

The St. Thomas Import Company

ST. THOMAS,
ONT.

*A New Concern
with New Ideas.*

Dry Goods Specialties and Notions.

See Our Travellers' Samples.

Umbrellas

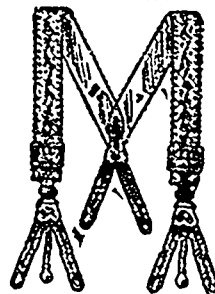
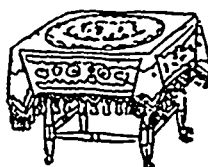
FOR . . .

Christmas

Place your order early and
thus secure good delivery.
Our representatives will
call on you shortly.

The Irving Umbrella Company, Limited.

20 Front St. West, TORONTO.



ILLUSTRATE YOUR ADVERTISEMENTS. ILLUSTRATE YOUR PRICE LISTS. EMBELLISH YOUR ADVERTISING MATTER WITH ILLUSTRATIONS OF YOUR PRODUCTS.

Illustrations are silent salesmen. They show prospective buyers at a glance just what you are selling. No verbal or printed description can equal in clearness a cut of a particular article. Do you want a cut, from photograph, of yourself, of the interior or exterior view of your store or building, or of any article of merchandise? If so, write for estimate. Send photo, if possible, and state size you want cut to be made.

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send it to us, and ask for price of electrotype of it. Write to-day. Don't wait.

Electrotypes size of those shown in this ad. will be sent with postage and duty prepaid at the following prices:

Less than 10, 25c. each.	From 25 to 49, 23c. each.
From 10 to 24, 24c. each.	From 50 to 99, 22c. each.
100 or over, 21c. each.	

Send for proof-sheets. Hundreds of cuts to select from.
Half-tones, Zinc Etchings, Electrotyping, and Stereotyping.

THE STANDARD ELECTROTYPE CO., WILMINGTON, DEL., U.S.A.

Electrotypers and Photo-Engravers.

THE PUGH CO. 67 Yonge St. Toronto, Ont.

Distributing Agents for the Dominion of Canada.