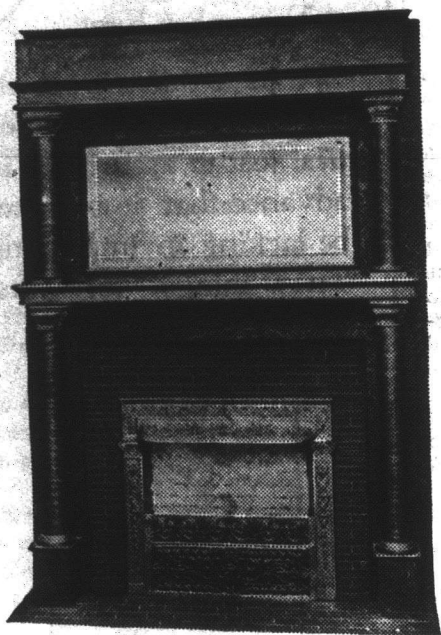


Winnipeg Mantel Co.

We take pleasure in making a
Special Offer in Mantels.



We are offering One Hundred Mantels, same as Cut shown, with Tile slabbed ready to set up. These Mantels are made of the best quarter cut oak and are finely finished. Fitted with British-bevel plate mirror.

Grates — Your choice of brass or oxidized copper finish.

This is our regular \$75.00 line and we are now offering them at \$60.00 as long as they last.

Place your order early; they are a great bargain.

Price complete \$60.00

Send for Illustrated Catalogue.

Winnipeg Mantel Co.

Steele Block

Winnipeg, Man.

Gourlay Pianos

ARE HIGH-PRICED
BUT WORTH THE PRICE

But do not misunderstand us. The price is neither prohibitive nor extravagant.

To quote Ruskin: "Those things called dear, are, when justly estimated, the cheapest. They are attended with much less profit to the artist than those which everybody calls cheap."

So with the GOURLAY PIANOS. Though costly to manufacture, every dollar invested in one brings the largest dollar's worth in return. And when one considers that a piano purchase is for a lifetime, they are, in the end, the cheapest.

WE WANT YOU TO SEE A GOURLAY

We ship on approval anywhere in Canada.

Gourlay, Winter & Leeming,
Winnipeg Warerooms, 279 Donald Street

Write for descriptive booklet to our Head Office. Address:
182 Yonge Street, Toronto, Ont.

CANADA MAIL ORDERS, LIMITED. Universal Providers

TORONTO, CANADA

AUTHORIZED CAPITAL,
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CANADA MAIL ORDERS LIMITED is a company organized to fill a long felt want in Canada, namely: To Conduct the only purely Mail Order Business in Canada.

Why Purely Mail Order Houses are an absolute financial success.

Its customers are enabled to buy their goods at prices which means a genuine saving to them of from 20 to 40 per cent. It is the only intermediary between its customers and the manufacturers and it eliminates thereby a tremendous profit which now goes into the pocket of the wholesale and retail merchants. It receives orders by mail for anything and everything which enters into the daily needs of the people. It secures the trade of the country by offering better value for less money. Doing business by mail, its warehouse can be situated where shipping facilities only are considered, hence no capital is invested in retail centres where property is extremely valuable and tax assessments correspondingly high. It has no high-salaried floor walkers, or expensive modern systems of handling cash or parcelling goods; no private detectives; it requires only such a staff as will get out and complete its daily orders.

Its assets are of a staple and always marketable nature, goods in daily demand and consumption, nothing perishable being handled. It has no capital invested in plant or machinery except that which facilitates the getting up of orders.

Goods are paid for before being shipped, hence no losses. Its catalogues are widely distributed and whole families can buy their entire requirements in one place. Good times or hard times do not affect it. When times are dull the public is more disposed to study its purchases and buy in the lowest market. Its capital can be turned over from ten to fifteen times a year.

Our Purpose Fully Explained.

WE WANT SMALL STOCKHOLDERS AND THOUSANDS OF THEM IN EVERY PART OF THE DOMINION. We want YOU to participate in a great national movement and make an immensely profitable investment; FAR BETTER THAN A GOVERNMENT BOND AND QUITE AS SAFE; better than your Savings Bank account, better than Real Estate, Mortgages, Stocks, Bonds, or any other flattering investments you may mention. We want shareholders in every town and hamlet in this great country, who will, become walking and talking advertisements for this great establishment, who will feel proud of being associated with it, even though they should only own 2 shares of stock, worth \$20.

In other words, we want our shareholders, to be OWNERS, CUSTOMERS and SALESMEN, all in one. As owners THEY WILL RECEIVE 7 PER CENT. ON THEIR INVESTMENT, WITH A PROBABILITY OF ITS REACHING 50 PER CENT; as customers they will have special privileges in BEING ABLE TO BUY THEIR REQUIREMENTS AT A SPECIAL SHAREHOLDERS' DISCOUNT OF 5 PER CENT. FROM THE REGULAR CATALOGUE PRICES, and which alone will effect them a saving in three months of more than their entire investment; as walking and talking advertisers or salesmen they WILL RECEIVE 5 PER CENT. CASH COMMISSION ON ALL BUSINESS THE COMPANY RECEIVES FROM ANYONE THEY HAVE ADVISED TO ORDER FROM THE COMPANY FOR 12 MONTHS AFTER THE FIRST ORDER IS RECEIVED. This commission is given to shareholders on his neighbors business for having been the means of his neighbor ordering. This part of the system is given very careful attention as it is one of the great successful Co-operative planks of the Company.

The Shareholders Great Benefits.

1. He has a straight 7 per cent dividend on investment with a strong probability of it going up as high as 50 per cent. within four years time.
2. He has a 5 per cent discount on all his purchases from the company. The Company's prices are catalogued below any prices any other firm can offer and this discount is given on top of that.
3. He receives a 5 per cent. commission on his neighbour's orders for 12 months from date of neighbour's first order, if he was the means of causing his neighbour to order from the company.

Every person is invited to send their name and address for our Mail Order Catalogue which will be forwarded immediately upon publication.

Allotment of Stock Throughout Canada

THE WEST HAS BEEN ALLOTTED A LIMITED NUMBER OF SHARES OF FIRST PREFERENCE CUMULATIVE AND FULLY PARTICIPATING STOCK AT PAR, WHICH WILL BE SOLD ONLY IN WESTERN CANADA. PRICE \$10 PER SHARE. \$2.50 PER SHARE ON APPLICATION AND \$2.50 PER SHARE IN 2, 4 AND 6 MONTHS FROM DATE OF APPLICATION.

After the allotment for the west has been fully subscribed all other subscriptions received will be returned. So don't delay in writing us.

CHEQUES, DRAFTS, MONEY ORDERS AND OTHER REMITTANCES TO BE MADE PAYABLE TO Canada Mail Orders Ltd, 367 Main St, Winnipeg.

Cut out and fill in the following Coupon forwarding same to us without delay.

Application for first preference cumulative fully participating shares.

To The Canada Mail Orders Limited, 367 Main St, Winnipeg.

I hereby subscribe for and agree to take..... Shares (par value \$10) of the seven per cent. First Preference Cumulative and Fully Participating Stock in Canada Mail Orders Limited, and enclose herewith the sum of \$..... being the first payment of 25 per cent. I agree to pay the balance 25 per cent. in 2 months, 25 per cent. in 4 months, 25 per cent. in 6 months from date.

Signature of applicant.....

Date..... 1905

Post Office.....

Witness name.....

Province of.....

Write us today and we will send our Catalogue immediately upon publication.