



For absolute purity and greatest effective strength in sodas

"Cow Brand" Baking Soda

stands unequalled and unapproachable.

Its use by the housekeeper insures best results in her baking. Its sale by you insures the housekeeper's confidence.

Put up in *packages only.*

CHURCH & DWIGHT
Manufacturers
MONTREAL

MINCE PIES

MADE FROM

Wethey's Condensed Mince Meat

are what your customers want.

Have you got this line in stock?

Every day you are without this Mince Meat you are losing profits you might just as well have.

It is a ready seller.

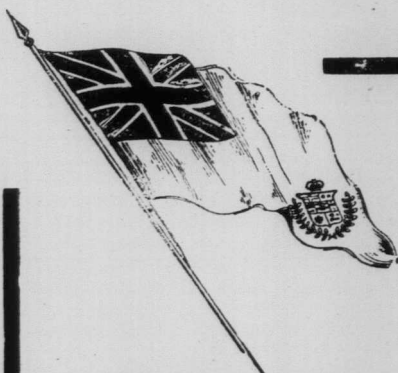
It is a steady seller.

It is a repeat seller.

It sells when other brands do not sell.

All Jobbers. 3 doz. to a case.

J. H. WETHEY, LIMITED
ST. CATHARINES



"EMPIRE" Brand

You know and we know that

CANNED GOODS, FRUITS and VEGETABLES,

are short this year.

See what **The Globe** of Sept. 6th says re shortage in grains, etc.

4 free phones
USE THEM.

If you have not bought, better do so **now.**

"A word to the wise," etc.

LUCAS, STEELE & BRISTOL,
Wholesale Grocers,

HAMILTON,

ONTARIO

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VOL. XXI.



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EDV

53 Front St. E.
TORONTO, O.