

HERBERT E. SIMPSON

ARTIST AND PHOTOGRAPHER

SUCCESSOR TO

NOTMAN & FRASER

4 KING STREET EAST



Mr. H. E. S., thanking the citizens of Toronto for the very liberal support extended to him during the short time since he succeeded Messrs. Notman & Fraser, begs to inform them that he has now everything so perfectly arranged that he can produce portraits of life-like perfection and the most artistic finish, and has means and appliances for turning out a very superior class of work up to life size in oil or Water color, India Ink or Crayon, in and out of the establishment. Our work has gone to all parts of the United States, some to Europe, and we have received the most flattering assurances of satisfaction from our patrons.

He will continue to use his utmost endeavors to please, and assures his kind friends that no means will be spared to merit a continuance of their patronage and support. He would also impress on the public mind that he has Notman & Fraser's Negatives, and all orders for copies from them must be sent directly to 41 King Street East.

Different studios in this city are occasionally intrusted with orders from N. & F. negatives, but I would inform those desirous of having work filled from the same that they are always much inferior than when done from the original negatives, of which we are the sole proprietors, and shall be pleased to reduplicate prior orders or to make enlargements of the same.

H. E. SIMPSON.

MACLAREN, MACDONALD, MERRITT & SHEPLEY,
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Mr. V. Cozens is Selling Boots and Shoes at a Great Sacrifice
for the next ten days at the Red Boot and Shoe Store.
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THE LADIES' TAILORS
OF CANADA
Have now on Exhibition the Largest, Choicest and Cheapest Stock
of Ladies' Dresses 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,
samples and self-measurement cards sent on
application.
—!!—
DRESS AND MANTLE MAKING AN ART WITH US
—!!—
Mantle and Mourning Goods Warehouse, 218 Yonge Street
and 488 Queen Street West, Toronto, Ontario.

Another Treat for the Ladies of the Queen City
THE BON MARCHE are holding one of the Greatest Silk Sales 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,
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Black and Colored Satins and Colored Moire, Silks in the following shades:
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 Dolmanettes at \$3, really
worth \$6 wholesale. 450 Yards Heavy Black Brocade Silk Velvet at \$1.25,
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Are now offering a Special Line of 100 Pieces of
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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 as 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
ÆTNA 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	Profits Paid on Policy	ASSETS Per \$100 of Liabilities.	ASSETS Per \$1,000 of Insurance.	GROSS Accumulated Funds.
1878	\$11.33	\$115.68	\$107	\$24,141,125
1879	12.74	118.06	121	24,150,804
1880	13.72	113.10	133	23,826,196
1881	14.75	118.92	133	28,103,440
1882	15.95	119.32	136	27,050,984
1883	16.95	120.18	139	28,102,888
1884	18.14	120.30	141	29,060,546
1885	19.28	120.70	145	29,171,530
1886	20.69	120.42	147	30,662,251
1887	22.07	120.37	153	31,343,930

Some companies retain profits for five years before declaring them, and then their agents
sometimes compare such accumulated profits against the ÆTNA'S Annual Cash Dividends, with-
out explaining that most of those who die or drop out of such companies during the five years,
receive no dividend. The ÆTNA divides annually, and pays 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 ÆTNA 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 Hiram, of Chicago. The figures show the actual cash dividends in even dollars,
upon \$20,000 of Life Insurance (during the years mentioned) in the ÆTNA LIFE, and in four of the
largest and best mutual companies:—

Year Paid	Ætna Life.	Three Other Leading Co's.	Ætna Life.	Another Co's.
1878	\$264	\$210	\$258	\$312
1879	283	218	258	250
1880	287	218	258	250
1881	287	218	258	250
1882	287	218	258	250
1883	287	218	258	250
1884	287	218	258	250
1885	287	218	258	250
1886	287	218	258	250
1887	287	218	258	250

Average of the Ætna Life's feelings, upon the \$20,000, same age and plan
Average of the Other Four Companies
Better Results from the Ætna's Management on similar policy in ten years
Information as to the name and residence of the party holding the first four policies, and partic-
ulars 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.