

Has the year 1898 been a profitable one?

We hope so. We enjoy addressing successful business men—they don't stand still—they are progressive, and always endeavor to reach out further.

There are always a few weeks of dull business after the holidays, and it requires special inducements to bring customers to your store.

PREMIUMS

for cash purchases are the greatest incentive that can be offered; the best merchants in the States employ this system to advantage. There is no sentiment about this—it is a matter of dollars and cents—a money and profit-bringing investment.

We have the goods that will make money for you—our premium plan is not an experiment, but a successful business enterprise.

Don't wait until the dull season is upon you, investigate the premium plan now, and keep your business on a profitable basis all the year around.

It only costs you one cent to write us a postal card for particulars.

THE REGENT MFG. CO.

Branch Office,

72 Bay Street, TORONTO.

CHAS. EDWARDS, Manager.

182 and 184 Wabash Ave.

CHICAGO.



THE hills and dales of historic Nova Scotia, swept by the moistened air of the broad Atlantic, furnish ample pasturage for sheep which produce the most delicately soft, long wools. This pure stock and thirty-two years of unceasing care in manufacturing, coupled with the most modern ideas in machinery and styles, go to make up the now world-famed

OXFORD TWEEDS and HOMESPUNS

Hutchison, Nisbet & Auld, Toronto,
Wholesale Agents.

Made only at OXFORD, N.S., by

OXFORD MFG. CO., Limited.