



**A
Bon-Ton
Catalogue
Shows you How
to Save Money**

To show you the absolute confidence we have in the quality of Bon-Ton goods, we make the following offer: If when you receive the goods you do not find them as described, send them back and we will not only refund your money but pay express both ways. Could we do anything more to show you the perfect faith we have in the quality of the goods and the prices?

- Here are some Bon-Ton values:
- 501—Tailor-Made Suit, of Imported Vicuna. Serviceable, stylish and becoming; its faultless lines cannot fail to be admired. Coat, 30 inches long, semi-fitting, single-breasted; front closes with three serge covered buttons; slashed pockets, tucks on sleeves giving cuff effect, fancy braid loops with also buttons on front, back and cuffs; lined with Mercerette. Skirt seven gore style, stitched flat to becoming depth and side plaited effect; front with loops of braid and buttons to harmonize with coat. In black, navy, green or brown. \$7.49
 - 4101—Embroidered white linen Wash Belt, straight, 2 inches wide, detachable mother of pearl buckle. Laundered, will always look new. Sizes 22 to 34. Special value. 19c
 - 4114—Silk Elastic Belt, heavily and handsomely studded with cut steel guaranteed. Attractive buckle also of cut steel. No other firm can offer you such an article at such price, unless they are big manufacturers of belts. Colors: Black, brown, navy, green and white. Exceptional at. 45c
 - 4311—Fine embroidered Collars, as per cut, also embroidered at back. Sizes 12 to 15. 13c
 - 607—Tailor-Made Suit, all wool fashionable diagonal Cream Serge Coat, 32 inches long, has stylish three button closing, semi-fitted front and back, and gives graceful contour to figure. Long rolling collar inlaid with quality sky blue moire silk, piped in black; same trimming on cuffs. Slashed pockets, fancy buttons at back. Lined throughout with silk. Nine gored Skirt, tailor-stitched to becoming depth and stylish kilts on sides. In cream only. Sent to you express prepaid for. . . . \$19.98
 - 607x—Same suit exactly, but in black, navy, brown, mauve, new green or grey. Express prepaid for. \$18.50
 - 4225—Bow and Cascade Jabot, of plaited Brussel Net, delightfully trimmed with colored liberty silk. Pink sky blue or white. 69c
 - 3410—Corset Cover of fine imported cotton, low round neck finished with dainty lace edge, arms to match, handsome full front with four rows of fine lace insertion, and three bands of lawn, pearl buttons. 39c
 - 4215—Collar of folded colored Liberty Silk, with two rows of Baby Irish lace edging. Jabot of knife-pleated Net with lace edge, exquisite tab of Imitation Irish lace. Serviceable and becoming. White, pink or sky blue. 79c

A post card with your name and address will bring our latest 1910 Bon-Ton Catalogue containing all the new Spring and Summer styles.
THE BON-TON COMPANY, 421-423 St. Joseph Street, QUEBEC, Que. (4)



**Takes All The Risk
Out of Coffee Buying**

It is put up in a sealed can—keeps its flavor—and besides, it has the guarantee of the firm that packed it.

“SEAL BRAND” Coffee is selected, blended, roasted, packed and guaranteed by the leading firm in this line in the world.

You are fully protected against inferior quality when you buy by the trademark.

“Seal Brand” is never sold in bulk—only in 1 and 2 pound sealed tins. At all grocers.

109
CHASE & SANBORN, Montreal.

It will pay you to study our advertising columns

Mention the “Pictorial” when writing to advertisers

**THE
Northern Messenger**

A 16-24 page illustrated Weekly paper. Colored Illustrations, Bright Stories, Anecdotes, Verses, etc., etc. Something for every member of the home.

**FOR OVER 40 YEARS THE
FAVORITE IN CANADIAN
HOMES**

Single Subscription only 40 cents a year
Special rates to Clubs

As a Sunday School Paper
Unequalled anywhere at the price, and
the best all-round paper for the
Sunday Schools of Canada

Special price to Sunday Schools
The rate to Sunday Schools is just
half the individual subscription rate,
namely, twenty cents per copy per
annum in clubs of ten or more to one
address.

Three Weeks' Trial Free
For three consecutive weeks we will
send to any Sunday School worker a
sufficient number to make a thorough
test of the “Messenger” in the entire
school. No obligation incurred. We
take the risk of an order.
Correspondence invited.
Address Dept. S.

JOHN DOUGALL & SON,
“Witness” Office - Montreal

**Agents
Wanted**

in every district and particu-
larly in YOUR District
to increase the circulation
of the

**“Canadian
Pictorial”**

Salary and Commission
allowed to suitable
persons

NOW'S the time to act.

Drop a post card at once
addressed to the PROMO-
TION MANAGER, Pic-
torial Publishing Co., 142
St. Peter Street, Montreal

“WORLD WIDE”

—CANADA'S WELL-KNOWN ECLECTIC—

A Weekly reprint of Articles and Cartoons from the leading Journals and Reviews reflecting the current thought of both hemispheres.

Invaluable to the busy man or woman who wishes to keep abreast of the times, with the least possible expenditure of time or money.

S. E. DAWSON, Lit.D., King's Printer, Ottawa, says: “I take a good many papers, but ‘World Wide’ is the only one which I read without skipping.”

The publishers will, upon application, gladly send it for three consecutive weeks, FREE OF CHARGE, that you may fairly judge of its scope. You must know ‘World Wide’ to appreciate it, and those who know ‘World Wide’ best consider it the one indispensable publication they take.

Regular rates, - - 5 cents a copy
\$1.50 a year

On trial to new subscribers, 3 months for 25 cents

JOHN DOUGALL & SON, Publishers,
“WITNESS” BUILDING, MONTREAL, CAN.

Every Woman who keeps house
should know

**St. Lawrence
Sugar**

- “Granulated”
- “Golden Yellows”
- “Extra Ground”
or Icing Sugar
- “Powdered Sugar”
- “Crystal Diamonds”

Each of these brands is guaranteed absolutely pure, and the choicest Sugar of its kind in the Dominion.

MADE ONLY FROM CANE SUGAR.

Remember to order “St. Lawrence Sugar” whenever you buy.

The ST. LAWRENCE SUGAR REFINING COMPANY, Limited
MONTREAL. 21