



## Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

## MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

**J. L. MATHIEU CO.,** *Proprietors*

SHERBROOKE, QUEBEC



## Sure Profit

The quick sales and repeat business resulting from a display of Wonderful Soap mean bigger profit to you.

Your customers know this all-round cleanser in the neat, red label. It lightens the labors of wash day without injuring the most delicate fabric.

Wonderful Soap makes an attractive window or counter display—one that never fails to produce results.

A trial order to-day will start things going in your soap department.

**Guelph Soap Company**  
GUELPH ONTARIO

## FROM COAST TO COAST

You can now obtain fresh supplies of

## McVitie & Price's HIGH-CLASS BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Ontario: C. H. Cole, 33 Front St. East, Toronto  
(Selling Agent).

Manitoba and Saskatchewan: Richards & Brown,  
Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary;  
Campbell, Wilson & Horne, Ltd., Lethbridge;  
Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co.,  
Ltd., Vancouver; Kelly, Douglas & Co., Ltd.,  
Victoria; Kelly, Douglas & Co., Ltd., New  
Westminster; Kelly, Douglas & Co., Ltd.,  
Prince Rupert.

**McVitie & Price, Limited**  
EDINBURGH and London

McVitie & Price of Canada, Limited  
Vaudreuil St., St. Paul St. E., Montreal