

There is no Business so small that advertising will not help it, none so prosperous that it can afford to ignore its aid!

## FUEL OIL APPLIANCES

IMPROVED DUPLEX SYSTEM, for  
 Annealing, Forging, Enamelling, Welding, Melting, Brazing and Heating Generally  
 ... WITH FUEL OIL ...

FURNACES DESIGNED AND BUILT FOR EVERY PURPOSE. ESTIMATES MADE, AND WORKS EQUIPPED COMPLETE.

**W. S. ROCKWELL,** Constructing Engineer  
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## THE BELL ORGAN AND PIANO CO., LIMITED

... MANUFACTURERS OF ...  
 CABINET and CHURCH Pipe Organs THE CELEBRATED **BELL** Grand UPRIGHT Pianos

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HAVE MANY PATENTED IMPROVEMENTS NOT FOUND IN OTHER MAKES  
 That will well repay an investigation by those who desire to secure  
 ... THE BEST SAFE ...

**J. & J. TAYLOR,** Toronto Safe Works,  
 MONTREAL, VANCOUVER, WINNIPEG, VICTORIA TORONTO

### GALT MACHINE KNIFE WORKS

Planing Machine  
 Knives  
 Stave Cutter Knives



Moulding, Tenoning, Mitreing  
 Shingle Jointer

AND OTHER IRREGULAR SHAPES



Cheese-box and Veneer Paper Cutting, Leather Splitting, and any special Knife made to order.

Stave Jointer Knives All Work Warranted **PETER HAY, GALT, ONT.**  
 Send for Price List

The **PRESTIGE** which Wide and Well-directed Advertising GIVES TO A BUSINESS HOUSE IS A FACTOR WHICH HAS A MATERIAL BEARING UPON ITS CREDIT.

NONE OF THE MODERN INVENTIONS

THE SHERITT which increases successful advertising can be learned by every intelligent business man. Once mastered it is a valuable addition to his capital.