

**Just the  
Thing** for the  
**PICNIC  
SEASON**



Everybody knows this brand and everybody likes it.

Keep in the Swim and Sell it.

**J. H. WETHEY**

Sole Manufacturer.

St. Catharines, Ont.

## 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.)

It Costs  
No More.

Best  
Because  
Purest.

It Costs  
No More.

The word "best" is misunderstood in Salt. Scientific methods of the day prove that the Vacuum Process, and that process only, makes a uniform, pure, sparkling Salt Crystal. We have the only plant in Canada for supplying Salt made by the Vacuum Process. Thus, Windsor Salt is doubly refined, cleansed, purified, dried. "As pure as Windsor Salt" is the trade phrase from which the quality of all other salts is judged. "Best because purest."

## Windsor Salt

Leading Wholesalers Sell It.

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