

When your customers once realize that they get better results with

## "Cow Brand" **Baking Soda**

than any bulk or other package Soda, they will never change.

> It is up to you to get them to try it in order to make good customers of them.

And—your profit is good.

CHURCH & DWIGHT, Manufacturers MONTREAL

## Wethey's Mince Meat

(In Cartons)

has been recognized as the standard of Canadian excellence for a quarter of a century.

PURE

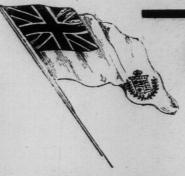
WHOLESOME

RIC

"ONE TRY SATISFIES"

If your jobber cannot give it to you please write us direct.

ST. CATHARINES,



## HERE'S A GOOD LIST-

Ideal Currants, new shipment just in.

Prunes, dearer in California—Our prices are cheaper.

We have on spot—

"EMPIRE "Brand

Valencia and Seedless Raisins which are rapid sellers at our prices.

## To arrive about August 10th.

Another lot of Australian Raisins-These are great sellers-Try them.

4 free phones

USE THEM

As to Teas! Our travellers carry selected lines and values-Let them show you what they have.

LUCAS, STEELE

HAMILTON,

ONTARIO

VOL. XX





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