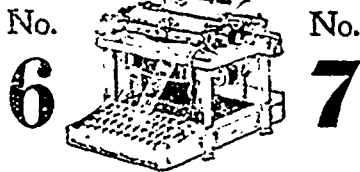




Every Point a Good Point  
in the NEW MODELS of the

**Remington**



**STANDARD TYPEWRITER**

Good in every part—good for every purpose. Does good work, and does it a good long time.

**SPACKMAN & CO.,**  
119 St. E. - N. 4th Street, Montreal.

## Prizes, Trophies, Presentation Plate



are best purchased direct from the manufacturers.  
Call and see our stock of sterling and plated goods.

## Simpson, Hall, Miller & Co.

Gold and Silver Smiths and  
Manufacturers of Silverware,

**A. J. WHIMBEY, Manager,**

SHOW ROOM: - 1794 NOTRE DAME ST.,  
NEAR ST. PETER.

### FIVE HUNDRED POUNDS A WORD.

On the front cover of the twelve issues of *The Strand Magazine* for 1898 there will appear an advertisement covering a single square inch, containing two of the shortest words in the English language. The two words make nine letters, which any compositor would set up in a few seconds, and they will appear each month. For this advertisement £1,000 has been paid, which works out at something like £111 2s 2d a letter.

This is a record advertisement. The only other case approaching it was a proposal of Messrs. Pears, who some years ago offered a very large sum of money for the right of advertising on the back of the census paper. This scheme was not carried out, however, though, as it is said to have become a Cabinet question, Messrs. Pears received a big advertisement in consequence of their offer.

A representative of *Tit-Bits*, who was anxious to know something more about the matter than the mere fact stated above, called the other day on Mr. Hall, the manufacturer of "Hall's Coca Wine," and had an interesting chat with that gentleman. It is Mr. Hall who has paid £1,000 for an inch of space in *The Strand Magazine*, and the

## BOVRIL



The Glory of a man is his strength.

**BOVRIL** is the greatest warmth producing and nutritious beverage for the winter months.

Great for Athletes and Students.

## The Manufacturers' Life Insurance Company

IN 1897

The Manufacturers' Life paid to Beneficiaries of deceased Policy-holders  
The Policy-holders since the Company's inception, in 1897, have been paid over  
If you want insurance for PROTECTION, send to Head Office, Toronto, for copy of our plans.

\$ 82,702 00

62,900 00

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BRANCH OFFICE: 260 St. James St., MONTREAL.

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