 600 remnants of Colored Dress Goods. 800 remnants of Black Dress Goods. 1000 remnants of Crashes, Linens, Odd Towels and Napkins. 2000 remnants of Silk, Flashes, Velvets and Satins. 600 remnants of Flannels and 2500 remnants of Ribbons, etc.
2000 pairs Black and Colored Kid Gloves at 50c, worth 95c.
1000 Spun Silk Mufflers to be cleared at 40c, worth \$1. 2000 pairs Wool Socks at 15c, worth 30c. 1000 suits Wood Shirts and Pants at \$1.75, worth \$2.50. **COME AND SECURE A BARGAIN.**
F. X. COUSINEAU & CO., 7 & 9 KING-ST. EAST.
THE BON MARCHÉ BANKRUPT STOCK EMPORIUM.

Hard Times Will Tell Every Time

Owing to dulness of trade we have uniformly reduced our large stock of

FURNITURE CARPETS AND GENERAL HOUSEHOLD GOODS!

To almost WHOLESALE PRICES. Our selection in all Departments is unsurpassed in the city.

R. POTTER & COMPANY

COR. QUEEN AND PORTLAND STREETS.

WHY SUFFER?

Mr. Isaac Waterman, of the Imperial Oil Co., Petrolia, says: Nasal Balm gave me the most perfect satisfaction of any medicine I ever used for cold in the head. I found it easy to use, quick in giving relief, and effected a complete cure within a few hours.
Chas. Walsh, 148 Cathcart St., Ottawa, says: Gentlemen, I have used Nasal Balm for cold in the head and find it all that you claim for it. I take pleasure in strongly recommending it to all persons suffering from catarrh, cold in the head, etc.
Capt. D. H. Lyon, Manager and Proprietor of the C.P.R., and H.W. G.H. Day, Ferry, Prescott, Ont., and Ogdensburg, N.Y., says: I used Nasal Balm for a prolonged case of cold in the head. Two applications effected a complete and thorough cure in less than twenty-four hours. I would not take \$100 for my bottle of Nasal Balm if I could not replace it.
Mr. W. E. Calger, Advertising Agent for Toronto, says: I was induced to try Nasal Balm for a severe and troublesome cold in the head. On using it liberally washed out the clogged secretions, and left my head clear as a bell.
D. Desbairre, ex-President of the Ontario Railway's Association, Brockville, says: Nasal Balm beats the world for catarrh and cold in the head. In my own case it effected relief from the first application.
W. W. Hunt, Port Hope, writes: I was a sufferer from a long standing case of catarrh and being well up in years (75) hardly expected to ever obtain relief that would give me material or permanent relief. At the time of receiving Nasal Balm I was very ill with catarrh, but took great pleasure in stating that on the second application I obtained wonderful relief and in its effect was pleased, something and being. It acted like magic and in work ten times less cost for the immediate relief it gives. I feel confident that the second bottle will effect a permanent cure. I have recommended Nasal Balm for cold in the head and in every case it acts like a charm.
Horatio Collier, Postmaster, Cameronville, Ont., writes: Gentlemen, I am well pleased with your Nasal Balm. I was suffering from cold in the head and catarrh, and through its use am now thoroughly cured. It is much more pleasant and easy to use than the washes, gouches and snuffs that I used previously. I will recommend it as a sure cure for cold in the head. You may refer to me and I shall feel a pleasure to reply to them.
Mr. T. Dawson, General Merchant, Daglan, Ont., says: I was troubled with a severe cold in the head; once using Nasal Balm gave me the immediate and permanent relief.
James G. Torment, 34 Daly St., Ottawa, Ont., says: I am pleased to state that Nasal Balm has already relieved my catarrh to a very great extent. I have not used one bottle, but the numerous droppings from the head into the throat have almost ceased. I breathe and appreciate the wonderful virtue of the "Balm." Its merits cannot possibly be exaggerated for catarrh troubles, and as a cure I believe it to be unsurpassed.

NASAL BALM

POSITIVELY CURES
W. R. Fullerton, Gananoque, says: Gentlemen, a prominent citizen of our town expresses great delight over the miraculous healing properties of your Nasal Balm. He had suffered for a long time from a severe headache over the eyes and his head was so ached up that he was in great distress. One application gave instant relief, and in two days he was entirely cured.
Jan. S. George, Tottenham, Ont., says: I have been troubled with nasal catarrh for the last five years. Seeing Nasal Balm advertised, I procured a bottle, and although I have only used very little of it, I do not hesitate to pronounce it the best remedy in the world for such a distressing disease, catarrh. It is easy and pleasant to use, soothing and refreshing to the head, and in giving relief, removes and changes the poisonous secretions to a healthy state. To any that troubled it is a priceless medicine.
Miss Jennie A. McNair, Jones Head, Bruce Co., Ont., writes: Called upon a poor woman who was very sick. She had not left her bed for weeks. Her friends said she was dying of consumption; indeed she was so low that it seemed that it would be but a very short time until she would pass away. I looked around on her little children and resolved if possible to cure her, but how to do it was the question. I was well used to the different forms of consumption and knew her trouble all came from the "head" and that her lungs were being destroyed by breathing the poisonous secretions into them. I gave some drops from the droppings from the head into the throat and removed all symptoms of catarrh and cold in the head. In fact if the directions are faithfully followed nothing but a sure and permanent cure can be the result.
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CATARRH AND COLD IN THE HEAD

WARNING
Beware of spurious and worthless imitations which the wonderful merit of Nasal Balm has caused some unprincipled parties to place upon the market. They closely imitate the name Nasal Balm in the hope of deceiving the public but are vile, catch-penny articles, destitute of merit. Do not be deceived by their apparent cheapness. Ask for Nasal Balm and take nothing else for catarrh and cold in the head. Every package bears our Trade Mark and Signature. FULFORD & CO., Brockville, Ont.

NOTHING CAN EXCEED OUR VALUE IN WHITE COTTONS

THE MAKE IS UNIVERSALLY ADMIRRED.

SAMSON, KENNEDY & CO.
44 SCOTT AND 19 COLBORNE-ST., TORONTO,
25 OLD CHANGE, LONDON, ENG