# GOODERHAM & WORTS King Iron Works

TORONTO, CANADA

ESTABLISHED 1890

Distillers Marine

# **CANADIAN** RYE

## WHISKEY

Aged Whiskies from 4 to 8 years' old a specialty.

PRICE LIST ON APPLICATION

# Short Talks on Advertising"

994 pages, 123 illustrations; sent post-paid on receipt of price.

Paper binding, lithographed cover, 25 cents. Cloth and gold, gold top, uncut edges, \$1.00. CHARLES AUSTIN BATES

Vanderbilt Building, New York.

Vanderbilt Building, New York.

"Mr. Bates' Masterpiece. It is interestingly and readably written—more readable than one would believe pessible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turns to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which riage with a true note."

"Goo. P. Rowell."—Buffalo Evening News.

"Interesting and profitable."—Baltimore Herald.

"Lively and Sensible."—Philadelphia Evening Telegram.

"Handsome and Clever."—New York Press.

"Should be on the desk every advertiser."—Cleve and Press.

- "Snouth be as the dearm of the and Press.
  "Best thing we have seen."—Buffalo Express.
  "Most practical and helpful."—Minneapolis Journal
  "Every advertiser may read with profit."—St. Louis
  Post-Dispatch.

"Every suvertists. many Post-Dispatch.
"Mr. Bates has rendered a service to all progressive business men."—Philadelphia Becord.
"Most interesting of all instructive Books."—Buffalo

- "Most interesting of the control of
- "Cannot fail to prove interesting."—Pittsburg Press.
  "Should be in the hands of every business man."—
  Philadelphia Ledger.

### Every Issue of The Office Magazine

A. O. KITTREDGE, F.I.A., C.P.A., Editor contains information on office topics

## Worth Many Times its Price Per Year.

It publishes only practical articles on practical subjects by practical business men.

### Sample Copy Free

Issued monthly, subscription \$1 a year. Advertising rates on application.

**ACCOUNTIOS ASSOCIATION, Publishers** 23 Pine St., NEW YORK CITY

Our "Daily Bulletin" the only thing of the kind in Canada. A most complete and reliable record of Fallures — Compromises — Business Changes—Bills of Sale—Chattel Mortgages—Writs and Judgments for the antire Dominion.

We issue carefully revised reference books four

times a year.

R. G. DUN & CO.

Toronto, Mestreal, Hamilton, London and all cities in Dominion, U. S. and Europe.

**BUFFALO, N.Y.** 

# Ingines

PROPELLER WHEELS—and their excellence is acknowledged all over the lakes.

Write for prices.

# Profitable Advertising Art in Advertising For 1800

The handsomest series of cover designs ever executed for a journal of this character will appear on Profitable Advertising during the coming year. These designs alone will be worth the subscription price. The quality of the contents will be in keeping and many new and valuable features will be presented.

The readers of The Monetary Times appreciate good typography. Profitable Advertising is superior in this respect and offers more for the money (80 large pages per month) than any similar medium—all bright original matter, and fully illustrated.

Send \$1.00 for year's subscription. Foreign price \$1.59 per year. Sample copy 10c. if you mention The Monetary Times. Address

Profitable Advertising and Art in Advertising, No. 227 Washington Street, BOSTON, MASS.

KATE B. GRISWOLD, Pub'r.



# Do You Ever Have Occasion To Use a Legal Directory?



Ferty-two law firms who jointly forward over two hundred and fifty thousand items of business to their legal correspondents annually, and who are necessarily posted as to the best attorneys to use at a distance, communicate to a central office constantly their experience with their various correspondents, and from this information is compiled monthly the directory which they use. That such a list is superior to one compiled in the ordinary way and published annually or semi-annually, goes without sayling. Each issue contains, in addition to the legal list, a complete Bank Directory, the collection laws of the various States, tabulated besides a good deal of general information of value to lawyers and credit men.

The directory (complete each month—no supplements) can be obtained for Five Dollars per annum by addressing

# The Mercantile Adjuster,

150 Nassau Street, New York

# British American

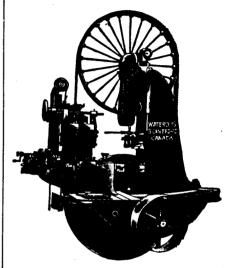
Business College

The only School in the City managed by a Chartered Accountant.

Young Men's Christian Ass'n Bldg. Cor. Yonge & McGill Sts., Toronto.

OFFICERS:

EDWARD TROUT, President
E. R. C. CLARKSON, Vice-President
DAVID HOSKIN, Secretary



# AND AND CIRCULAR

city of a mill one-third when logs are small, by slabble heavy and an arrival heavy and re-cutting all slabs on re-saw, using a 19 graph

They make two plump boards est est a bad face deal.

Transfers supply them and not over four extra men required to run one

If some large mills can use three and four, you surely find no profitable Will be pleased to send you

BRANTFORD OAN.

