

(Continued from first page.)

always be with the people who wanted to keep Toronto in the place it had been.

Mr. Howland's encouraging words were received with tremendous applause which proved how forcibly he had expressed the feelings and desires of the vast audience.

Mr. Spence, in a vigorous speech pointed out that they had now a better temperance council than ever before.

About this time Mr. Rogor's entrance was announced by cries of "Here's Rogor" and the shout had a magnetic influence.

Mr. Rogers, instead of slinking away, came down to face them all. This was the sort of stuff they had on their side to fight the battle.

Mr. Rogers, who was a good man and true, had lost the vote of the working men of this city. Mr. Rogers was their true friend.

Mr. Rogers, on rising, was again accorded a similarly flattering reception to that which he received on his arrival.

After stirring addresses by J. J. Mc Laren, Rev. G. M. Millican, and J. T. Moore, the audience rose en masse and sang with deep feeling and energy the well-known hymn, from which the battle cry was taken, "Hold the Fort."

The Manager of the Whittier Life Assurance Company of England says that the Southern States in six years had been doing better than 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 of the Moderate Drinkers were more than twenty-five per cent. in favour of the teetotalers.

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

"THE BON MARCHE"

To say that the Bon Marche has been busy since the commencement of the Great Bankrupt Stock Sale of Fancy Goods on Monday morning last would be drawing it very mild indeed, every department having been so crowded that we have found it impossible in numerous instances to give the careful attention to customers it is always our wish to do.

4,000 yards lovely Brocade and Striped Evening Silks for this sale, only 40c yard. 1,500 yards Pure Silk Gausse, lovely evening shades, for this sale, only 25c yard.

Our stock of Mantle Broches and Finishes presents a magnificent variety for ladies to select from, all away down below regular prices.

F. X. Cousineau & Co., "Bon Marche" BANKRUPT STOCK EMPORIUM, 7 & 9 KING STREET EAST.

P.S.—600 Doz. or 7,200 Hfks. The Largest Collection of Ladies' and Gent's Silk Handkerchiefs ever seen in this city, ranging from 20c up to 100 Doz. Ladies' Pure Linen Hem-stitched Handkerchiefs at \$1.50 per doz., worth \$3. 500 doz. Ladies' Fancy Bordered French Lawn Handkerchiefs, French designs, 60c doz., worth 75c; 75c doz., worth \$1; \$1 doz., worth \$1.50.

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.

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 increase 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:

Table with 5 columns: YEAR Ending Jan. 1st, PROFITS Paid on Policy No. 55,569, ASSETS Per \$100 of Liabilities, ASSETS Per \$1,000 of Insurance, GROSS Accumulated Funds. Rows for years 1878 to 1887.

Some companies retain profits for five years before declaring them, and then their agents sometimes compare such accumulated profits against the E.T.N.A.'s Annual Cash Dividends, without explaining that most of those who die or drop out of such companies during the five years, receive no dividend.

The way in which those insured in the E.T.N.A. LIFE get the benefit of its well known successful financial management is brought out by the St. Johnsbury (Vt.) Republican, in the following statement.

Table comparing E.T.N.A. LIFE with other companies. Columns: Year Paid, E.T.N.A. LIFE, Three Other Leading Co's, E.T.N.A. LIFE, Another Co'y. Rows for years 1878 to 1887.

Average of the E.T.N.A. LIFE's footings, upon the \$20,000, same age and plan as average of the Other Year Companies. Better Results from the E.T.N.A.'s Management on similar policy in ten years.

Information as to the name and residence of the party holding the first four policies, and particulars of the plans of insurance recovered by this Company, will be cheerfully given to intending insurers by addressing W. H. ORR & SONS, Managers.

Toronto, October 27th, 1887.

THE TEMPERANCE AND GENERAL LIFE ASSURANCE COMPANY OF NORTH AMERICA.



Incorporated by Special Act of the Parliament of Canada. Hon. GEO. W. ROSS, Minister of Education, President. Hon. S. H. BLAKE, Q. C., ROBT. McLEAN, Esq., Vice-Presidents. 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 the General Class. The experience for the last ten years shows that the profits in the Temperance Section were FIFTY PER CENT. IN EXCESS OF THE GENERAL

The Manager of the Whittier Life Assurance Company of England says that the Southern States in six years had been doing better than 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 of the Moderate Drinkers were more than twenty-five per cent. in favour of the teetotalers.

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READY-MADE CLOTHING

MEN'S OVERCOATS AT \$4.50, \$6.00, \$7.50 AND UP. YOUTH'S OVERCOATS AT \$3.00, \$4.00, \$5.00 AND UP. BOYS' OVERCOATS In all the Leading Styles and at Prices within the reach of all.

PETLEY & PETLEY THE LEADING DRY GOODS AND CLOTHING DEALERS KING STREET EAST, OPPOSITE THE MARKET, TORONTO

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.

L. Pittman & Co. THE LADIES' TAILORS OF CANADA

Have now on Exhibition the Largest, Choicest and Cheapest Stock 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.

DRESS AND MANTLE MAKING AN ART WITH US. Mantle and Mourning Goods Warehouse, 218 Yonge Street and 488 Queen Street West, Toronto, Ontario.

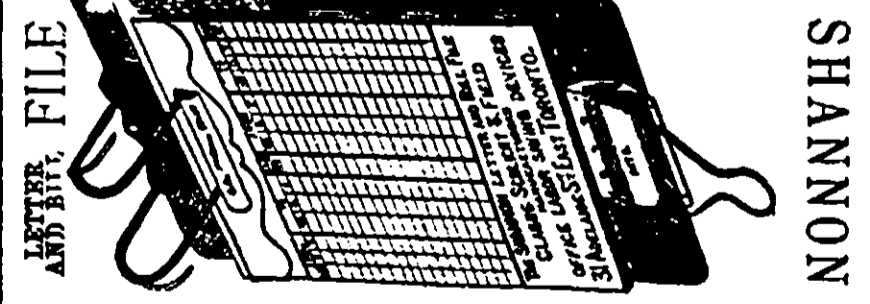
W. BEATTY & SON

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

THE SCHLICHT & FIELD CO., (Limited) MANUFACTURERS OF



OFFICE LABOR-SAVING DEVICES, 31 ADELAIDE STREET EAST, CORNER GLOBE LANE, TORONTO.

OFFICES:—111 N. St. Paul St. Rochester N.Y. 36 & 41 Brodway, New York; 100 Wabash Avenue, Chicago Ill., North Street, Montreal, London, E.C., 108 Fargate, Frankfort, A.M., Germany.

In ordering Goods mention this page. (341) JOHN F. LASH, Manager.

BEST QUALITY COAL AND WOOD AT LOWEST PRICES

OFFICES: 30 King Street West, 400 Yonge Street, 705 do., 772 Queen Street West, and 774 Queen Street East and YARD Cor. Esplanade and Princess Street, Bathurst Street, opposite Front Street, Esplanade Street, near Berkeley Street.

ELIAS ROGERS & CO