

MONEY LOST

Your cash goes to the Merchant, from them to the Wholesale Merchants, from them to the Manufacturers. The manufacturers give a discount for cash, the wholesale merchants give a discount for cash, and the retail merchants give you a discount for cash **when they give you one Blue Trading Stamp for every ten cents represented in your purchase.** In every business cash demands a discount, and it is

YOUR CASH THAT KEEPS THEM ALL GOING, EVEN THE BANKS

You are, therefore, entitled to your Trading Stamps, which are equal to, and in many ways better, than money.

1. Trading Stamps are exchangeable for your choice of thousands of handsome, as well as useful, articles, such as Clocks, Watches, Mirrors and Rocking Chairs, Writing Desks, Tea and Dinner Sets, Lamps, Cameras, Silverware, Musical Instruments, Onyx and Parlor Tables, etc.
2. Trading stamps are more convenient for both buyer and seller, and represent



SAVINGS that you formerly lost by neglect.
SAVINGS that come to you daily on all purchases.
SAVINGS that every member of the family can help to make.
SAVINGS that enable you to furnish your home FREE.



By collecting Trading Stamps you can also on Red Letter days further increase your savings by getting your share free of the percentage of Stamps lost by others.

The Merchants who give Trading Stamps sell at small profits, but quick returns, thus getting all the money they require from their customers, and giving their customers, and not the banks, the discounts which they receive themselves.

Capital turned over twenty times a year at five per cent. is better than twice a year at forty per cent.

BEAR IN MIND No merchant can charge for nor sell you a single Trading Stamp. **THEY ARE DISCOUNTS** for the cash you pay them.

THE STAMPS ARE
THE BOOKS ARE
THE GOODS ARE **FREE**

The Stamps of the Dominion Trading Stamp Co. are the same in all cities, and, like bank bills, are transferable and redeemable at all showrooms.

SPECIAL OFFER TO THE READERS OF THIS PAPER

Which is Your Nearest Showroom?

Toronto—231 Yonge St.
London—246 Dundas St.
Brantford—33 Colborne St.
Ottawa—Sun Life Building.
Kingston—179 Wellington St.
Brockville—King St.
St. Catharines—54 St. Paul St.
Woodstock—Opera House Bldg.
Hamilton—115 King St. E.
Peterboro—431 George St.
Selleville—311 Front St.
Stratford—Windsor Block.
Berlin—70 King St. W.
Galt—Imperial Block.
Guelph—St. George Sq.
St. Thomas—314 Talbot St.
Winnipeg—282 Main St.
Vancouver, B.C.—Cor. Cordova and Richard Sts.
Victoria, B.C.—Cor. Front and Broad Sts.
New Westminster, B.C.

CUT THE CROSS HERE

<p>TEN</p> <p>FREE</p>	<p>FARMING</p>	<p>By cutting out and presenting this Coupon at any showroom of the Dominion Trading Stamp Co. on or before December 1st, 1899, a book containing full explanations of how to save your discounts, together with ten Stamps, will be presented free.</p> <p>DOMINION TRADING STAMP CO.</p>
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