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Is an important part of every general merchant and grocer's business, hence it is important that a good profit should be made on these lines. Merchants can make big money selling the

London Tobacco Co's

Goods, and at the same time give their customers the best tobaccos in the market.

Our Black Prince Tobacco at 4¢ per pound is best value going in Chew & Tobacco.

A 10¢ caddy of Pride of London retails 3 for 25¢, and gives a profit of 33 per cent. A Trade winner.

THE **MACPHERSON FRUIT CO.**
LIMITED

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Sole Agents for these Goods

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MARSHALL-WELLS CO.

WHOLESALE HARDWARE
WINNIPEG

Lime Juice

We have just received a consignment of LIME JUICE of rare quality, which we offer in barrels, or in pint and quart bottles at a figure that will make you money.

We have just what you want. Write for quotations.

The Martin, Bole & Wynne Co.

WHOLESALE DRUGGISTS
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S. Greenshields, Son & Co.

Wholesale . . . **MONTREAL**

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Represented by—R. R. GALLAGHER
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POSITIVE PROOF



TO TEST the respective values of brands of Galvanized Iron, Professor J. T. Donald, the well-known Montreal analyst, made several analyses of "QUEEN'S HEAD" and one of the best competing brands, and reports that "QUEEN'S HEAD" was not only more heavily coated, but that the Galvanizing is much more evenly distributed.

RESULT—It outlasts all other makes.

Made by **JOHN LYSAGHT Limited, Bristol, England**

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If you want to make money in the CLOTHING BUSINESS, wait and see our samples for Fall and Winter, 1901-1902.

We are showing a complete range of Men's, Youths', Boys' and Children's Clothing, in all the latest styles.

If you wish to be convinced of the superiority of our CLOTHING, both as regards fit, finish, quality and price, wait and see our samples before placing your orders.

We are represented in the West by

MR. D. H. BOOK for Manitoba.

MR. JOHN W. IRWIN, for North West Territories.

MR. McMARTIN for British Columbia.

McKENNA, THOMSON & CO. CLOTHING MANUFACTURERS
423, 425, 427 St. James St., Montreal
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Get Your on our Nos. 546 and 544 Balmorals and Congress

They are exactly what you and your customers have been looking for. Why? They are hand made. None other as good. Moderate in price. Made to fit. Sell on sight and lasting satisfaction to every customer. We manufacture them, sell them and guarantee them. Order a sample dozen to-day. Try us for sorting. Stock complete. Orders promptly and satisfactorily executed.

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MICHIGAN PORTLAND CEMENT CO.
Branch Warehouse foot of James Street, WINNIPEG.

British Columbia Fruit
WHOLESALE

R. L. CODD & CO.
PORT HANNOY, B.C.

Strawberries ready about 10th June.

THE GOLDIE & McCULLOCH CO.
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Manufacturers of

Wheelock and Ideal Engines

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The Largest and Most
Up-to-date Business
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Our saddles good, made of leather and wood.
Make riders shout with glee.
Smooth and bright; strong but light.
Those made by the "G. W. S. Company."

Our harness best, that stands the test.
However severe it be.
Construction strong; never wrong.
Those coming from the "G. W. S. Company."

Our collars you know; they fit just so.
And their quality, you'll agree,
Is no fake, like others make.
For they're made by the "G. W. S. Company."

Our trunks and valises; the very best made.
They'll suit you to a tee.
Handsome, neat and can't be beat.
Furnished only by the "G. W. S. Company."

Now dealers shrewd, please be satisfied.
And to this factory fleet.
Their saddlery sells, you're treated well
By this wondrous "G. W. S. Company."

Send for our new and beautiful illustrated Catalogue and Price List—Free.

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