

His Royal Highnem, the Frince of Whites, who arrived at Quebee yes-
terday on the crulter Indomilatio a nd was given a splendid welcome.









Sir Wilfrid Laurier

> Who delivered the adrese of welcome to the Prince of Wales when
he landed on Canadian shores yeesterciay.





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tiver the Princes and her









 Mrs. . Sarah Platt Decker recenty






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## Mexican Mustang liniment

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Gerght corn, purne whito or yollow......
virginta Applo Sheomaker Ryo (bettlect in bond) st fuil


## Tho

Essentials

First, the idea-the 8oods advertised;

Second, the medium. The choice of a medium will depend upon the class of people you desire to
reach. It miay be a newspaper, magazine, or trade journal, catalog or book-

The third essential the ad. itse If-the ating presentation of your goods to the purchaser.

It is right here that be ance of your printed mat-

If you want your booklet attractive, your catalog distinctive, your stationwant printing that exhibits every attribute of refinement and good taste; erature of a kind that constitutes the third essential of successful ad-vertising-ask US to ex-
$\therefore$ Samples, suggestions, amy, etc., on request, pect.

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