



VOL. VIII. MONTREAL AND TORONTO, SEPTEMBER, 1898. No. 9.

McKellar & Dallas HEADQUARTERS FOR
 The Leading Jobbers
 BOOTS AND SHOES,
 MAPLE LEAF
 AND COLUMBIA. . .
 Brands of Rubbers.
 COME and see us while attending the Exhibition . . .
 11 Front Street West . . . TORONTO

WE MANUFACTURE
 AND SELL
 NOTHING BUT NECKTIES
 AND
 EVERYTHING IN NECKTIES
 E. & S. CURRIE
 Cor. Bay and Front Streets. TORONTO

A GOOD STORY * * *



always finds ready listeners. This is true of an advertisement. It finds plenty of readers but results are lacking if customers do not find goods as advertised. Your customers ask for SHOREY'S CLOTHING because they know that the guarantee that goes with each garment is good.

Buy from us such goods as we give a guarantee with and we will help you to sell them.

H. Shorey & Co.
 MONTREAL