Therefore advertisers should see that their advertisements do not grow stale. Change them constantly, introducing new goods if you have them; if not let us know what you have in seasonable articles. This is what buyers want

'John Bull' BRANDS.

BRYANT, GIBSON & Co.



AGENCY FOR—
Ganong's Lily Chocolates,
Terry's English Bottled Confectionery,
Negree's French Crystallized Fruits.

Do 75 per cent. of our Canadian Canners buy their labels and other lithographic work from

The Sabiston Litho. & Pub. Co.?

BECAUSE They have the largest corps of skilled Artists in the country.

BECAUSE They have the best machinery.

BECAUSE Their equipment is more complete than any other Litho, house in the country, and

BECAUSE They turn out the most satisfactory work.

This Company occupies 4 flats of the GAZETTE building, in Montreal, equal to a floor space of 35,000 square feet.

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BRAND

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Commission Merchant,
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