



## The E.M.F. Family Arrived In Toronto Yesterday Did You See the Parade?

A choice consignment of the famous E.M.F. Motor Cars arrived in Toronto yesterday, and this important event in local motoring circles was marked by a MOTOR CAR PARADE, which event inspired automobile admirers, connoisseurs, owners and prospective owners with LOVE AT FIRST SIGHT when they saw the perfection of automobile architecture and strength in the E.M.F. Car.
After the motor car floats had been taken through the principal streets of the city an impromptu MOTOR CAR RECEPTION was held at the new and palatial home of the E.M.F. at the

## Dodds-Massey Motor Car Salesrooms, 14-16 King St. East

The DODDS-MASSEY Salesrooms are as spacious as they are beautifully finished, yet the capacity of the Salesrooms was tested when the automobile admirers came by scores to get better acquainted at close range with the E.M.F. All were delighted with the modern features of the E.M.F. and declared the black-and-yellow flyer to be the last word in motor cars.
Mr. R. J: Dodds, the enterprising automobile man, who brought the E.M.F. to Toronto, was kept busy all afternoon responding in detail to the queries of the scores of admirers of the new ear. Mr. Dodds is enthusiastic over the E.M.F. and welcomes visitors who may wish to examine the perfect product of motor car construction.

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## Specifications

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 left knuckle arm, obviates all
"erankniness" on rough roads.
NH
WHEELS Artillery type. Large spokes
-12 . Spokes and felloes first-grade -12 . Spokes and
ond-growth hiekory.


At the Head of the Parade
The big black car with the yellow gear was built to be at the head of every parade-it lead the procession on Saturday-and it leads the parade in the motor world every day. A perfect car for a moderate price is the answer. The E.M.F. sells at $\$ 1500$, and the " 20 " fully equipped at $\$ 950$

See the Exhibition of E.M.F. Cars at the Salesrooms of
Dodds-MasseyMotorCars
14-16 King St. East, Toronto



\section*{Police Puzzled By Murder of Rich Widow <br> |  |
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|  |  | <br> IOWIBRIS FOR OOMINION BIG BALL ROLEE TOKEEP MAY BE BORNTHISMONTH DOWN NOISE OF GURGLE}

## AUTOMOBILE

 $\$ 400 \mathrm{CASH}$

BOX

## Homie Bunk

 of Canada
## QUARTERLY DIVIDEND

 Notice is hereby given thatDividend at the rate of SIX PER Cividend at the rate of SIX PER
CENT. PER ANNUM upon the paid-up capital stock of the Home Bank of Canada has been declared for the THREE MONTHS ending 28th February, 1910, and the
same will be payable at its Head same will be payable at its Head
Office and Branches on and after Office and Branches on and after
The transfer books will be closed from the 15th to the 28 th February, both days inclustv

Toront
JAMES MASON, General Manager.

| Every | The Leaders of Light Since 1851 |
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| $\begin{array}{\|l\|} \text { ASK } \\ \text { FOR } \end{array}$ |  |
| The Porfect You Ever |  |

## Specialists Consult <br> Case of the Tsaritsa

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THE CUT-RATE DRUCEIST "A WORD TO THE WISE IS SUFFICIENT

 to draw "the public" to their stores, The method adopted by such
dealers in well know to the manuracturers or hithg-class advertised
sooss, and it stands to reason that commodities that are sold at
 time, but which do not appear in DISPLAY TYPE in their advertise
ments.
The SANIToL
 pert analytical chemists whose life work has been the preparation o
HIGH-CLASS Tooth and Toilet Preparatios, and for this reason only give both the Manufacturers and tho Druggist a farir margin of profit
This is WHY SNITO IS BEST And "WHY YOU SHOULD RE.
FUSE A SUBSTITUTE. THEIE IS MOTHING Ask for YOU KNOW ABOUT "JIST is 8 600" ThuUBH IIfFGOOR Subgitutes DOST THE SIME. INISIT OII SANITOL $\qquad$

SANITOL CHEMICAL LABORATORY CO.
TORONTO, ONT.



This Piano Will Still Be Matchless in 1935 MASON \& RISCH The Piano with a Soul
a pure, sonorous, exquisitely balanced depth of tone-entirely beyond the reach of ordina

The Mason \& Risch Piano Co., Limited 1 32 King Street West, Toronto, Ont.

| Demoralization of Music |  | Keen Interest Displayed in the G Smith Recital at Conservator Wednesday, Eeb. 16; |
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| concert and oratorto singer, came out recently in a strong article, A 个 Pea <br> for the Oratorio." To a Musical Cour: fer repreentativo he Teltefited the |  |  |
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THE CONFLICT OF LOVE AND FAT
sWEETS FOR vOUR SWEETMEART

VALENTINE

 UNEXCELIET.



The King of Lieder Singers
MASSEY HALL FRIDAY EVE, FEB. 18

IMPPOTTTION. WOULD
NOT HELP Ganion
NATIONAL MUSIC CLUB


JOHIC CHATTON IS DEEAD HED IT MCTVEC CREEE - UHAEEA
 . S. and Author of Many Socal Reforms.















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 Sid


 East Simcoe: Charles E. W
liby Horrell, James Kean:
stormant



 North York: Williem James steven
Non, Donald Ego, Archbald MCCall
London: A. B. Greer, F. P. Drake

 pleased with argentina.


 Ayr. My frst experience in pubic




## ONLY ONE $\$ 15$ SUIT

## We Introduced the Made-to-Order Fifteen Dollar Suit--Others May Imitate Us But None Can Equal the Value We Give

Have you noticed that the tailoring advertisements in the Toronto papers to-day consist chiefly of a large plate of " $\$ 15$ " and some reading matter telling you that this price is really all anyone should ask for a suit of clothes or an overcoat?
It wasn't that way two years ago. About that time, we came to town with our mill-to-man proposition. Before that every one of these tailors was getting from twenty-five to forty dollars for the clothes they sold you. There was competition and lots of it in that day, and these tailors did not amass any great wealth either, even at twenty-five to forty dollars a suit. THE QUESTION NATURALLY ARISES - CAN THESE TAILORS NOW SELL YOU A SUIT FOR FIFTEEN DOLLARS WITHOUT DEALING AS WE DO WITH THE MILLS? WE ARE PREPARED TO PROVE THAT THEY CANNOT; THAT IT ISNT POSSIBLE FOR THEM TO DUPLICATE THE VALUE WE GIVE YOU - WITH US THERE IS ABSO. LUTELY ONLY ONE PROFIT.


You may say that the SCOTLAND WOOLEN MILLS CO. reduced the price of the other fellows' highpriced clothing. We do not believe we have. We think that to meet us they have been forced to buy some "cheap" cloth. Now we do not sell cheap cloth, everything in the showrooms is the very best the looms of old Scotland can turn out and is thoroughly guaranteed every way. The linings and the finish of the clothes are the best money can buy.
Just now Spring clothes are in order, and we have received some splendid new shipments which have just arrived from Scotland.

WE GUARANTEE THE CLOTH, FIT, AND FINISH, AND IF YOU ARE NOT SATISFIED WE WILL RETURN YOU ANY MONEY YOU'VE PAID

THESCOTLANDWOOLENMILLSCO. LIMITED



President's Message Assigned As Cause of Market Decline
? Another Clearing Away of Margins on Americaa Stocks-
Exchanges Igaore Wall Street's Erratic Antic:
\$1,500 7\% STOCK for $\$ 1,200$ In a Manufacturing Business on its entire capitalization. With additional capital net pronts can be increased to 20 Per Cent.

MITIONLL SECUMITIES COPPORKTION,

[^0]Tenders wawted Chicago Wheat Market Closed


Trading at Winnipeg Dull



Liverpool Cables Lower for Wheat and Corn Futures-No Change
in Domestic Situation.

TononTo stock ExChANaE - Toronto stock EXCHANOE STOCKS AND BONDS


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## STOCKS

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| Provide for | stock brokers etc. |
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| sions. | J. P. BICKELL \& CO. <br>  |
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## Unlisted Stocks

GOWGANDA MINING DIVISION
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COBALT ORE SHIPMENTS

HERON \& $\mathbf{c O}$.

Revival of Public Interest Needed to Secure Recoveries

Fiviza
$\qquad$

# COBALT-- Mining Securities Irregular, Some Issues Firmer --COBALT 

11

## BEDS! BEDS! BEDS! <br> You Can't Get Away From the Big BED BARGAINS at BROWN'S 550 BEDS-80 DIFFERENT KINDS-MUST MOVE THIS WEEK

This Massive Bedstead
15.00

It's Sometimes Profitable
to Sell Without Profit
Sale of Building Makes it so with Us Now THIS FINE IRON BED


This Handsome Bedstead


This Elegant Bedstead

$7.50^{-1 R O N ~ A N D ~ B R A S B ~ B E D S T E A D S, ~ w h i t e ~ o r ~ o r ~}$


FURNITURE for the DINING ROOM REDUCTIONS are LOWEST on RECORD $57.50-$ suffers,
38.00







 1.35 - Nunge Rockit, in Eolken, brace
 $2.50^{- \text {Boston }}$ ARM Rocker, in golden

SPRINGS
MATTRESSES
PILLOWS
At Lowest Prices Yet

si2.00 PURE FELT MATTREss, silen


R2.0 Woven wire sprinas,
ail onize:
Bale
Brice

1.35 . 1.65






RARE SAVING CHANCES IN PARLOR DEPARTMENT $\$ 26.00$ 5-Piece Parlor Suites $\$ 15.75$



THE J. F. BROWN CO., LIIITED, 193-195-197 YONGE ST.

FATHER KNOWS ABOUT
THEOOORE'S SNGGEMENT
Former President of United States Cabled That Son is Going to Be Married.
 there is little to be hoped for in the finial result if a certain childish simplicity of outhine, a requisite neatness ofatinish and an 'almost total absence of elaboration be
not adhered to throughout the wardrobe. ot adhered to throughout the wardrobe.
. More than ever are these points More than ever are these points
sential in kindergarten dresses for little essential in kindergarten dresses for little with red, is peculiarly suited to the everyway occupations. The material is staple, is becoming to all alike and will stand an intimate association with the washtub. The best of plain red percale has been used, in this model, for covered buttons and side belts. Red and white cotton braid suggests long buttonholes, and a strip of more ornate cotton braid in red, black and white supplies a front and back decoration, extending over the shoulders beside the bretelles. The disposition of stripes in the little sleeve is a noticeable feature.
A sailor dress of blue linen suggests the regulation navy cut, although it is more satisfying model than this from the more satisfying model than this from the
child's viewpoint, from the mother's and from the teacher's. The tub dress on the small child has become, to the sensible teacher, "a thing of beauty and a joy forevèr.'

Scallops on white pique are possible when a not-too-heavy quality has been chosen. All of the simple models cut over a normal pattern, and requiring a few scallops done by hand, may be made of either linen in its heavier weights or else pique.
In these weighty qualities undue ornaIn these weighty qualities undue orna-
mentation is avoided, gathers are scant and pieats are none too close, but they are highly satisfactory for better occasions and sensible for school. stripe-is a delicate little frock, not launderable, but quite cleanable. Its kilted skirt fastens beneath a folded girdle of black satin, and the same material, run theo side. Sleeves and bodice are tucked in-an unusual way. The color and delicacy of, the frock recommend it, even althougb it is not one of the beloved tub dresses. And now the coats. Blue broadcloth
with beaver collar and cuffs, suggests care but few of the prettiest garments may br

## "Back to the Land" Only Solution of Expensive Living fise

## Completion of Filtration Plant May Remove the Dangers of Typhoid Epidemic in Toronto


 Will Be Incorporated In Story of But Statistics Show Perceptible His Life- Beatrs the Name of John fow fownds.
 istments in Russia

 MIME NHITION III PBTISH

## WEEE TRME



IN THE NECK INS? EAD OF THE HEART


Miliss Corporations : Drat that stupid Cupid



## The Past Week In Literature



## Canadian Writers

Hh

## The New Books

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TEuys sutrage:


## THE REALMS OF GOLD

A charmed sea, o'er which we float aw
Enchanted shores, while sweet strange melodies
Our sorrows soothe, our heaviest griefs allay;
From which we view, with deep-stirred sympathies,
This human life, its soul-worn victories
Its struggles, triumphs, purpose, end:-this
Clear mountain height,' these islands pearly-shore
A world which none need pass by -unexplored,
A realm with treasures stored, where he who

How Irreligion Lurks In Robert Browning's Poems


## Jngin <br> Interest of Motoring World Centres in Forthcoming Auto Show

The Toronto Sunday World＇s Double Page of Automobile News is a


Future of Moderate－Priced Cars

A Plain Business Proposition












 TImes or that city，in referring to the operations of this committee，
quotes The Toronto World sargunent in favor of the provinclal
cood roads convention soon to be held．
 straining for in this province． nne appontment or a god committee of the board of trade
in st．John indicates that the good roads gospel is spreading across the Dominion from ocean to ocean rot is without question the rreat－
ent single economic issue to－day before the provinclal governments
of Canada．

SOME USEFUL HINTS IMIKEPSS UNTE TO SELL TO PRESPECTITE BUYERS AUTO ACCESSORIES
roper Action of Engine Under Load Five Companies Get Together an sof Exireme Importance－Flexi－Are Spending Quarter Million
bility Also Is a Great Factor． bility Also Is a Great Factor．

Motor Notes


More About Winter Mobring


2
Two men will buy a Russell this year for every one who bought a Russell last year：

## IN OTHER WORDS WE HAI DOUBLED OUR OUTPU

UEN with this big increase and our factory forlith
twenty－three houris a day，some will be Our orders to date are so heavy that beltat buyern
must run their own risk．Early decision on your means

Two Record－Breaking Mo ela

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## Sme Arise oithe moifioation <br>  <br>  <br>  <br>  <br> Fully Equipped <br> Canada Cycte \＆Motor Co． <br> LIMITED

100 Richmond St．West

## 

News aleature That is Awakening Widespread Interest and Comment
 rery one who e/l last year.

## os we have


some will be disappointed. decision on your cir mans
aking Modede

## RUSSEL

 Seven-Passenger




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Y Motor Co.

St. West

## " (rod Roads in Canada <br> Soon to be a Reality

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Aito Show In Chicago
iocialandCommercial Success


NEW YOAK RULES OF THAFFIC ARE MOOELS
They make Aute Driving Easier Than In Smalier Citios Say Autoists.


McLaughlin-Buick "17"
TheNameIsYourGuarantee:-
"L satisfaction, but when they are coupled with the name "McLaughin-Buick you may rest assur.
more to say-you have reached the pinnacle of motor car perfecticn and need look no further. OU'VE ALWAYS KNOWN THE NAME; but don't be satisfied with that knowledge only-know the car. It's a pleasure for us to give you a demonstration, not only because we know that you will enjoy the
Wen there.
or

Mclaughlin Motor Car Co.

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HEAD OFFICE AND EACTORY, OSFAWA
Salesrooms-Cor. Church \& Richmond Sts.
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ONTARIO MOTOR LEAGUE




Mornve
Yoses Didn't Have As Big A Job As George Brown

OF TARIFF ON FAEE ART
P. R. European Manager Helps to Move One Hundred Thousand People to the Promised Land Every Yea


AMERICA AS VIEWED
BY THE BRITISH PRES3

OF SOUHH SEA ISLANDS
"
"Sulff" HIT AT MEETIMG HELD

LOCAL TREATMENT FOR WOMEN'S DISORDERS



| Among the Playhouses | have changed my clothes at the theatre alone ten times a day for two hun- |
| :---: | :---: |
|  |  |
| Actors seem to have a pretty easy |  |
| hard-working lot. The |  |
| Works a good deal harder than an dierk, stenographer or business man. |  |
|  |  |
| profession, the first rule he learns is the rule of "keep soing." This is beause an actor cannot arora | At the Princess |
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| tiare and orten -ut all the time, He |  |
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| tasement, if he has none. He must <br> Eagement, ir he has none. be end |  |
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| enough to read too-each season in <br> elicie for tis abilities. |  |
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| Actors sometimes play twice ${ }^{\text {a }}$ day |  |
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13







[^1]




Get Married and Stay Married is the Advice Of Jacques Bertillion

 tality Among Widowers Among Married Men.







 - that iss, it they are under sixty years
oid.




COMEt ammst Equils OHE MILLION ERTHS

Ahis Vast Wanderer Will No
Aerretrial Path Says Prof. Frost,

Kyrle Bellew Comes in The Builder of Bridges Fourth Strong Frohman Atr
tion at the Princess.

## tion at tho Princess.






## PRINCESS THEATRE

BEGINNING FE B. 14 . ANDALL
MONDAY MATINEES WEDNESDAY AND SATURDAY

CHARLES FROHMAN Presents
ENGLAND'S BEST COMEDIENNE TEmPMEST IN THE WHIMSICAL COMEDY


By W. SOMERSET MAUGHAM Engiand's Most Popu:ar Playwright
Author of "Lady Frederick," "Jack Straw" and "Mrs. Dot."


WEEK OF FEB'Y 21
Dr. Wullner Coming

"THE BUILDER OF BRIDGES"
BY ALFRED SUTRO, Author of "ThE WALLS OF JERICHO"
WHW THE ORICINAL NEW YORK CAST AND PRODUCTION ABSOLUTELY HMTACT
DIRECT FROM THE HUDSON THEATRE, NEW YORK OTTY



JINGLING JOHNSON AND DOMEHEAD NARROWLY ESCAPE MATRIMONY



THE KING OF CHINA SAID TAREWELL
TO FRIENDS AND FOES ALIKE.
I KNEW. A MAN W HOSE NAME WAS SMITH-


TO POETRY I'M WEDDED
I'LL COMMIT NO BIGAMY.
WE'LL MOUNT THE FAITHFUL PEGASUS
TOGETHER WE WILL FLEE!

THE CHIMNEY FELL DOWN WITH A TER RIBLE CRASH,

$$
\begin{aligned}
& \text { AND IT KILLED THE OLD TABBMCAT, FANNY. } \\
& \text { "RUT ALL IS NOT LOST, FOR IT SAVES US," SAID NOHN, }
\end{aligned}
$$



MUGGSY BURNS UP A VALENTINE AND PREVENTS A TRAGEDY


WILLIE'S SPOUTING VALENTINE SURPRISED EVERYBODY


DEAR TOMMY: I made a valentine like this for Miss Clicker, our typewiter; but the office boy, who does not like her, saw me show it to Papa, and filled the atomizer with ink. If the storie.


IT'S ONLY ETHELINDA-SHE DIDNT INTEND TO MAKE SUCH A MUSS

The Toronto Sunday World
TORONTO, SUNDAY MORNING FEBRUARY 131910
Fair "Co-eds" In Their ${ }_{\mathrm{k}}$ Attractive Residence Rooms at Toronto University



 widence quarter.




SOME OF THE W ORLD'S MOST NOTED GRAND OPERA STARS, AS PHOTOGRAPHED IN THEIR HOMES.


BEAUTIFULLY DESIGNED DOORWAY
ain entrance to Victoria College, showing motto, pillars and inner hall. AUDIE ISNT MARRIED YET. To her to hefp spread fit Aams go







Marie Tempest, in "Penelope," at the Princess this week.


## AFTER THÉ SLEET STORM <br> AFTER THE SLEET STORM. Early morning in High Park, showing trees coted with ice and snow.



WINTER FLOWER-GARDEN, HIGH PARK.
Striking effect of snow-clad vinee, at sunnise, after an all-might snowfall.

## The Price tos Pothe Edison Phonograph

An Edison Phonograph can be bought for your price whether it is $\$ 16.25$ or a higher price up to $\$ 162.50$, all playing both Amberol and Standard Records.
But you cannot measure the Phono graph by money. Whether the price graph by money. Whether the price
is $\$ 16.50$ or $\$ 162.50$, it is not much to pay for instrument that will last lifetime, which will furnish you good music every day, which will furnish you better entertainment than you can you beter enter way, which will teach bur hill br which will bring into your own home go a long distance to hear

Enumem sidid



Edison Phonographs and Records THE TTTGTATV SONS \& CO.
R.S.
LIMIT ED

143 YONGE STREET, TORONTO

 Not Actually Necessary.
The lawyer proceeded to examine the

 Sharpe, she answered; "my birthdi
is the same as yours
ten yeare I was bo



T. Harland Fudge Solo Baritone
Concerts, Recitals, etc Tarms and Dates, Address Stuato StANDARD BANK CHAMBERS 155 King street East.
Long Distance Phones Main 1382, Beach 171


ZERO WEATHER, GOOD WEATHER FOR ICE-MAN. Cutting and loading ice on the Humber after niver has been scraped and marike
by ice-plow.

"Abject Surrender."-Frank Worthing and Jane Cowle, scene from "Is Matrimony a Failure," the Belasco comeas


When the Flourishing City of Regina Was in its Infancy and the Northwest Mounted Police Kept Law and Order.


THE CANADIAN BANK OF COMIMERCE
pald-Up Eapitan, sio,000,000.
DRAFTS ON FOREIGN COUNTRIES DRAFTS ON FOREIGN COUNTRIES

 O DELAY in issuing. FULL parmiculars on applioainil SHREDOTD

A clean, pare food, delicious and strengthening. Keeps the body full of rich, warm blood. Tastes sood these chilly morninge-heat bis.
cuit in oven, pour hot milk over it and salt to taste. Just try it. WHIEAT Cowan's

Nut Mill Chocolate
A chocolate confection of rich milk chocolate and fresh shelled walnuts. Simply exquisite. In $1 / 2$ and $1 / 2$ pound cakes


RESTING AFTER LONG WALK air pedestrians taking a little "breathing-spell" after a tramp thru the dee ow at High Park.


STREAM IN WINTER'S WOOD.
Brook running between snowbanks in city pari-

## "Tambowie"

## gh-Class Sc Whiskey

 Renowned the World Over Porkins, Ince \& Co.
## Do You Dance?

Engage Meyer's Baliroom a
nnnyside, no work, no worr unnyside, no work, no worry
or committee. Balls held here are always a success.

##  <br> 

# Opinions of Prominent Fort William Citizens 






## Victoria Dank

$\mathrm{D}^{\text {ID you ever hear of a property that }}$ had such universal endorsement? It is the cream of Fort William investments. Get particularsand thenget a few lots if you want to make some money.

J. J. CARRICK

FORT WILLIAM
420 Victoria Ave

PORT ARTHUR
22 Cumberland St.


MONTREAL
226 St. James Stree

TORONTO 307 Traders Bank Building.

a; Mrs. H. H. Travers. Toronto; Mrs.


BuSter" is" a famous Boston Terrier
Bust
and has won many prize sin the and has wa many prizes in the dog
shows.

$\qquad$
sin


SOME DIFFICULTIES OF THE TRAIL.
tor in Porcupine Gold District moving thru rough

## "GATLIN"

Remember That Name --The Gatlin Treatment Cures the Drink'Habit in THREE DAYS--No Hypodermic Injections or Other)Disagreeable Features.

Liquor Habit of Any Degree
Perfectly Cured in Three Days

The GATLIN INSTITUTE is ten years old. During those ten years the Gatin treatment has cured six thousand men of liquor drinking, the sum total of those treated. It restores business men to their business in three days, with clear brains and no more craving desire or nerve-demand for liquor than the day they first tasted it.
The Gatlin Institute legally contracts to accomplish this in THREE DAYS-to effect a cure satisfactory in every particular to the patient and to his family, or the fee paid shall be refunded on leaving the institute and treatment shall cost nothing

- The Gatin Home treatment also cures in a period of three days under special Home treatment contract.
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[^0]:    OMfEDERATION LIFE BUILDING, TORONTO

[^1]:    marie tempest, in -penelope, at the pilicerss

