



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.