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 THE BEST MEDICINE FOR
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 GUARANTEED PURE FARMERS' MILK supplied
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 \$1.50 PER DOZ.

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W. MARTIN,
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 WHOLESALE AND RETAIL DEALER IN
 FINE TEAS, Sugars and General Groceries.

Orders collected and Goods delivered promptly
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 A Fine Assortment of Watches, Clocks and
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 Work Guaranteed. Repairs, etc., at Moderate
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 CHIROPODIST AND MANICURE
 Finger Nails Desulfured,
 Corns, Bunions, and In-
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BEDDING OF ALL KINDS
 MANUFACTURED AND RENOVATED BY STEAM.
 Mattresses, Pillows and Cushions made to
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H. J. SMITH, 876 Queen St. W.

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 Importers of Wall Papers
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M. W. SNIDER
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 Has removed to 330 Jarvis Street, third door
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S. E. PEARSON, L. D. S.
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TEETH WITH OR WITHOUT A PLATE
 BEST Teeth on Rubber Plate, \$5. Vital-
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 For the best known methods of saving
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M. F. SMITH, DENTAL SURGEON.
 (15 Years' Experience in Europe and America.)
 Offices—Over Molson's Bank, Corner King
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 326 SPADINA AVE. Cor. Nassau St.
 N.B.—Special attention given to physicians'
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HAY FEVER.
CATARRHAL DEAFNESS.
 A New Treatment.
 Sufferers are not generally aware that
 these diseases are contagious, or that they
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 the membrane of the nose and eustachian
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 proved this to be a fact, and the result
 is that a simple remedy has been formulated,
 whereby Catarrh, Catarrhal Deafness and
 Hay Fever are cured in from one to three
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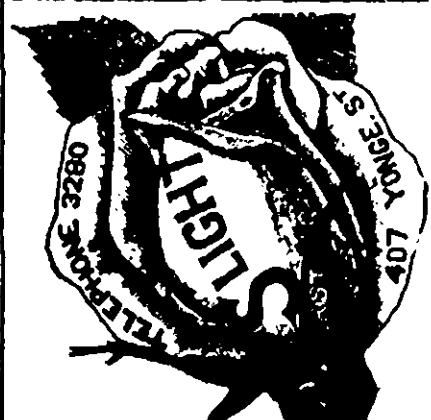
Have on hand a choice selection of new TEAS
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 beautiful Presents to be given away with Tea.
For Purity and Healthfulness

THE CELEBRATED
COOK'S FRIEND
BAKING POWDER
 CANNOT BE SURPASSED.
 For Good Value to the Purchaser it has
 No Equal.

Experience of over a quarter of a century in
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 ables the manufacturer to offer it with the
 fullest guarantee of superiority in every val-
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 It needs but a trial to convince any one that
 it will do more work for the same money than
 any other.

All Ingredients Absolutely Pure.
 Retail by all Grocers.

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 Manufacturer of
WILLOW BASKET WARE and REED FURNITURE
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 PAIRS, BRUSHES, BROOMS, WIRE GOODS, AND
 GENERAL FANCY GOODS.
 318 Queen St. West (Near Givens St.)
 One Bottom Chair in stock



Another Treat for the Ladies of the Queen City
THE BON MARCHE are holding one of the Greatest Silk Salos ever
 held in Toronto, 32,000 yards of DRESS GOODS to be SLAUGHTERED
 REGARDLESS OF COST.

Consisting of Evening Silks (all new shades), Black Gros Grain Silks,
 Colored Gros Grain Silks, Black and Colored Brocade Silks, Black and
 Colored Surahs, Black and Colored Mervilleux, Black and Colored Ottomans,
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 Pink, Sky, Cream, Heliotrope, Amber, Grenat and Cardinals.

Also Fancy Silk Gauzes for evening, and Black and White Grenadines for
 evening wear.

READ AND NOTE THE FOLLOWING:
 All our 75 cent Colored Silk Plushes now reduced to 50 cents 350
 Yards Stripe Plush and Beaver Combination for Dolmanette's at \$3, really
 worth \$6 wholesale. 450 Yards Heavy Black Brocade Silk Velvet at \$1.25,
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THE BON MARCHE BANKRUPT STOCK EMPORIUM

SOLID PROGRESS & GOOD RESULTS
 Persons insuring their lives should investigate the financial standing of a company, the same
 as they would a bank in which they intended to invest—not by the volume of business passing in
 and out, but by its financial record and interest paying results.
 No company in the U.S. has made so regular and solid dividend paying progress, and in-
 creased its ANNUAL CASH DIVIDENDS to policy-holders for so many years past, without a retro-
 grade step, as the

ETNA LIFE INSURANCE COMPANY, OF HARTFORD.
 Head Office for Canada, 9 Toronto Street, cor. of Court Street, Toronto.

We invite attention to the following unequalled showing of increases in all four items of (1)
 Cash Dividends, (2) Assets to each \$100 of Liabilities, (3) Assets to each \$1,000 of Insurance; and
 (4) Gross Accumulated Funds:

YEAR Ending Jan. 1st.	PROFITS Paid on Policy No. 50,000.	ASSETS Per \$100 of Liabilities.	ASSETS Per \$1,000 of Insurance.	GROSS Accumulated Funds.
1875	\$11.74	\$118.68	\$257	\$21,111,125
1879	12.74	118.68	321	23,120,804
1880	13.73	118.10	331	23,679,195
1881	14.76	118.92	333	26,403,440
1882	15.85	119.32	336	27,033,884
1883	16.95	119.46	339	28,102,888
1884	18.14	120.39	341	29,080,556
1885	19.38	120.70	345	29,771,230
1886	20.69	120.42	347	30,567,281
1887	22.07	120.31	353	31,343,500

Some companies retain profits for five years before declaring them, and then their agents
 sometimes compare such accumulated profits against the ETNA'S Annual Cash Dividends, with-
 out explaining that most of those who do or drop out of such companies during the five years,
 receive no dividend. The ETNA divides annually, and pays a down in cash, or in reduction of next
 premium, not in scrip or bonus additions, or due bills, to be lost if the policy lapses.
 The way in which those insured in the ETNA LIFE get the benefit of its well known successful
 financial management is brought out by the St. Johnsbury (Vt.) Republican, in the following
 statement: "The four first columns relate to one life, and the last two are upon another life—that
 of ex-Governor Hoos, of Chicago. The figures show the annual cash dividends in even dollars,
 upon \$20,000 of Life Insurance (during the years mentioned) in the ETNA LIFE, and in four of the
 largest and best mutual companies:—

Year Paid	ETNA LIFE.	Three Other Leading Co's.	ETNA LIFE.	Another Co'y.
1878	\$254	\$205 \$233 \$191	\$254	\$312
1879	263	210 199 204	259	230
1880	277	215 173 233	264	261
1881	282	165 177 265	268	97
1882	297	169 180 257	273	98
1883	322	173 184 244	278	100
1884	357	177 188 307	282	101
1885	312	181 187 190	287	137
1886	317	154 150 213	291	139
1887	321	153 132 138	296	142
	\$2,982	\$1,801 \$1,633 \$2,232	\$2,768	\$1,650

Average of the ETNA Life's footings, upon the \$20,000, same age and plan . . . \$2,875
 Average of the Other Four Companies . . . 1,845
 Better Results from the ETNA'S Management on similar policy in ten years . . . 1,030

Information as to the name and residence of the party holding the first four policies, and particu-
 lars of the plans of insurance recommended by this Company, will be cheerfully given to in-
 tending insurers by addressing
W. H. ORR & SONS, Managers.
 Toronto, October 27th, 1887.

A GREAT SACRIFICE OF
BOOTS AND SHOES.
 Mr. V. Cozens is Selling Boots and Shoes at a Great Sacrifice
 for the next ten days at the Red Boot and Shoe Store.

NOTE THE ADDRESS,
 311 YONGE ST. OPP. NORTH WEST COR. OF AGNES ST.

BEST QUALITY COAL AND WOOD
AT LOWEST PRICES
 OFFICES: 20 King Street West
 do. 409 Yonge Street
 do. 785 do.
 do. 552 Queen Street West, and 244 Queen Street East
 do. and YARD. Cor. Esplanade and Princess Street
 do. Bathurst Street, opposite Front Street
 do. do. Esplanade Street, near Berkeley Street

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CARPETS CURTAINS OILCLOTHS LINOLEUMS
W. BEATTY & SON
 Are now offering a Special Line of 100 Pieces of
WILTON AND AXMINSTER CARPETS
 At greatly reduced prices. Also a fine selection of best quality Tapestry
AT 65 CENTS CASH
 Church Carpets in all Cloths and at Extra Low Figures
 WHOLESALE AND RETAIL
WM. BEATTY & SON . 3 King Street East Toronto

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THE LADIES' TAILORS
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 of Ladies' Misses' and Children's Mantles, Mantle Materials and
 Trimmings, ever imported into Canada. Ladies cordially invited
 to inspect our enormous collection. All garments made to
 order we guarantee a perfect fit or no sale. Mail orders
 receive prompt and careful attention. Estimates,
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 Mantle and Mourning Goods War'hot se, 218 Yonge Street
 and 488 Queen Street West, Toronto, Ontario.

THE TEMPERANCE AND GENERAL LIFE
ASSURANCE COMPANY



OF NORTH AMERICA.
 Incorporated by Special Act of the
 Parliament of Canada.
 Hon GLO W ROSS, } President,
 Minister of Education, }
 Hon S H BLAKE, Q C } Vice-Presidents,
 ROBT. McLEAN, Esq. }
Guarantee Fund, \$100,000.
 Deposited with the Dominion Government
 for Security of Policy Holders
\$50,000.

Head Office,—Manning Arcade,—King st., Toronto.

This Company has been organized by prominent Temperance and Business men on
 the basis of The United Kingdom Temperance and General Provident Institution
 of Britain, one of the most successful of British Companies, whose experience for the
 last twenty years was

NEARLY THIRTY PER CENT. IN FAVOUR OF TOTAL
ABSTAINERS

over their General Class. Their experience for the last five years shows that the profits
 to the Temperance Section were FIFTY PER CENT. more than in the General

The Manager of the Whittington Life Assurance Company of England says that the
 death claims in six years had been 21% LESS IN THEIR TEMPERANCE BRANCH
 AGAINST 50% PER 1,000 IN THEIR GENERAL BRANCH.

The experience of The Sceptre Life Assurance Company, for the last ten years,
 shows that the deaths in their Total Abstinence Branch were MORE THAN TWENTY-
 FIVE PER CENT. IN FAVOUR OF THAT CLASS OVER MODERATE DRINKERS insured in the
 Company.

COMPETENT MEN WANTED AS AGENTS
 in unrepresented districts. Apply to
H. O'HARA, Managing Director.