

SELLING CAMPAIGN ON FANCY BISCUITS

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CHEWING TOBACCO SAVED LIVES

Helped Soldiers to Overcome Effects of Gases.

Special Cable from The Montreal Gazette's Resident Staff Correspondent.

London, June 4.—That chewing tobacco has literally saved lives at the front is the statement made in a letter from a corporal of the Canadian artillery to a Suffolk clergyman. "What hurt us most," he writes, "was the poisonous gas, which made the air green and yellow, choking and poisoning men where they stood. Tobacco saved many lives in that battle. We began to feel choky, but put big chews in our mouths, and this caused us to expectorate the gas. Now whenever we notice the gas, we chew tobacco, which greatly helps."

Black Watch

CHEWING TOBACCO

is as famous as the regiment of the same name.

Besides saving lives, BLACK WATCH will also save many a tobacco store, for there is never a cessation in its sales; on the contrary, it is getting more popular every day.

The Soldier's Favorite.
The Civilian's Favorite.
The Tobacconist's Favorite.

Keep a good stock.



Handled by All the
Wholesale Trade