

NOT HOW CHEAP

But how good is the guiding principle in making

SOUTHWELL'S Jams and Marmalade

And the verdict of time upholds every claim made for them.

It does a grocer good to sell Southwell's goods.

Order from Your Wholesaler.

FRANK MAGOR & CO.

Canadian Agents

MONTREAL



Below Are The Reasons Why

It contains no acids
It contains no drugs
It is made from pure fruit
It is made scientifically
It is absolutely healthful
It is absolutely inimitable

In three strengths.

Prices
proportionate.

GOLDEN RUSSET VINEGAR

sells every
time.

THE W. H. WILSON CO., Limited
TILLSONBURG, ONT.

BOOKS FOR BUSINESS MEN

TEA HINTS

For Retailing
By JOHN H. BLAKE

PART I.

The Tea Gardens of the World.
Tea from Seed to Leaf.
Tea from Leaf to Cup.
The Tea Markets of the Orient.

PART II.

How to Test Teas.
Where to Buy Teas.
Is it Wise to Place an Importation Order?
Bulk v. Package Teas.
How to Establish a Tea Trade.
Tea Blending.

278 pp., Cloth.
\$2.50 Postpaid.

TECHNICAL BOOK DEPT.
The MacLaren Publishing Co.,
Limited
10 FRONT ST. E., TORONTO

BASKETS

We make them in all shapes and sizes. We have

Patent ~~wood~~ **Berry Box**
Grain and Foot Baskets,
Clothes Baskets,
Butcher Baskets,

In fact, all kinds; besides being very neat in appearance, they are strong and durable. Send your orders to

THE ...
Oakville Basket Co.
Oakville, Ont.

You are Interested In Something

Why not get the best items that are printed on the subject.

We read and clip thousands of newspapers every week — therefore we can equip you **speedily and economically** for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100 Clippings, \$ 5.00
250 " " 12.00
500 " " 22.00
1,000 " " 40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

CANADIAN PRESS CLIPPING BUREAU

221 McGill Street, MONTREAL, QUE.
Telephone Main 1255.
10 Front St. E., Toronto. Telephone Main 2701.

Is Honest Goods and just the Thing on Which to Make or Extend a Business.



The Best Grocers make a point of keeping it always in Stock.