



"HELD UP TO THE HIGHEST EXCELLENCE."

Our sales of Ram Lal Pure Indian Tea HAVE DOUBLED during the past few months.

WHY?

Owing to the heavy advance in all Indian Teas our competitors have been forced to choose between two alternatives. Advance price or reduce quality, the latter has been their choice.

Our choice has been to keep Ram Lal pre-eminently the King of Package Teas, exactly at the same high standard of unvarying excellence that it has always occupied, regardless of our profit. The increase in our sales is a satisfactory answer that our policy is correct.

RAM LAL TOWERS ABOVE ITS COMPETITORS, NOT ONLY A TRADE WINNER, BUT A TRADE KEEPER.

Turner, Mackeand & Co.,

Western Wholesale

Selling Agents,

Winnipeg.

Pure Highland Scotch Whiskies.

THE FAMOUS
LAGAVULIN DISTILLERY,
ISLAND OF ISLAY,
SCOTLAND.

The Lagavulin Whisky is famous for its fine quality, being made from pure SCOTCH MALT ONLY, and has long been the favorite beverage of Sportsmen.

It contains no grain spirit, or other Whiskies one knows nothing of, and the most eminent Physicians of the day prescribe it where a stimulant is required.

ASK FOR THE LAGAVULIN.

MACKIE'S
PURE OLD BLEND
10 YEARS OLD.

GOLD LABEL
AS PATRONIZED BY ROYALTY AND THE LEADING
PHYSICIANS.

Sold only in the Northwest by:

VELIE, CARRY & Co.
G. F. & J. GALT.

HAYWARD & Co
HUDSON'S BAY Co

RICHARD & Co.

BRUSHES,
BROOMS,
WOODENWARE.
WOODENWARE,
BROOMS,
BRUSHES.

Chas. Boeckh & Sons.

Manufacturers, Toronto, Ont.

Jno. E. Dingman, Agent, Winnipeg.

THE ROSEBUD CLEARED ALL UP.

He had just finished the addition of fourteen columns of tantalizing figures, and was brava weary, when a friend and customer entered his private room. There was temper plain upon the intruder's face, for he was a man easily irritated, though generous to a fault. There was a misunderstanding, and he came not to clear it up, but to mix it up worse in a loud and useless wrangle. For he had finished his first burst of temper in loud words, his friend handed out the box containing "Reliance Rosebuds." The visitor grasped one bit the end off savagely, and wasted three matches ere he got it lighted. This act interrupted for a little his voluble irritation, but his first puffs were nervous and quick in succession. Before he was well seated and prepared for more loud talk, his friend had got in a few calm sentences, and as the misunderstanding was simple, the explanation was short and lucid. Few men have the blunt moral courage to acknowledge their mistake the moment after it is made, but as the smoke curled up from that cigar, the visitor saw clearly and acknowledged his, and a few minutes later left the room with expressions of perfect satisfaction, and avowals of continued friendship. This is but one of a hundred such instances. Cigars made from a coarse rank tobacco only increase the ill-temper of an irritated man, but the "Reliance Rosebud" contains the finest Havana tobacco, and smoking it never fails to soothe the nerves, and calm the temper. Try one when you are bothered and annoyed, and all doubt upon the matter will quickly vanish. This cigar is manufactured only by TASSE, Wood & Co., RELIANCE CIGAR FACTORY, MONTREAL.

FALL OPENING!

SEPTEMBER 2, 3, and 4.

WE INVITE the trade to call and inspect our immense stock on above dates.

For the convenience of Manitoba, the Territories and British Columbia, we will be prepared to fill orders in advance. Any one calling will receive attention.

D. McCall & Co'y.

Wholesale Millinery and Fancy
Dry Goods,

TORONTO - and - MONTREAL.