

THE TIME TO INSURE IS **NOW**

While you are WELL, STRONG and INSURABLE.

THE **Confederation Life**

ASSOCIATION issues policies on all approved plans of insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.

PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

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OUR
TRADE MARK
A

AUER LIGHT MANTLES
LONGEST LIFE & BRIGHTEST

OUR
TRADE MARK
A

A COMPARISON

TRASH

A cheap mantle gives a fair-light for a few nights, then grows dim and shrinks up to a "wasp-waist" like this:

This is caused by the cheap chemicals which the manufacturer used.

The
"Wasp-
Waist"

✓
Cheap
chemi-
cal.



QUALITY

A good mantle, which cannot shrink, made of the purest chemicals, is the only kind we put our trade mark A on. It guarantees you the best that is made and will satisfy your customers.



The
Auer
Light
Mantle
✓
Pure
chemi-
cals.

Lowest prices on mantles, shades, chimneys, globes and sundries.

Write us if you are interested.

AUER LIGHT CO., MONTREAL.

Our Orders for Spring

are Many Thousands of Dollars
in advance of this time last year.

The extra quality of the goods,
the beauty of the coloring, and
the **Very Low Prices** have
been the causes of the Increased
Trade.

We are prepared to meet all
competition.

Colin McArthur & Co.

(Incorporated)

Montreal.