

GOOD ADS

If you are using one paper it is desirable to use good copy in your ads.
If you are advertising in fifty papers it is fifty times more important
to have copy that will "do business."

Poor copy wastes space.

Space costs money.

I make it my business to prepare copy that pulls business.

If you are advertizing in a dozen papers it will pay you to pay my prices.

If you use fifty or more papers, the original cost per paper is light.

I furnish original drawings, cuts, and electros.

I claim to have made a success of the illustrated ad in Canada.

I want to correspond with advertisers who want good copy and appreciate the fact that goodness and cheapness seldom go together.

J.P.McConnell, Ad Specialist.
Fifth Floor Temple Building.
TORONTO.

Cigars, Cigarettes, Tobaccos, Pipes.

If you handle these lines it will pay you to buy from us. Our range is admittedly the most complete in Canada. If our Travellers do not reach you call on us when in the city.

ANDREW WILSON & CO.

43 Yonge Street,

TORONTO.

COALITINE

**GUARANTEED AND PROVED TO
SAVE 33% OF THE COAL BILL**

— THINK OF IT! —

1 Ton Coal costs, say \$6.00. One third of it, or \$2.00, saved by a tin of COALITINE at a cost of 50 cents

NO SMOKE, NO FOUL AIR, LESS ASHES, NO CLINKERS

Manufactured by **The Coalitine Co. of Scotland**

J. RITCHIE, 15 St. John St., Montreal
Agent for Canada and Newfoundland

Send Five Cents for Scaled Particulars



**Decorated
Tin
Boxes**

For sale by
**Wholesale
Druggists
and
Druggist
Sundrymen.**

Send for
Illustrated
Catalogue.