

OLD CHUM



They won't smoke any other while they can get OLD CHUM even if they have to beg or borrow it, for there is no other tobacco which assures that cool, mild, sweet smoke. D. Ritchie & Co., Manufacturers, Montreal.

Cut Smoking Tobacco is sold by all the
wholesale houses.

D. RITCHIE & CO., - MONTREAL.

The American Tobacco Company of Canada, Limited,
SUCCESSOR.

Sometimes the Best Doesn't Cost the Most

Sometimes a really good article gets a good name, and the demand is great. What is the result? Often the price is raised, and the customers are paying extra for the name, while a really better article is selling for less money.

Victoria Matches

Are cheap in price, but not in quality. You pay for the matches and not for their name. We are having a large sale to the trade at \$2.40 a case; less in large lots. Try them yourself, then show them to your customers. See if they are not as good as higher priced matches. Sole agents for Canada:

LAPORTE, MARTIN & CO.,

72 to 78 St. Peter Street, MONTREAL.