

1500

5700

**WHEN** we decided to place upon the market our **CHARM** Ceylon Tea, Coffee, Cocoa, Baking Powder, Cream of Tartar, Mustard, etc., we came to the conclusion that it was necessary to advertise it. We have therefore, decided to give the benefit of advertising, namely, the Bonuses, which are illustrated in this Catalogue, to the purchasers of our specialties, instead of spending the large sum of money which is necessary for advertising, and would otherwise be given to the newspapers of this Country.

**YOU** can, therefore, see that the purchasers of our **CHARM** Ceylon Tea, Coffee, Cocoa, Baking Powder, etc., under this system of advertising, get back that which would otherwise be spent in newspaper advertising.

**OUR** Bonus system of advertising is no lottery or chance scheme; in each and every package of our **CHARM** Ceylon Tea, Baking Powder, etc., there is a Certificate, representing from ONE to SEVEN coupons, which are exchangeable, and have a purchasing power in securing any of the articles in this Catalogue.

**WE** ask you to give our Tea, Coffee, Cocoa, Baking Powder, etc., a fair trial, and be convinced of its quality.

**WE** positively claim the quality of our **CHARM** Ceylon Tea, Coffee, Baking Powder, Mustard, etc., to be equal to any sold at the same price in Canada.