

IS AN ADVERTISEMENT IN THIS PAPER ANY ADVANTAGE TO US ?

For 5 successive issues in June we advertised not only one of the most satisfactory articles, "**MAYPOLE SOAP**," that pays a large profit, but also offered to send a handsome Show Card **FREE** to anyone applying. The total number of replies and applications were - - - none.

Now, to try again whether our ad. was at fault, we will mail **FREE** to any retail grocer or dealer, who is a subscriber to this paper, who has not already seen the goods, **1 Cake** of "**ORIOLE**" Soap, an exquisite toilet soap that retails at 10 cents, and is dirt cheap at that. **Each cake is in Enamelled Soap Box.**

This offer we hold good for 10 days from date of this issue.

Sole Agents for

MAYPOLE SPECIALTIES

Arthur P. Tippet & Co.

* * * MONTREAL.

Lime Juice

that's All Lime Juice.

**It
Holds
Trade**

Quality, not quantity, wins trade and *holds* it--a new article sold on the basis of "more for your money" may catch the temporary customer, but who wants a man or woman to buy once and then stop?

Stower's Concentrated Lime Juice is the pure juice of West Indian Limes that are cultivated especially for "Stower." It is *all Lime Juice* down to the last drop in the bottle. Years and years ago it was distinguished from all other Lime juice because---no musty flavor---no free acid taste---its perfect keeping qualities after the cork is drawn--- its great strength, because concentrated. "It holds trade"--- it maintains its reputation of the past, steadfastly.

**Stower's
Lime Juice**