

THE NATIONAL DIRECTORY OF STANDARD PRODUCTS—Continued

LAMPS (Northern Light).

Northern Electric Co., Limited,
Montreal, Toronto, Winnipeg,
Calgary.

LAMPS (Standard, Electric).

The Toronto Electric Light Co.,
Toronto.

LUMBER AND TIMBER.

R. Laidlaw Lumber Co., Ltd., To-
ronto.

The Boake Mfg. Co., Limited To-
ronto.

MARINE ENGINES.

Polson Iron Works, Limited, To-
ronto.

MATCHES.

The E. B. Eddy Company, Limited,
Hull, Que.

MAZDA LAMPS.

The Toronto Electric Light Co.,
Toronto.

**MILITARY AND CIVILIAN BOOTS
AND SHOES.**

H. C. Wilson, Toronto.

MILITARY EQUIPMENT.

Wreyford & Co., Toronto and
Angus (Borden Camp).

MILK.

City Dairy Co., Limited, Toronto.

**MULTIGRAPH LETTERS & MAIL
LISTS.**

Harry Edwards, Toronto.

NITROGEN LAMPS.

The Toronto Electric Light Co.,
Toronto.

OFFICE FURNITURE.

United Typewriter Co., Ltd., To-
ronto.

Green Bros., Toronto.

OILS AND GREASES.

Canadian Oil Companies, Ltd.,
Toronto.

Ontario Soap & Oil Co., Toronto.

OIL REFINERS.

The British American Oil Co.,
Limited, Toronto.

The Imperial Oil Co., Limited, To-
ronto.

OIL SOAP.

Ontario Soap & Oil Co., Toronto.

OVENS (Electric).

The Toronto Electric Light Co.,
Toronto.

OVERALLS.

Hamilton Carhartt Cotton Mills,
Limited, Toronto.

PAINTS AND VARNISHES.

Benjamin Moore & Co., Limited,
Toronto.

Brandram-Henderson, Limited,
Montreal, Toronto, Halifax.

Dominion Paint Works, Limited,
"Superior Graphite Paint,"
Walkerville, Toronto and Mont-
real.

International Varnish Co., Limited,
Toronto.

Lowe Brothers, Limited, Toronto.

R. C. Jamieson & Co., Limited,
Montreal and Vancouver.

Martin-Senour Co., Ltd., Mon-
treal, Que.

A. Ramsay & Son Company, Mont-
real, Toronto, Vancouver.

Standard Paint & Varnish Co.,
Limited, "Superlatic Rust Pre-
venter," Windsor, Ont.

The Canada Paint Co., Limited,
Montreal, Toronto, Halifax,
Winnipeg, Calgary.

The Dougall Varnish Co., Limited,
Montreal.

The E. Harris Co., of Toronto, Ltd.

The Sherwin Williams Co. of Can-
ada, Limited, Montreal, Toronto,
Halifax, Winnipeg, Vancouver,
Calgary.

PAPER (Bonds and Writings).

Howard Smith Paper Mills, Lim-
ited, Montreal.

**PATTERN MAKERS AND WOOD
TURNERS.**

Potts Pattern Works, Toronto.

PERCOLATORS (Electric).

The Toronto Electric Light Co.,
Toronto.

PIANOS.

Heintzman & Co., "Ye Olde Firm,"
Toronto.

Gerhard Heintzman Co., Limited,
Toronto.

PIANOS AND PIANO PLAYERS.

The Cecelian Co., Ltd., Toronto.

PLUMBING SUPPLIES.

Cluff Brothers, Toronto.

Fiddes & Hogarth, Limited, To-
ronto.

PORTLAND CEMENT.

Alfred Rogers, Limited, Toronto.

PRINTERS, Commercial & Theatrical.

W. S. Johnston & Co., Limited,
Toronto.

PRINTING INKS.

Sinclair Valentine Co. of Canada,
Limited, Toronto.

PUBLICATION PRINTERS.

The Ontario Press, Limited, To-
ronto.

RADIATORS (Luminous, Electric).

The Toronto Electric Light Co.,
Toronto.

RAZORS (Safety).

AutoStop Safety Razor Co., Lim-
ited, AutoStop Razors and Ac-
cessories, Toronto.

RAILWAY SUPPLIES.

Lyman Tube & Supply Co., Lim-
ited, "Shelby," Montreal and
Toronto.

READING LAMPS (Electric).

The Toronto Electric Light Co.,
Toronto.

**RIBBONS (Typewriter, Adding Ma-
chines).**

United Typewriter Co., Ltd., To-
ronto.

RINGS (Martingale).

The Arlington Co. of Canada, Lim-
ited, Toronto.

RUBBER FOOTWEAR.

Gutta Percha & Rubber Co., Lim-
ited, Toronto.

RUBBER HEELS.

Dunlop Tire & Rubber Goods Co.,
Limited, Toronto.

RUBBER STAMPS.

W. E. Irons, Toronto.

SALT.

Canadian Salt Co., Limited, "Wind-
sor" and "Regal" Salts, Windsor,
Ont.

SAMPLE CASES AND TRUNKS.

The Holman Co., Toronto.

SCALES.

C. Wilson & Son, "Gold Medal
Scales," Toronto.

The Canadian Fairbanks-Morse
Co., Limited, Toronto.

SCALES, (Computing).

Brantford Computing Scale Co.,
Ltd., "Brantford" Scales, Brant-
ford, Ont.

SCRAP IRON, STEEL & METALS.

Buckleys, Limited, Toronto.

Frankel Bros., Toronto.

SEWING MACHINE MOTORS.

The Toronto Electric Light Co.,
Toronto.

SHAVING MUGS (Electric).

The Toronto Electric Light Co.,
Toronto.

SHEET METAL WORKS.

Fred F. Bowell, Toronto.

SHIPS.

Polson Iron Works, Limited, To-
ronto.

SHIRTS.

A. R. Clarke & Co., Limited, To-
ronto.

SHOW CASES & STORE FIXTURES.

Canada Show Case Co., Toronto.

SIGNS.

Denis Advig. Signs, Limited, Signs
of every Description, Montreal
and Toronto.

SPORTING GOODS.

The Harold A. Wilson Co., Limit-
ed, Toronto.

John B. Brotherton, Toronto.

STATIONERS AND PRINTERS.

United Typewriter Co., Ltd., To-
ronto.

STEEL (Tool).

Wm. Jessop & Sons, Limited,
Toronto.

STOVES, COOKING, Coal, Wood,

Electric and Gas.

The McClary Mfg. Co., London,
Ont.

STOVES (Electric).

The Toronto Electric Light Co.,
Toronto.

STOVES, (Oil).

Imperial Oil Co., Ltd., Toronto.

TANKS.

Polson Iron Works, Limited, To-
ronto.

TEA KETTLES (Electric).

The Toronto Electric Light Co.,
Toronto.

TELEPHONES AND SUPPLIES.

Canadian Independent Telephone
Co., Limited, Toronto.

Northern Electric Co., Limited,
Montreal, Toronto, Winnipeg,
Calgary.

TENTS AND TARPAULINS.

Scythes & Company, Limited, To-
ronto.

TIME CLOCKS AND RECORDERS.

The International Time Recording
Co., Limited, Toronto.

TOASTERS.

The Toronto Electric Light Co.,
Toronto.

TOYS.

The Harold A. Wilson Co., Lim-
ited, Toronto.

TRANSFORMERS.

Maloney Electric Co., of Canada,
Limited, Toronto.

TUBING, Seamless Steel.

Lyman Tube & Supply Co., Lim-
ited, "Shelby," Montreal and
Toronto.

TYPEWRITERS.

United Typewriter Co., Limited,
"Underwood" Typewriters, To-
ronto.

UNDERWEAR.

The C. Turnbull Co., of Galt, Lim-
ited, "Ceetee" Pure Wool Under-
clothing, Galt, Ont.

UNIFORMS.

Beauchamp & How, Limited, To-
ronto.

VACUUM CLEANERS (Electric).

The Toronto Electric Light Co.,
Toronto.

VARNISH.

The Holland Varnish Co., Limited,
"Dyke" Varnish, Montreal.

VARNISHES AND JAPANS.

The Ault & Wiborg Varnish
Works, Toronto.

Searfe & Co., Brantford, Ont.

VIBRATORS (Electric).

The Toronto Electric Light Co.,
Toronto.

WALL FINISH.

Benjamin Moore & Co., Limited,
"Muresco," Toronto.

WASHBOARDS AND CLOTH PINS.

The Wm. Cane & Sons Co., Lim-
ited, Newmarket, Ont.

WASHBOARDS, Zinc and Fiberware.

The E. B. Eddy Company, Limited,
Hull, Que.

WASHING MACHINES.

"1900" Washer Company, Toronto.

One Minute Washer Co., Toronto.

WASHING MACHINES (Electric).

The Toronto Electric Light Co.,
Toronto.

WASTE-PAPER.

The Levi's, Toronto.

E. Pullan, Toronto.

WATCHES AND JEWELLERY.

Scheuer's Limited, Toronto.

WATCH CASES.

American Watch Case Co., Lim-
ited, Toronto.

WATCH SPECIALISTS.

F. J. Steward, Toronto.

WINDOW LETTERS AND SIGNS.

J. E. Richardson & Co., Toronto,
Ont.

WIRE CABLE AND SCREENING.

B. Greening Wire Co., Limited,
Hamilton, Ont.

WIRES AND CABLES.

Northern Electric Co., Limited,
Montreal, Toronto, Winnipeg,
Calgary.

**WIRE FOR COMMERCIAL PUR-
POSES, BRIGHT AND GALVANIZED.**

Frost Steel and Wire Co., Ltd.

WIPING RAGS.

E. Pullan, Toronto.

WROUGHT IRON PIPE.

Canada Pipe and Steel Co., Lim-
ited, Toronto.

National Service Week

NATIONAL Service Week is draw-
ing very near, and the fact that
the first week of the New Year
bears that title is something in which
everyone in Canada has an interest.
The men are interested because it is
obligatory upon each of them, between
the ages of 16 and 65 years, to fill out
one of the cards which the Govern-
ment is sending to them through the
Post Office authorities. The women
are interested because their co-opera-
tion is being invited, in seeing that
their men-folk attend to this important
duty. The children are interested be-
cause their school teachers have ex-

plained to them the meaning of Na-
tional Service, and the way in which
father and the big brothers at home
have to reply to the various questions.

To write in the answers and return
the card promptly is a good New
Year's resolution for every man
throughout the Dominion, and it has
the advantage of being easy of fulfil-
ment. It only means a few minutes'
careful thought. The postman in the
cities gets the hard work, for he has
not only to deliver the cards; he is
responsible also for their proper re-
turn. Prompt mailing of the answers
will make the postman's work very
much easier.

National Service means that we are

to get into that frame of mind which
will cause us to think of the needs of
the country, to realize that the inter-
ests of the State have a greater claim
on us than our self-interest. This ap-
plies to everyone, from the highest in
the land to the lowest. The Prince of
Wales' motto, "I serve," may well be
the motto of every citizen of the Brit-
ish Empire at this time.

There are many ways of serving the
nation besides going to the front. The
man on the farm and the mechanic in
a workshop may be serving the nation
as usefully as the man in the trenches.
Every man should be doing the work
which represents his most efficient ser-
vice to his country.

The war is teaching us, or should be
teaching us, great lessons. Terrible as
are its effects, those who have faith in
Canadian manhood hope and believe
that the nation will emerge from this
experience a stronger and better peo-
ple. If the meaning of National Ser-
vice is thoroughly grasped and prop-
erly understood, if the Government's
call for information is responded to in
the right spirit, the coming year will
be the banner year in Canada's history.

SOVEREIGNTY RECOGNIZED.

Agent—Is the boss of the house in?
Proud Father—Yes; he's asleep up-
stairs.