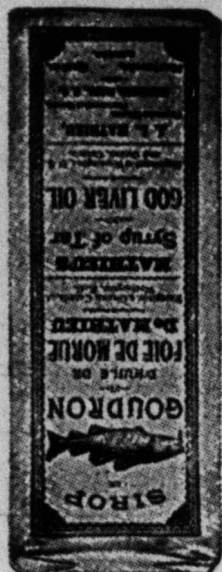


J. L. Mathieu & Co. (Proprietors), Sherbrooke, Que.
 L. Chaput, Fils & Cie, Wholesale Depot, Montreal



Your wholesaler will supply you.

etc.
 A display of Mathieu's on a store counter never fails to produce quick, profitable sales. Try the selling power of a small trial stock.
 This system tonifier builds up stronger lung and throat tissues and is especially effective in rooting out coughs, chest troubles, troubles—*Mathieu's Syrup of Tar and Cod Liver Oil.*
 If you sell the great Canadian remedy for throat and chest

The cold winter days will add
 to your profits

THE N.K. FAIRBANK COMPANY LIMITED MONTREAL

FAIRY SOAP is just as much needed in the bath-room as any food article you sell is needed in the dining-room, and our heavy advertising has made the public expect to find it in YOUR store. Make a display of FAIRY SOAP at all times and show you are ready to supply the demand for the big, white, floating oval cake, with the five-cent price and the twenty-five cent value.



CANADIAN GROCER