



Thrice happy is the grocer who has held his trade during '98 — he has welded another link in the chain of confidence that binds his customers to him. Thus, business grows—and prospers, for “Confidence” foreshadows success.

A Few Suggestions of Highest Quality for '99.

The Bi-Carbonate of Soda that never varies in its great purity and strength —98 50/100 of pure Bi-Carbonate of Soda in it. The

“Hand-in-Hand” Brand Bi-Carb. Soda

is the product of one of the largest manufacturers in Great Britain—The United Alkali Company. Pure, white, strong, **always.**

There is never a question raised about the purity of the materials that E. Lazenby & Son, of England, use in their products —“highest quality” is their watchword.

Lazenby's Jelly Tablets

come in 13 different varieties. They are rich, pure, delicate. The flavorings are true to Nature.

Easy to use — quick —sure—economical.

When you think of Cocoa do you think of “purity and Fry” at the same time? Your customers do or **will** if you make the suggestion of

Fry's Cocoa and Chocolates

The Cocoa is concentrated and dissolves easily—economy for the woman who uses it! The Chocolate (Diamond Sweet) is absolutely pure!

Sold by leading wholesalers everywhere.

AGENTS :

A. P. Tippet & Co.

Montreal and Toronto.

F. H. Tippet & Co.

St. John, N.B.