CHANGE OF NAME



By Act of Parliament assented to June 14th, 1900, the rame of

THE ONTARIO MUTUAL LIFE ASSURANCE CO.

Waterloo, Out., was changed to

Life Assurance Co. of Canada

As the only purely Mutual Life Company in Canada, and its business extends from ocean to ocean, a more NATIONAL AND COMPREHENSIVE NAME was found desirable. Under the new name the management will aim to perpetuate and extend the SAME POPULAR FEATURES AND SOUND PRINCIPLES which have made the Company what it is to-day, and to which the

UNPRECEDENTED Which have made the Company what it is to day, and to which the UNPRECEDENTED PROFIT ABLE RESULTS

To its pol cy holders are largely atte butable. With the same hearty conficuent of our policy holders and the same generous confidence of the assuring public, as accorded to the last 30 years, we hellere tress results will continue to be as satisfactory to policy holders in the future as they have been in the pist, W. H RIDDELL, Secretary GEO, WEGENAST, Manager. R. MELVIN, President.

Winning Branch: McIntyre Block. P. D. McKINNON, Prov'l Mgr.; CASPER KILLER, Gen. Agt.; S. J. DRAKE, Cashler E. H. CRANDELL, General Agent, Calgary, N.W.T. R. L. DRURY, Prov. Mgr. for B.C., Victoria, B.C.

THE FRONT

We are leading with our new samples of

For Fall and Winter of 1900

It will pay you to wait and see our travellers and samples before buying.

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Manufacturers of Fine Clothing WHOLESALE

502 St. Paul St., Montreal.

126 Princess St., Winnipeg.

"KNOWLEDGE IS POWER."

The Stuart-Arbuthnot Machinery Co. Ltd.

Are now located in their new offices and warerooms-

764-766 **M**ain St. Winnipeg =

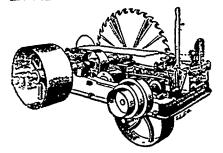
OKE DOOR NORTH OF THE OLD STAND - -

Call, ring up, or write them, for prices and information required on Engines, Boilers, Pumps, Flour and Saw Mill Machinery, Motors and Electrical Supplies of all kinds.

Phone 324

Established 1879

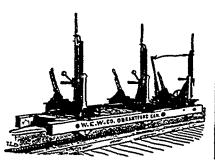
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SAW MILL MACHINERY

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OUR travellers are just out with a full line of the following import samples for the fall trade:

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In this line we are showing a spiendid set of Samples, a line that will pay you to examine.

Xmas Goods, Bookiets and Fancy Calendars

This is the best line of these goods we have yet seen. It includes the famous English Art Series, also a fine selection of Boxed Cards, Fancy Calendars and Booklets.

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We carry a full line of attractive money makers in leather, vellum, and fancy c'oth, gilt, etc.

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We are showing two American and four English lines. They will speak for themselves.

CLARK BROS. & CO.

Wholesale Stationers

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An excellent quality at rock bottom prices, in barrels, quarts and 1 ints.

TELL CUSTOMERS TO KILL FLIPS WITH

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Both are instantaneous in action. PARIS CREEN.-A first-class quality at a very low price.

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Offer to the trade at right discount their

'Alexandra' and 'Melotte' Cream Separators

which are unequalled for large or small dairies, a. o

Barrel Churns Butter Prints

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