

**WHY PAY**

double price  
for . . .

**BI-CARB. SODA**

when you can buy the Purest  
and Strongest English Soda

**HAND-IN-HAND  
Brand?**

No Yankee humbug about **this** Soda.  
Best dealers sell this brand.

Do you want to please your  
customers?

**SELL THEM****Moir, Wilson & Co.'s**

GENUINE SCOTCH 

**Kippered Herring**  
**Preserved Bloaters**  
**Herring and Tomato Sauce**  
**Herring in Mustard Sauce**

**FINEST QUALITY PACKED**  
**BEST DEALERS SELL THEM**

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**Two Articles Always in Season.****Lazenby's  
Soup  
Squares**

Used to the greatest extent  
where the quality is best known.  
Quick, convenient, delicious  
little Soup Makers. 13 varieties.  
Trade-winners for the store—  
and trade-keepers, too.

**Lazenby's  
Jelly  
Tablets**

For the holiday feasting, for  
the economical and particular  
housewife, for more business,  
these handy, highest quality,  
absolutely pure-flavored Tablets  
are unequalled. 13 varieties.  
Used by the best families in Great  
Britain and the Colonies. Quality  
counts! "The purest that can be."

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ARTHUR P. TIPPET & CO., Agents, Montreal and Toronto.