



NEXT SATURDAY, AUGUST 4 Throughout the Dominion.

All who pay cash and save their discounts on every ten cents they spend know what this means.

EVERYBODY WELCOME

Whether saving your discounts or not. Stamp Books, Calendars and Explanations are distributed free in all showrooms. On **Red Letter Days** the percentage of Trading Stamps lost or destroyed by accident or neglect is also distributed free.

During the Toronto Fair.

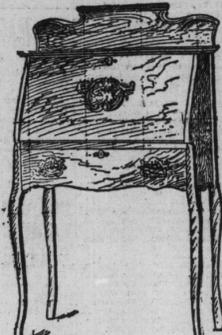
September 5th is Another Red Letter Day

This will be during the Great Toronto Fair. Thousands of Trading Stamp collectors from other cities will be here. The Toronto Showrooms will be specially decorated for the occasion; and, as a further inducement for visitors, from **August 27th to September 8th for One Book you have your choice of any article and receive a New Book with 25 Stamps Free.**

No Goods for Sale. Trading Stamps Only Are Accepted. For One Book You Have Your Choice of a Thousand Different Articles.



Quartered golden oak and mahogany finished. Every table hand polished, very strong. For one book.



Ladies' Desks.—Finished in oak and mahogany; handsomely carved full size large drawers, French legs, rubbed finish. Very ornamental and so convenient. Only one book.



ONLY ONE BOOK.



Gold-Plated Watches.—Ladies' or Gentlemen's Open Face or Hunting Case, assorted styles; greatest value ever offered; excellent timekeepers. Good enough for any one. Only one book.



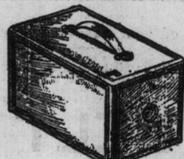
Beautiful Onyx and Brass Parlor Tables. Suitable for lamp, jardiniere, bric-a-brac, etc. Very swell. Your selection for one book.



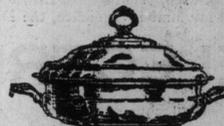
Handsome pattern very strong and durable. Quartered antique oak and mahogany finish; oak tan leather seat. For one book full of stamps.



This clock is heavily enameled, finished with gilt ornaments, very heavy and handsome, assorted colors, runs eight days; strikes the half-hour; is 10 inches high and 9 inches broad. We bought a very large number of these for spot cash to enable us to offer them to our collectors in exchange for one book.



Smart, Jr., Camera (with plate holder for two plates)—Takes pictures 2 1/2 x 3 1/2 inches. We have sent out a number, and they have always given perfect satisfaction; and only one book.



Silver Baking Dish.—With porcelain pan; quadruple plate, on pure hard white metal; handsomely finished. Only one book.



Silver Water Pitcher.—Very handsomely engraved. No home complete without one. Looks nice anywhere. Extra large, quadruple plate, on pure hard white metal. We guarantee it to last a lifetime. One book.

Dominion Trading Stamp Co., Limited.

All Under
**One Company,
One System,
One Management,
And the same Stamp**



SHOWROOMS:
TORONTO—235 Yonge Street.
LONDON—206 Dundas Street.
BRANTFORD—63 Colborne Street.
OTTAWA—Sun Life Building.
KINGSTON—173 Wellington Street.
BROCKVILLE—King Street.
ST. CATHARINES—72 St. Paul Street.
WOODSTOCK—Opera House Block.
HAMILTON—115 King Street East.
PETERBORO—434 George Street.
BELLEVILLE—311 Front Street.
STRATFORD—Windsor Block.

BERLIN—70 King Street West.
GALT—Imperial Block.
GUELPH—St. George's Square.
ST. THOMAS—314 Talbot Street.
WINDSOR—65 Sandwich Street.
WINNIPEG—282 Main Street.
VANCOUVER, B.C.—Cor. Cordova and Richard Streets.
VICTORIA, B.C.—Cor. Fort and Broad Streets.
NEW WESTMINSTER, B.C.
BRAMPTON, SARNIA, PETROLEA.

A Few Reasons Why People Collect Trading Stamps

1. They are tired of paying the other fellow's bills.
2. They are entitled to their discounts for the same reasons that merchants get their discounts.
3. They know that an honest merchant can better afford to give discounts than to sell on credit.
4. They know that under ordinary systems the cash customers pay all the losses, errors and expenses caused by credit.
5. They know that the merchants who give trading stamps do not require to borrow money from the banks and pay 7 per cent., but by selling at "small profits, with quick returns," can get all the money they require from their customers, and can give their customers, and not the banks, the full benefits of the discounts they receive themselves.
6. They know that by collecting Dominion Trading Stamps their families are no longer worried with overhanging debts, they have money ahead in place of debts behind, that they are more careful in their purchases when paying cash, and that the discounts they save amount to more than double the interest banks pay.

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