

GIVE HIM THIS

When your customer gets a little cranky—doesn't like your prices—doesn't want to "buy gold dollars"—

Then offer him this beautiful



CIGAR MOISTENER BOX

As a premium to dealers it's a trade-winner. As a present to the customer nothing could be more acceptable or more attractive. He'd pay a price for it, too, if the dealer should ask it. You can do it either way—a premium or a sale.

The Price—
Per dozen, \$15—less in quantities.
Terms, 2% cash 10 days, 30 days net, F.O.B. Chicago.

Made of oak, handsomely finished and lined. Key and ornamental key plates. "Cigars" in silver finish scroll on lid.

The Regent Manufacturing Company

Toronto Office, 72 Bay St.

Wabash Ave., Chicago

TALK THAT TALKS.

EVERYBODY who knows the grocery trade of St. John, knows that W. A. Magee has one of the handsomest retail grocery establishments in the city, and that his trade is of a character that will not tolerate poor goods. Here is a word from Mr. Magee:

ST. JOHN, April 6th, 1898.

We carry 28 lines of Biscuits manufactured by the Queen Biscuit Co., and the **BOSS LUNCH MILK BISCUIT** is the quickest seller of them all. All their goods give excellent satisfaction to our customers. The sales of the **BOSS LUNCH MILK BISCUIT** have greatly increased with us. We think most highly of them.

W. A. MAGEE.

Mr. Magee believes in patronizing lower province industries if they produce good goods. So do you all. Give us a chance to prove our claim that **BOSS LUNCH MILK BISCUIT**, of which we are the sole manufacturers in Canada, possesses the same unsurpassed qualities that have sent the annual production in the United States up to 30,000,000 lbs.

We have given you just one testimonial. We could fill pages with them, from pleased customers as well as from merchants.

Remember—A delicious Lunch Biscuit at a popular price. Only the best materials go into our goods.

Queen Biscuit Co.

ST. JOHN, N.B.

(We manufacture over 500 lines of Biscuits.)

**“As Pure
As Windsor Salt”**

It is remarkable how many people firmly believe in principles which they neglect to practise.

“Just as good” is a threadbare argument that often drives trade away from the store—it seldom fails to disappoint the customer who asked for something else.

Every man was taught in his boyhood that “what is worth doing at all is worth doing well”—he believes it, but fails to practise it by falling back on that moss-covered argument, “here's something just as good.”

This fails with Windsor Salt—because “it costs you no more”—your usual Salt profit IS ALL THERE. “Best” because purest—“as pure as Windsor Salt.”

Leading Wholesalers Sell It.

**You Hear It
Everywhere.**

**The Windsor Salt Co., Limited
Windsor, Ont.**