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advertisement for your store, at the purchaser soon discouns its superior quality and can't help talking about it and where it was procured.

TO DEPOSIT OF THE PARTY.

she to be alleged a store of the end.

Appelor-frank Engris & C. Stranger & C. Strange & Co. Boulle.

(OLEMAN'S

Established 1868.

## "Educate your customers in regard to quality."

This is especially true with regard to Salt. You want your customers to buy Balt that will bring them in a good return—by producing the finest butter and cheese. You liberian desire to sell Salt to housekeepers that will not set hard in the salt cellar or drafter, and that possesses the pure, sparkling, white color that first-class Salt alone can have.

Educate them thoroughly by advising them to buy Coleman's or Rina's Salt, and the results will give them confidence in your judgment forever after. These Salts ere pure—they do not cake—certain to please.

RICE'S

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