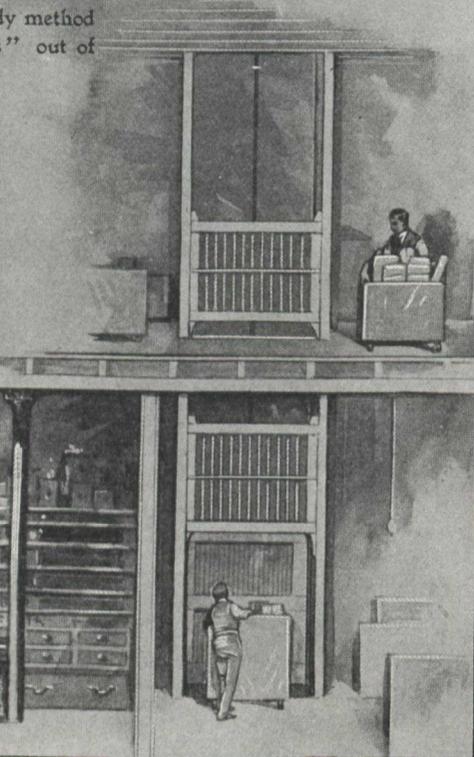


**Clip The Coupon  
For Our Book**

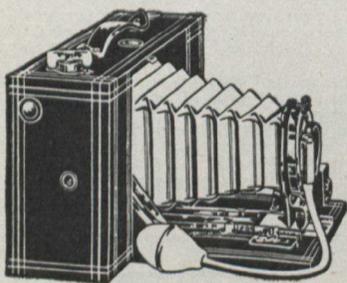
**D**O YOU REALIZE the extent to which a freight elevator will aid the growth of your business?

Forming a direct and speedy method of keeping the "superfluous" out of your customers' way, an elevator thus makes your shop more inviting. It allows of storing needful things in your upper storey, and yet places you in a position to reach them in a minute's notice. In a word, no matter what class of business you are engaged in—modern methods demand that you call to your aid the use of a freight elevator, to facilitate the storing of, and the access to, reserve stock and merchandise.

Mail us the above clipping and afford us the opportunity of sending you our handsome illustrated booklet. It tells the great possibilities the freight elevator has in store for you.



**Otis-Fensom Elevator Co., Ltd.**  
Traders Bank Building, Toronto



**\$10.00**

*The pictures are post card size*  
**3A FOLDING BROWNIE**

Takes pictures 3 1/4 x 5 1/2 inches. Equipped with meniscus achromatic lens, F. P. K. automatic shutter with bulb release, automatic focusing lock and reversible finder. Has all the Kodak advantages of daylight loading and unloading, and is made and tested by Kodak workmen.

Price with meniscus achromatic lens, \$10.00; with Rapid Rectilinear lens, \$12.00; other Brownie Cameras, \$1.00 to \$11.00.

**CANADIAN KODAK CO.**  
TORONTO, CANADA Limited

*Catalogue of Kodaks and Brownies free at the dealers or by mail*



**SNAP**

is the original and reliable hand cleaner, made of purest and best materials. It will keep your hands looking and feeling clean and soft no matter how often you stain and soil them. Do not be deceived by imitations—get the genuine SNAP, in the Blue and White Can.



**Broderick  
Superiority**

"BRODERICK" clothing is the recognized standard for well-costumed men from coast to coast in Canada.

It has something on most any other clothing made because of the judgment displayed by the firm in the selection of the cloth that goes into the clothes and the positively exclusive way in which they are designed and tailored.

The cloth that goes into the "BRODERICK" clothing is selected in the old country by our Mr. Broderick. It is not the output of one factory, but the choice of many.

The tailors and finishers employed in the "BRODERICK" workrooms are expert artists. The cutters are specialists in their respective lines.

**"Broderick" Men's Business Suits, made-to-order \$22.50**

**"Broderick" made-to-order Overcoat \$25.00**

"LEITH SERGE." We are sole Canadian agents for this splendid serge. We have tested it during the past ten years, and Mr. Broderick, while in England two years ago, secured the exclusive agency for "Leith Serge" in Canada. "Leith Serge" has more than lived up to our expectation, and is acknowledged to be the best product in that line today.

Write for Samples, New Measuring Chart, and our New Twenty-page Fashion Book.

**Frank Broderick & Co.**

113 West King Street, TORONTO



**Lait-Larola**

"Lait-Larola" is a perfect emolient milk quickly absorbed by the skin, leaving no trace of grease or stickiness after use. Allaying and soothing all forms of irritation caused by Frost, Cold Winds and Hard Water, it not only

**PRESERVES THE SKIN**

but beautifies the Complexion, making it SOFT, SMOOTH AND WHITE, LIKE THE PETALS OF THE LILY.

The daily use of "Lait-Larola" effectually prevents all Redness, Roughness, Irritation and Chaps, and gives a resisting power to the skin in changeable weather. Delightfully Cooling and Refreshing after MOTORING, GOLFING, SKATING, CYCLING, DANCING, ETC.

Men will find it wonderfully soothing if applied after shaving.

**M. BEETHAM & SON - - - CHELENTHAM, ENG.**

**NATIONAL TRUST CO**

LIMITED

18-22 King Street East, Toronto

**CAPITAL and RESERVE . . . \$1,650,000**

Funds received in trust for investment in first mortgages upon improved farm and city properties.

Correspondence and interviews solicited.

**J. W. FLAVELLE,**

PRESIDENT.

**W. T. WHITE,**

GENERAL MGR.