

THE ALE AND STOUT

OF

JOHN LABATT

LONDON

ARE PURE AND WHOLESOME

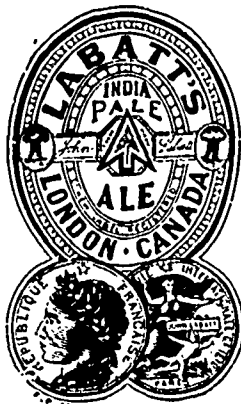
Recommended by testimonials
of Four Eminent Chemists.
**TEN GOLD, SILVER and
BRONZE MEDALS.**

HIGHEST AWARDS on this
Continent wherever exhibited.

MONTREAL—P. L. N. Beaudry, 127 De-
lorimier Avenue.

TORONTO—J. Good & Co., Yonge Street.

ST. JOHN, N.B.—F. Smith, 24 Water Street



The paper upon which
this is printed was
made by

The E. B. EDDY Co.,
Limited, of HULL,

Who exclusively
supply
this newspaper.

Are You Satisfied?

DOES YOUR ADVERTISING PAY AS WELL AS IT OUGHT TO PAY?

You are spending a certain amount of money for advertising, and the space you use costs you just as much whether you fill it with effective matter or with something that is without force.

No business man in America can attend to his own advertising as well as I can attend to it for him, with his assistance and under his direction. When he employs me he is getting the benefit of another brain. It may not be as good as his, but it is trained in one particular direction. It is the brain of a specialist, of a man who has made advertising his life-study and his life-work. If he uses it, he will at least get new ideas; he will get thoughts that come from the outside of his business—from the standpoint of the buying public.

I am thoroughly in earnest about my business. I believe I can be of profitable service to any business man. If he will co-operate with me, I am sure that I can reduce his advertising expenditure more than enough to pay for my services, and at the same time produce better results. That is what I believe. That is what I have done for others.

The following list gives an approximate idea of my charges:

Letter of criticism and advice to retailers, \$10; letter of advice in other lines, \$25; trade paper ads, \$5 each and more; magazine ads, \$5 to \$50 each; illustrated retail ads, 13 for \$20.

Write to me about anything in advertising.

Charles Austin Bates,

Plans, Advice, Writing, and Illustrating for Advertisers,
VANDERBILT BUILDING, NEW YORK CITY.



Royal Oil Co. —Toronto

Offer the following special lines
to the Drug Trade:

- XX Petrolatum, in 50 lb. tubs, 7c. per lb.
- " " in 25 lb. tubs, 7½c. "
- White Petrolatum, in 25 lb. and 50 lb. tubs 18c. per lb.
- Benzine, 5 gal. tins, 20c. per gal.
- Extra Gasoline, 5 gal. tins, 25c. per gal.
- Sewing Machine Oil, 5 gal. tins, 60c. per gal.
- Sewing Machine Oil, in 2 oz. bottles, \$5.00 per gross.
- Royal Hoof Ointment, in 1 lb. tins, 24 tins to case, \$3.50 per case.
- Raw Linseed Oil, by the barrel, 55c. per gal. delivered.
- Raw Linseed Oil, in 5 gal. tins, 58c. per gal. f.o.b. Toronto.
- Boiled Linseed Oil, by the barrel, 58c. per gal. delivered.
- Boiled Linseed Oil, in 5 gal. tins, 61c. per gal. f.o.b. Toronto.
- Pure Neatsfoot Oil, in 5 gal. tins, 90c. per gal.
- Olive Oil, Union Salad, 5 gal. tins, 90c. per gal.
- Olive Oil, for table, Pure Italian, \$2.00 per gal.
- Sperm Oil, pure, in 5 gal. tins, \$2 per gal.
- Castor Oil, Calcutta, cases, 6½c. per lb.
- " " 5 gal. tins, 7c. per lb.
- " French, 5 gal. tins, 7½c. per lb.
- Sperm Candles, 36 lbs. to case, 10½c. per lb.
- Paraffine " " " 11½c. per lb.
- Spirits Turpentine, pure, by the barrel, 46c. per gal. delivered.
- Spirits Turpentine, pure, in 5 gallon tins, 49c. per gal. f.o.b. Toronto.
- Wood Jacket, 5 gal. cans, 50c. each.

Terms: 30 days. No Discount.

**WE GUARANTEE PURE GOODS
WE GUARANTEE PROMPT SHIPMENT
WE GUARANTEE PERFECT SATIS-
FACTION**

We are the largest producers and manufac-
turers of Canadian oil, and the largest im-
porters of American oil in Canada.

Your orders will be appreciated.

ROYAL OIL COMPANY
Toronto

GEO. ANDERSON

Manager