## PIANOS



## \section*{A} <br> 5

## $F$




# \$30,010(1) IN CHE <br> Has been paid to people who collect CASH COUPONS from the merchants who advertise 

| NEARLY 20,000 |
| :---: |
| Namilies of This City are collecting <br> Cash <br> coupons Daily. Why <br> Don't You ? |

Watch Our List of Advertisers for 1898 $=$ We are Adding New Merchants Daily.
THE FOLLOWING NAMED MERCHANTS OF TORONTO ALL GIVE CASH COUPONS
Don't accept any excuses when you'pay cash. You'are entitled to the
them-they are worth money to you. They may as well


BUYERS' AND MERCHANTS' BENEFIT ASSOCIATION

IHE GIOOY OLD PAMILION
Was Again the Scene of a Brilila
Function Last Night.

## 




## Hercules. <br> ire Beds are the only eds that are and can b $=$  ATEST STYLE JEWELLERY <br> wildering prices. Sterling Silver Stick Pins



 January Furniture Sale

CATCHES THE POPULAR EAR It is on the fifth floor you find the most comfortable-
like furniture, and tit is this month we inaugurate our popu old you something of this big sale a few days ago. Fo tem, here tor Morayy byere vavan $w=2$
For Monday Selling

> WHITE GOODS-MUSLIN DEPARTMENT With completest confidence we can suggest
hese three lines as very special values, special for Monday buyers:
 Things White in Blankets and Quilts



FROM THE DRUG COUNTERS FLiNo
 goods at catching prices, and while you get the reliable we
catch the sale. In that way each is caught ,o the pleasure and advantage of the other. It is always so at our Drug
Section. Remedies put up for specific purposes by those who thoroughly appreciate their business cannot fail of good
results. - Try Our ioc Cough Cure-a Handy Bottle fo -Try Our isc Syrup of White Pine and Tar, a Speci
fic for Bronchial Coughs of Children. -Try Our 500 Emulsion of Cod Liver Oil with Hypo PHOSSHITES FOR ALL PLELN
Patent and proprietary medicines of every make on hand.



no Robert Simpson Co. Lmman


## W.A.MURRAY \& CO, Great Sale Linens

Special Purchase osman
Linen Towels and Table Napkins.
We buy Linens from the best known makrs, and enjoy facilities that few houses in the Dominion can take advantage of. We're disposed to give you the benefit of our buying facilities, and you'll find these goods precisely as represented. No exaggeration about values, It's a splendid chance to save money, and
will be decidedly your loss if you don't profit by this sale. ON SALE TO-DAY
400 dozen Fine Irish Linen Double Damask Napkins, slightly imperfect, clearing at Hali Price.
350 dozen Webb's Fine Towels (seconds), in Huck, Diaper, Damask, Fringed and Hem stitched, clearing at Half Price.

## W.A.MURRAY \& CO.

One Laundry gives away cuff buttons. Another gives away children's blocks.
We give away NOTHING but COOD WORK.

Needs no bouquets or prize packages to make our work "Co."
"ROLSTON" work is good work. "ROLSTON" wagons go everywhere "ROLSTON" agencies are on every

Phone 1381 and have wagon call for
The Rolston Laundry Co.


## Reai <br> French=

MadeShoes
Our great sale of Lad
 Fine goods are not unknown to the Toronto shoe trade, but it was an

S.M. Clapp, $\begin{gathered}\text { Succossor to the } \\ \text { clapp shoe co. }\end{gathered}$ P12 YONGE STREET.

- Dewar

"Ready

"Sa
 ABOUT THE NEW

## :IMER

tee of excellence in
e is a popular fal
eimer. This is not
osts you nothing,
Hy
and workmanship.
are sold on favor-
or old pianos take and see the NEW PHEIMER and
\&. New illustrated

## DHEIMER



## pecial....

For the next six weeks
we will make to your
order any of our Melton order any of our Melto
or Beaver Overcoats, im
ported goods, $\mathrm{Ar}_{1}$ trim ported goods, AI trim
mings and fit guaranteed,
at the following reduc at he
tions:


OWELL \& CO'Y

## 

ELL TELEPHONE
UBLIC OFFICE ong Distance Lines,


\section*{| ETALLIC ORRCUITS |
| :--- |
| UNDD-PROOF CABINETS. |} ominion Cotton Mills Company

397 FALL. 1897
$1=1$
saturday morning




$$
\frac{\text { EI }}{\mathrm{wrIf}}
$$



## ${ }^{39}$

TORONTO WORLD
JANUARY 151898


SATURDAY MORNING
COLLEGTORS HRE TOO FREOH A LHTLL "IF" WT PRE WAT.

and Will Get a Taste of Law.

Croup Is The Terror of Thousands


## Mining



$$
\frac{10)}{}
$$

PAID and NON-ASSESSABLE

## The properities are exceppionally well located, The Company

## WORKING

| E. StRACHAN COX 9 Toronto Street. |
| :---: |
|  |  |


| The proposition is a tunnel site on a steep slope of a produc. ing hill, development work gaining depth very rapidly. |  |
| :---: | :---: |
| The stock is listed on the Denver Stock Exchange. Send for copy of sur special Market letter giving facts and figures on Colorado's gold production for 1897. |  |
|  |  |
| HigGINS | \& HAMPTON, 62 Victoria-street. |
| KLONDYKE | $S$ |


GOLD STOCKS

|  |
| :---: |
| Prestent Benatio o T Trie. Yanooverer B.C |



Wirtil Mrxiti
Blight Rally in Liverpool
Supplies are Li


## 






Euselem










Fix ing The mantef






Many fix Milivi
, Mix ixinioid

ST. LAWRENCE



OUR WO
AND C
Too Many are B
Paines Celery Can
Great Literaiver foo
are Sicr and
It Has Rescued Th
Maman's Best
Jessio M. Rose
Was Completely
Wonderial Me
Wells \& Richardson C



## ares.

## gwump ... .. $3 c$ <br> orman.. .. .. 13 c <br> e Mountain .. $87 \frac{1}{2} \mathrm{C}$ <br> nderful .. .. 3t anne .. .. .. $8 c$ Reefs RONTO ST Four

 share ON-ASSESSABLE
## ell located. The Company dition and

## ING

a steep slope of a pro
depth very rapidly.

## ver Stock Exchange.

Market letter giving facts
duction for 1897
HAMPTON, ROPERTIES

## ALE





Wining Broker,
1 ADELATDE STREET EAST.

## and Easy Transport

 Party will leave the latte$\qquad$
apply at once to
OCKS

SATURDAY MORNING

## COMPETITION QUESTION



 CAPITAL PRIZES An 1898 Crescent Bicycle (Lay's or Gent's) value $\$ 75$
will be awarded to the sender of the first' Correct answer received




$\qquad$
To Sohol Teachers and Others

 Comparative Synoptical Chart Co. Room 26, 77 Victorn

 Don't Promise Too Much But Keep Every Promise to the lette

## His

䢒


 OUR WOMEN AND GIRLS
Too Many are Broken Down,
Weak and Wretched

Paine's Celery Componit is the Great Life-giver for all Who Are Sick and ailing.



