

BUTTER AND MARGARINE

UNDETERMINED HONESTY THE BEST POLICY FOR BUTTERMERCHANTS

Butter and margarine are the two commodities which are the most important in the food of the people...

At the British Dairy Farmers' conference there was no fact brought out more clearly than that of the extreme conditions of successful competition...

It is surprising to many to learn that in a vegetable garden with the British farmer himself how to get his butter placed in his own market...

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Christmas Cheer, Christmas Cheer CHRISTMAS COMES BUT ONCE A YEAR, AND THE BOIT MARCHIE

Is bound to clear all Holiday Goods at 50c. on the Dollar—exactly half regular prices—consisting of all the Latest Novelties in Fancy Silk Plush Goods; handsome Christmas Goods; Hand-Painted Satin Goods; Ostrich Feather and other Evening Fans; Japanese Trays, Easels, Bronze Ornaments, Brass Ornaments and Photo Frames, Purses, Portfolios and Hundreds of other Fancy Articles too numerous to enumerate.

LADIES AND GENTLEMEN PLEASE READ THE FOLLOWING CAREFULLY: Come Early and Select First Choice. 5000 Silk Handkerchiefs, regular price, varying from 25 cts. to \$2 each, now reduced to half price. Please bear in mind that the above goods will be sold at these prices ONLY from now until Christmas Eve.

N. B.—Take note for the accommodation of our numerous customers our store will be open on Saturday night and Monday (Christmas Eve) till 10 o'clock.

The Bon Marche Bankrupt Stock Emporium, 7 and 9 King-st. East.

T.P.T.CO. FURS, FURS, FURS.

is the place to buy CHEAP FURS. Gentlemen's Good South Sea Seal Jockey Caps, at \$7.00; Good Persian Lamb, \$4.00; Gentlemen's Collars and Cuffs from \$6.00; also a Large Lot of

LADIES' MUFFS AND BOAS, AT VERY LOW PRICES.

Ladies or Gentlemen making Christmas Presents will save time and money by going to

TONKIN BROS., 110 YONGE-ST., TORONTO.

WILSON LINE. Sailing from New York to London and Hull.

THE MESSIAH. Philharmonic Society. Special Extra Concert. Christmas Eve, Dec. 24th.

THE TORONTO LAND AND INVESTMENT CORPORATION. DIVIDEND NO. 5.

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