

THE MOST..
RELIABLE

LES

IN CANADA

CRYSTAL ALE

CREAM ALE

NOURISHING PORTER

Milwaukee Lager Beer

Brewed and Bottled in Toronto by

The Davies Brewing Company

the Kentucky article. Once a year he runs up to Louisville to fix up his accounts, and this is how he happened to be at the big depot last night.

"You see," said he, "in all this South country they must have, or think they must have, something a little softer and smoother than the ordinary, and so we give them a blend. These blends may be made of any brand, so the conditions are fulfilled as to age and strength. In our own instance we take a moderate quantity of our Echo Spring two-stamp bourbon, say six or eight years old, and mix or blend it with some new whiskey, with a little rye in it, and the result is an article that stands at even 100 proof, and is very smooth and pleasant to the taste. This is what we call Rose Valley blend."

"The further north you get the stiffer the quality must be. Our quality for the trade must stand at 103 or 105 proof, which is very strong liquor; but in this section the average drinks are so much milder that about the same alcoholic strength is consumed in each section. For instance, a gallon of liquor served out over bars in south Texas, as in Galveston and Houston, brings in pay for only eighty drinks, whereas the same measure served over Northern counters produces ninety. Your south Texas man not only fills the glass, but he has an expert way of making a rim to it with his forefinger, with the glass inclined, which enables him to carry to his lips several drops more of the precious article than though he merely used the little glass in the old-fashioned way. This is a habit I think that originated with the grocers and druggists of the South country. We have it a little different in North Texas, which is peopled by whites altogether. There they get ninety drinks to the gallon. But the weaker blends are also accountable for this practice in the Southern

country, for the obvious reason that it takes a lot of it to produce the desired effect. These cheaper mixtures are injurious, but their bad qualities are partly covered up by the use of flavors. The commonest is the prune-juice blend, which really goes down very well, but it is very bad on the system."

PRINTER'S INK.

A MAN will read a newspaper for ten years, and may never be conscious of having read through a single advertisement in it during all that time. Nevertheless if he happens to enter a store some day to purchase some soap, tobacco, etc., the particular brand of soap or tobacco he calls for is almost certain to be the brand advertised in his paper.

ETERNAL advertising is the price of trade. Some argue that it is expensive to advertise. It is the most profitable expense you can have if you handle it properly. — *Edward Stokes.*

The wholesaler should advertise for the same reason that the retailer needs to advertise—to make buyers familiar with his name and location. — *Dry Goods Chronicle.*

It is inconsistent to suppose that the advertisement of a year ago in pinned up in the public mind for a permanency. The man who thinks it is usually finds out his mistake.

The necessity for advertising is very apparent to any reflective mind. If an owner wishes to sell his property, he must let some one know his wish. If he kept his intention to himself he would also keep his property to himself. — *The Land Roll.*

ADVERTISING stands in the same relation to general business that quinine does to health; they are both tonics. — *Artemus Ward.*

WRITE US FOR
DUPLIX.

.. AND ..

. SINGLE

Steam and
Power . . .

PUMPS

NORTHEY MANUFACTURING CO., Ltd.

TORONTO, ONT.



3 KING ST. E., Over J. E. Ellis & Co. — Toronto

TORONTO
STEAM
LAUNDRY

109

YORK STREET



TELEPHONE 1605