

Make a display of

EMPIRE GOODS IN YOUR WINDOWS OR ON YOUR COUNTER.

Empire Salmon
Empire Extracts
Empire Baking Powder
Empire Coffee

Empire Tea
Empire Tomatoes
Empire Mustard
Empire Brooms

They are attractively labeled.

LUCAS, STEELE & BRISTOL, Wholesale Grocers, Hamilton, Ontario

CONFIDENCE IS HALF THE BATTLE

and you can't gain your customers' better than by selling them a good tea. We have lots of good teas, but you ought to see our twenty five cent Japan. It is certainly a winner. Decidedly the best value we have seen. Makes us feel right up to date to have such exceptional value. Just ask for a sample of it.

JOHN SLOAN & CO., - - TORONTO.

Sloppy goods are a thing of the past. You cannot stay in business unless you sell good stuff. How few cheap raisins you now sell! All your customers must have best selected, so in Brooms, formerly 3 for a quarter was all the go---now you must have the best, we have them.

**All hand-made, under our supervision.
No Dyed Corn.
Every Broom Guaranteed.
Every Handle Kiln-dried.**

SIGNAL-- Plain, well-made, strong, on the heavy side, solid shoulder. Good, every day broom.

STANDARD-- From fancy green corn, the nicest Carpet Broom made, bound to give satisfaction.

BAMBOO CURLERS-- We introduced these years ago. How many Bamboo Curlers are now offered you proves we struck the right key. Our Curlers are still to the fore with larger sales than ever before.

MINING-- Just what is wanted for underground working, heavy, weighing 42-lbs. per dozen, wire string instead of twine, made from coarsest corn procurable.

James Turner & Co., Wholesale Grocers, Hamilton