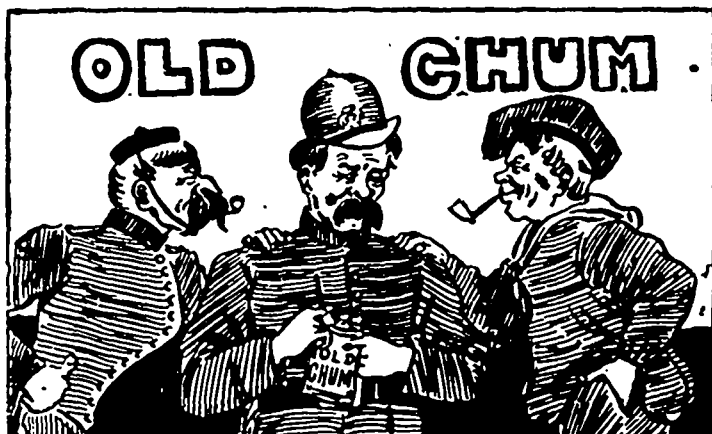


# OLD CHUM



They won't smoke any other while they can get OLD CHUM even if they have to beg or borrow it, for there is no other tobacco which assures that cool, mild, sweet smoke. D. Ritchie & Co., Manufacturers, Montreal.

Cut Smoking Tobacco is sold by all the  
wholesale houses.

**D. RITCHIE & CO., - MONTREAL.**

*The American Tobacco Company of Canada, Limited,*  
**SUCCESSOR.**

## VICTORIA MATCHES.

The best matches for a small price.  
Cheap in price but not in quality. We  
sell two carloads a month---that proves their  
popularity where they are known. \$2.40 a case.  
Less in large lots. : : : : : : : : : : :

◇ LAPORTE, MARTIN & CO. ◇

**Wholesale Grocers, 72 to 78 St. Peter St., Montreal.**

Progressive grocers now-a-days must carry the best Ceylon  
Tea. Tea drinkers everywhere are acknowledging its  
superiority. We believe the best brand to retail at  
20c in  $\frac{1}{2}$ -pound packets is "Princess Louise,"  
and the best to retail at 25c in  $\frac{1}{2}$ -pound  
packets is : : : : : : : : : : :

**VICTORIA  
CEYLON  
TEA.**