

Who Deserves Your Window Space?

Shaving Cream
 Dentifrice
 Men's Talcum
 Borated Talcum
 Sen Yang Talcum
 Violet Talcum
 Flesh Tint Talcum
 Unscented Talcum
 Cream Tint Talcum
 Liquid Soap
 Cold Cream
 Tar Shampooing Cream
 Bath Powder

Surely, the manufacturer on whose products you make a goodly profit, and who advertises those products and samples them extensively and who co-operates with you in every direction, is the one who is most deserving of your window space.

The "House of Mennen" is entirely such a manufacturer. The 1916 Mennen advertising campaigns are bigger, better, and more

extensive than ever before. You should display the Mennen Products prominently, in order that you can derive the most benefit from these campaigns.

Three very attractive window displays have been prepared for you; one on the Shaving Cream, one on the Talcum Powder and a combination display of both. Write for one or all of them to Harold F. Ritchie & Co., Ltd., Toronto.



Canadian Agents:
 Harold F. Ritchie & Co., Limited
 Toronto, Ontario

Mennen's Products are Made in Canada by
 G. Mennen Chemical Company
 Montreal, Quebec

Make Your Shelves Sell Goods

Set apart one section of your shelving for a display of

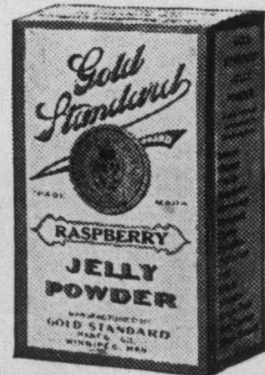
Gold Standard

Pure Food Products



Choose a spot where your customers' eyes naturally fall. Arrange the full line in full view. Your customers will sell to themselves in a great many cases. You will never know just how well this scheme pays until you try it.

If you happen to be one of the few grocers in the West who do not now stock the Gold Standard line, write us for our interesting and profitable proposition.



THE CODVILLE COMPANY LIMITED

Brandon, Moose Jaw, Winnipeg, Saskatoon, Medicine Hat, Prince Albert