

P U R I T A S



The 1900 "Puritas"

You will soon be buying comforters for Fall. Most Wholesale Dry Goods Houses will show this year a more or less complete line of "Puritas" comforters.

The word "Puritas" stands for purity in the filling of a comforter.

Ask to see the "Puritas" when a traveller shows you comforters, and mention the word "Puritas" on your order.

Write for our 1900 Price List.

THE ...
Alaska Feather & Down Co. Limited.
 301 St. James St., corner Victoria Square,
MONTREAL.

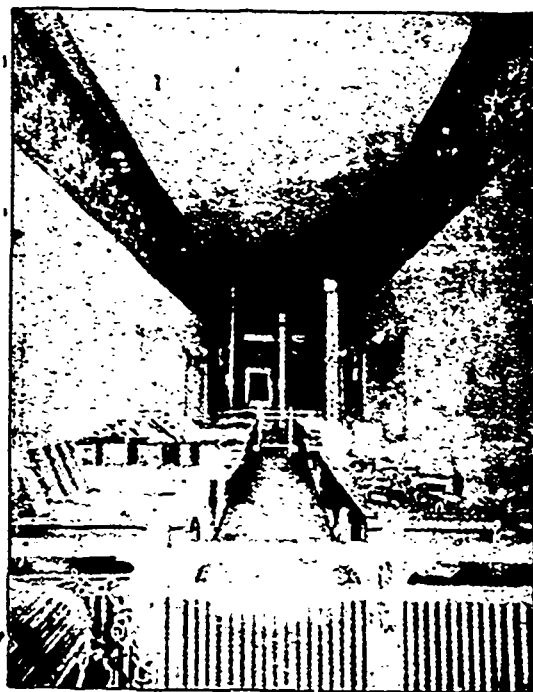
THESE ARE THE GOODS



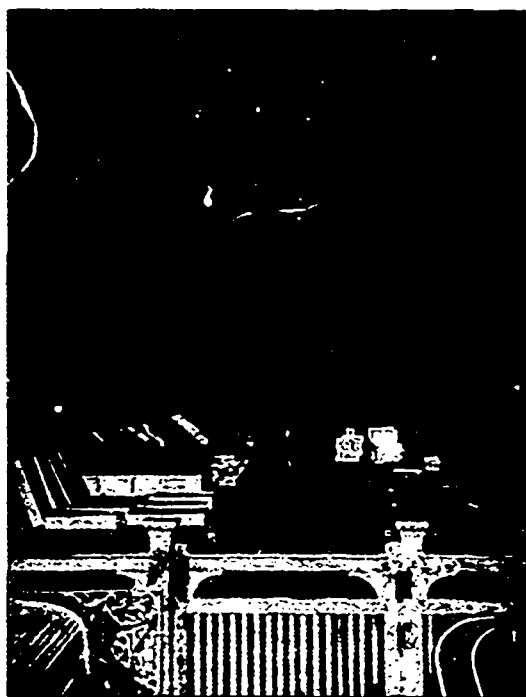
that make you friends and keep you friends among the best class of people. If you sold but once to the same customer you would not need our goods particularly; but the customer who buys, over and over again, will be satisfied only with a pair of "Alaska" Brand Pillows.

We just issued a handy little price list, describing our various makes of Pillows, Cushions, Quilts and Mattresses. If a copy has not reached you, drop us a line.

ALASKA BRAND
 ODORLESS
FEATHERS



Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

Specified
 by
 Architects.
 Approved
 by
 Owners.
 Appreciated
 by
 Tenants.

Form
 Your
 Own
 Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited
 98-100 KING STREET WEST, TORONTO