

# WESTERN

Incorporated 1851

## ASSURANCE COMPANY.

**FIRE  
AND  
MARINE**

Head Office

**Toronto,  
Ont.**

Capital Subscribed - \$2,000,000.00  
Capital Paid Up - 1,000,000.00  
Assets, over - 2,320,000.00  
Annual Income - 2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.



No Handles a Good Line  
Who Handles

### Crompton Corsets

Inferior stays are "fated for destruction," and the worst of it is they not only destroy themselves, but they destroy the figures of their wearers. In crimping and purchasing have confidence in Crompton Corsets which are ready sellers. No corsets upon the market bear such distinguishing features of merit as:

The Victoria,  
Contour, Queen Moo,  
Magnetio and Yattai Corsets,  
and the celebrated  
Hygeian Waists,

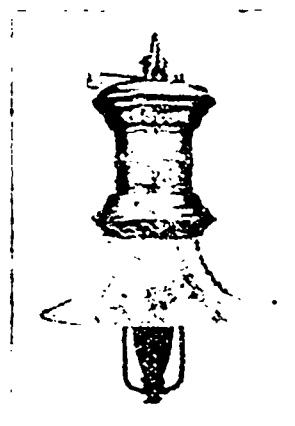
Manufactured by

**The Crompton Corset Co.**  
Limited  
Toronto, Ont.

## The Modern Store Requires Modern Electric Lighting

GOOD light is as essential to the majority of stores as good salesmen, and, for evening sales of some classes of goods, it is an absolute necessity.

Our Enclosed, Long Burning Arc Lamps, are suitable for interior, outside, or window lighting. Write for our illustrated pamphlet: "Enclosed Arc Lamps for Stores and Warehouses," mailed free.



## CANADIAN GENERAL ELECTRIC CO'Y

Limited

Head Office, 14-16 King St. East, Toronto.

FACTORIES:—Peterborough.

BRANCH OFFICES:—Montreal, P.Q., Winnipeg, Man., Halifax, N.S.,  
Vancouver, B.C., Rossland, B.C.

### 1000 CATCH PHRASES & IDEAS.

A little book worth its weight in gold  
To All who Write Ads, Show Cards, Circulars or other Business Literature.  
The price is 50c, but you can get it by simply filling out one of our blanks which will be sent you promptly on request. Address  
The Advertising World, Columbus, Ohio.

## SILK DRESS FRINGES

LA DERNIÈRE MODE.

Tubular, Soulache and Fancy Braids.  
Barrel Buttons, Cords, Dress Gimps.

MANUFACTURED BY

**Moulton & Co.,** 12 St. Peter St., **Montreal.**

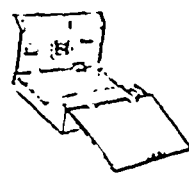
FRINGE

FRINGE

DON'T  
HOLD  
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THAT  
INQUIRY  
FOR  
INFORMATION

PERHAPS you've seen our advertisement before, and made up your mind to look into the matter of a business education. You put it off for a time. Don't delay any longer. Business is on the boom. Business hands and business heads are wanted along every line. Prepare to be on the crest of prosperity's wave. Learn Shorthand Bookkeeping, or Telegraphy.

Central Business College  
TORONTO, ONT.  
W. H. SHAW, Principal



ALL FOR HOLIDAY  
TRADE.

Fancy Goods

Toys



Chinaware



**The H. A. Nelson & Sons Co.**

Limited.

59-63 St. Peter St., MONTREAL, QUE.

OTHER SAMPLE ROOMS:

56-58 Front St. West, 72 St. Joseph St. Grand Union Hotel,  
TORONTO, ONT. QUEBEC, QUE. OTTAWA, ONT.

Write for Catalogue.

SMALLWARES OF ALL KINDS ALWAYS IN STOCK.