

# A MERCHANT'S GOOD NAME

Can only be maintained by fair and honest dealing  
with his customers. When a customer asks for

## BOND'S SOAP

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and you have not got it in stock don't offer a substitute, be candid and straightforward. Don't attempt to insult the intelligence of your customer by offering a substitute, because when a lady has once used Bond's Soap nothing but **Bond's Soap** will satisfy her.

If you have not yet ordered your stock of Bond's Soap, and you want your customer to get thoroughly acquainted with it before you keep it in stock, if you will send us a list of your customers, we will mail each of them a free sample. We invite every grocer and general merchant to write us for sample, which he would do well to use on his scales, showcases, windows, silver plated articles, to remove ink stains from the counter and desk. Take it home to his wife or mother and get her opinion of it. She can use it on the silver and cutlery without fear of scratching. In fact, it can be used on the most delicate piece of jewelery, or the dirtiest, grinniest kitchen or dairy utensil with equally good results. Every time you sell a bar of Bond's Soap we guarantee you to give complete satisfaction to your customer, both as regards weight, price and above all, **QUALITY**.

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### H. B. MUIR & CO.

CANADIAN AGENTS.

1 St. Helen Street, Montreal

18 Victoria Street, Toronto

JOSEPH CARMEN, Winnipeg, Manitoba

A. KITT-LEDGER, 603 Hastings St., Vancouver, B.C.