

# Some Electroplaters Succumb to the Temptation to

"Spare the SILVER  
and Spoil the PLATE."

The buyer cannot tell the difference—they argue—at least not until after a few months!

## We are Tempted . . .

the other way. Our Plated Goods are known as the finest plated ware made in America, giving almost as long wear as ordinary sterling goods, and so our trade marks are an absolute guarantee to the buyer that he is getting the best plated goods made.

Trade Mark for



Holloware.

## Simpson, Hall, Miller & Co.

A. J. WHIMBEY,

Manager for Canada.

Trade Mark for



KNIVES FORKS SPOONS.

Factory, 5, 7, 9 and 11 RECOLLET STREET,  
SHOW ROOMS, 1704 NOTRE DAME,

MONTREAL.



TWELVE FIRST MEDALS.

A large stock of these GOOD VALUE Corsets always on hand at JOHN MACDONALD & CO'S, Toronto. Manufacturers, W. S. THOMSON & Co., Limited, London, Eng. See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

"Fits Like a Glove."  
**THOMSON'S**  
ENGLISH MADE  
Glove-Fitting.  
Long Waisted.  
**CORSETS**  
AT POPULAR PRICES.  
*The Perfection of Shape,  
Finish and Durability.*  
Approved by the whole  
polite world.  
Sale, over ONE MILLION  
PAIRS ANNUALLY.



Trade Mark.

## THE NEW CROWN VIOLET.

AN

EXQUISITE - -  
- - PERFUME.

"The Delicious Essence of the Violet itself, distilled from the fragrant Violet gardens of the sunny Riviera."

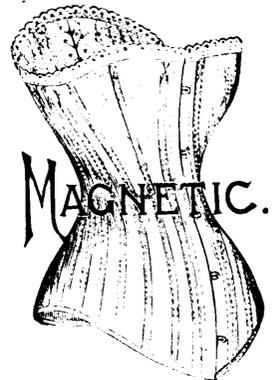
SOLD EVERYWHERE.

THE CROWN PERFUMERY  
COMPANY,

177 NEW BOND ST., W.



"Sister! look  
ye how by a  
new creation  
in corsets i've  
shook off old  
mortality."



For a Stylish Figure, wear the "MAGNETIC," and see that your modiste uses the

*Standard Dress Bone*

MANUFACTURED BY

The Crompton Corset Co.,  
TORONTO.