

GIVE HIM THIS

When your customer gets a little cranky—doesn't like your prices—doesn't want to "buy gold dollars"—

Then offer him this beautiful



CIGAR MOISTENER BOX

As a premium to dealers it's a trade-winner. As a present to the customer nothing could be more acceptable or more attractive. He'd pay a price for it, too, if the dealer should ask it. You can do it either way—a premium or a sale.

The Price—
Per dozen, \$ 5—less in quantities
Terms, 2% cash 10 days, 30 days
net, F.O.B. Chicago.

Made of oak, handsomely finished and lined. Key and ornamental key plates. "Cigars" in silver finish scroll on lid.

The Regent Manufacturing Company

Toronto Office, 72 Bay St.

Wabash Ave., Chicago

TALK THAT TALKS.

EVERYBODY who knows the grocery trade of St. John, knows that W. A. Magee has one of the handsomest retail grocery establishments in the city, and that his trade is of a character that will not tolerate poor goods. Here is a word from Mr. Magee:

ST. JOHN, April 6th, 1898.

We carry 28 lines of Biscuits manufactured by the Queen Biscuit Co., and the **BOSS LUNCH MILK BISCUIT** is the quickest seller of them all. All their goods give excellent satisfaction to our customers. The sales of the **BOSS LUNCH MILK BISCUIT** have greatly increased with us. We think most highly of them.

W. A. MAGEE.

Mr. Magee believes in patronizing lower province industries if they produce good goods. So do you all. Give us a chance to prove our claim that **BOSS LUNCH MILK BISCUIT**, of which we are the sole manufacturers in Canada, possesses the same unsurpassed qualities that have sent the annual production in the United States up to 30,000,000 lbs.

We have given you just one testimonial. We could fill pages with them, from pleased customers as well as from merchants.

Remember—A delicious Lunch Biscuit at a popular price. Only the best materials go into our goods.

Queen Biscuit Co.

ST. JOHN, N.B.

(We manufacture over 500 lines of Biscuits.)

Retail at
25c. per 1-lb. tin.



Slade's Pure... English Butter Scotch

HOME MADE DELICACY

MADE from Pure Cane Sugar and Fresh Butter. The most delicious, pure and wholesome Candy ever sold. Invaluable for coughs and sore throats.

Weekly sale in Great Britain and Europe, 50,000 TINS.

PURE AS THE CRYSTAL SPRING

Slade & Co., Limited, The Royal Candy Works, Leeds, Eng.

"SURE CATCH"

Seal Wax Border
Sticky Fly Paper

PRICE LIST FOR 1898

One or more Boxes..... \$0.40 per box
Half Cases (Five Boxes)..... 1.00 each
One to Five Cases (Ten Boxes each)..... 3.00 per case

At the solicitation of many jobbers we shall also pack "Sure Catch" in half cases, thereby avoiding re-packing small lots.

SPECIAL OFFER

In every case of "SURE Catch" Sticky Fly Paper, we shall pack 10 sheets of "SURE-CATCH" Poison Fly Paper free, (one sheet in each carton). At the usual price, this nets the dealer 68% per case more than the usual profit on Sticky Fly Paper.

"Sure Catch" Poison Fly Paper.

Made of extra heavy absorbent felt paper.
Packed 6 sections in an envelope.

PRICE LIST: 1 Box, 50 Envelopes, \$1.25.

1 Case, 10 Boxes, 500 Envelopes, \$10.00

J. HUNGERFORD SMITH CO.

ROCHESTER, N. Y.

Manufacturing Chemists

TORONTO, ONT.

We also manufacture "TRUE FRUIT" Fountain Syrups.