

National Directory

of
Standard Products

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THIS HANDY LITTLE ELECTRIC RADIATOR SELLS AT \$7.00
"Why Should You Shiver?"
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The Cleanest and the Cheapest for Cooking in the Home.

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Save your eyes and reduce your light bill. A Reading Lamp puts the light where you need it. Price \$4.50.

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SEW-E-Z Electric Sewing Motor
Eliminates all sewing dragage. Price complete \$18
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Anything you need in Business Stationery and Office Appliances. Canadian agents for the famous "Kardex."
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THE "PRESTO PHONE"

Save Your Money by Saving Your Time and the Time You Pay For. Send for Our Descriptive Book
Canadian Independent Telephone Co., Limited
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TEA KETTLES (Electric).

Five o'Clock Tea is no trouble at all when you have this Electric Kettle
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Electric Toasters
Have One on Your Breakfast Table - \$4.50 up
Send for Illustrated List of "Universal" Toasters
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VACUUM CLEANERS (Electric).

The "CADILLAC" Electric Vacuum Cleaner
\$27.00 and up. "The Gold Medal Winner"
TORONTO ELECTRIC LIGHT CO., LIMITED TORONTO

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THE HOLLAND VARNISH CO., Limited MONTREAL

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For Massage—Nervousness—Scalp Treatment
This Electric Vibrator is Best
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LARGEST CANADIAN DEALER
WASTE PAPER
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WASHING MACHINES (Electric).

THE "EASY" ELECTRIC VACUUM SYSTEM WASHING MACHINE
\$65.00 and up
TORONTO ELECTRIC LIGHT CO., LIMITED TORONTO

WATCHES AND JEWELRY

DIAMONDS-WATCHES-JEWELRY
SCHAUERS
131 YONGE STREET.
THE OLDEST ESTABLISHED WHOLESALE DIAMOND IMPORTERS IN CANADA

his battered face in his big hands and commenced to sob as only a strong man can sob.

"He means th' twisted man he's supportin'," whispered Craig.

The men looked at each other, and then Brown slowly arose and, going over, laid a hand on Finerty's heaving shoulder.

"Yeh only done yer duty to-night, Jawn," he said. "It was your life or theirs. An' yeh mixed in where every cop in this precinct would have been afraid to go. It's all right, Jawn!"

Plimmer, one eye completely closed, was sitting on the remains of a chair. His unharmed eye was fastened in fascination on what had once been the negro murderer, Williams.

"And I called 'im a coward," he was saying dreamily to himself. "And I was going to bingle 'is 'ead. Ho, yuss, I was going to bingle 'is bloomin' 'ead—me!"

NEW BOOKS

Pioneer Days

"A SON OF THE MIDDLE WEST."
By Hamlin Garland.

IN a simple, straightforward story, Mr. Garland tells of his own life, beginning at the close of the Civil War with his father's return to the mother and his three little children. With courage and perseverance this American pioneer endured privations and faced danger. The author pictures the family celebrations, and shows just what characteristics went into the making of his individuality. The narrative contains too little life and inspiration to warrant its length, for this life is much like many other lives. But the author's earnestness is very evident; and the fact that this is a human document renders it deserving of thoughtful readers' attention—The Macmillan Co.; \$1.50.

Unique War Book

"ON THE EDGE OF THE WAR ZONE." By Mildred Aldrich.

A WONDERFUL portrayal of France under the stress of war is this new book by Mildred Aldrich. Although war books are legion, this one is perhaps unique in that it distills for the reader the whole spirit of a nation during three years of war. The book comprises letters written by the author, in her quaint old French country-house near Paris, to a friend in America, during the period from September, 1914, to April, 1917, ending on a note of triumph at the final entry of the United States into the conflict. The book is charming in its style, and can be opened at any page and read with real enjoyment.—Mason Book Co.; \$1.25.

Sympathy vs. Pity

"THE SECOND FIDDLE." By Phyllis Bottome.

A BOOK which ought to be popular is this new novel by Phyllis Bottome; for in spite of its improbabilities it is bright and clever. In the first place, the characters are interesting. They may or may not be too much lovers, and too little human beings, but they hold the reader's attention, and the conversation is always clever.

The human development of this story

MAGIC BAKING POWDER

Magic Baking Powder costs no more than the ordinary kinds. For economy, buy the one pound tins.

E.W. GILLETTY COMPANY LIMITED
WINNIPEG TORONTO ONT. MONTREAL

MADE IN CANADA

MAKES THE WHITEST CAKES
CONTAINS NO ALUM
REFUSE SUBSTITUTES.

Danny the Dip—"What did yer git in that house?"

Clem the Climber—"Nothin', a law-

yer lives there."

Danny the Dip—"Gee, that was a close shave! Did yer lose anything?"

The NATIONAL DIRECTORY of STANDARD PRODUCTS

ADDING MACHINES.

United Typewriter Co., Ltd., Toronto.

APPLES, (Evaporated):

Graham Co. Limited, Belleville, Ont.

AUTOMOBILE ACCESSORIES.

Hyslop Bros., Toronto.

AUTO TOPS AND EQUIPMENT.

Cain, Fussell & McLean, Toronto.

BABBITT AND SOLDER.

Hoyt Metal Co., Toronto.

BAND INSTRUMENT MANUFACTURERS.

Whaley, Royce & Co., Limited, Toronto and Winnipeg.

"BETHLEHEM AMMUNITION BOX," CHAINS AND RINGS.

Tarbox Bros., Toronto.

BICYCLES AND SUPPLIES.

R. G. McLeod, Toronto.

BOATS, (Pleasure, Commercial, Lifeboats).

The Disappearing Propeller Boat Co., Limited, Toronto.

BONDED WAREHOUSE

Standard Warehouse & Mercantile Co., Toronto.

BOOTS AND SHOES.

W. B. Hamilton Shoe Co., Limited, "Model" Shoes, Toronto.

BOOTS, SHOES & RUBBERS

McLaren & Dallas, "Imperial Shoes," "Independent" Rubbers, Toronto.

BRICKS AND TERRA COTTA.

Don Valley Brick Works, Toronto.

BUILDERS' SUPPLIES.

Britnell & Co., Limited, Toronto.

CARBORUNDUM GRINDING WHEELS.

Norman Macdonald, Toronto.

CARPETS AND RUGS.

Toronto Carpet Mfg. Co., Ltd., Toronto.

CAR WHEELS AND CASTINGS.

Dominion Wheel & Foundries, Limited, Toronto.

CHARCOAL.

Ely Bros., Toronto.

CIGARS.

Andrew Wilson & Co., "Bachelor" Cigars, Toronto.

COAL AND WOOD.

P. Burns & Co., Toronto.

DUPLICATORS.

United Typewriter Co., Ltd., Toronto.

ELEVATORS.

Otis-Fenson Elevator Co., Toronto.

FENCING (Ornamental, Farm, Railway).

The Banwell Hoxie Wire Fence Co., Limited, Hamilton.

FURNACES.

The McClary Mfg. Co., London, Ont.

GELATINE.

Charles B. Knox Co., "Knox Sparkling," "Knox Acidulated," Montreal.

GLOVES (Men's and Women's).

Dent, Allcroft & Co., "Dent's Gloves," Montreal.

GLOVES AND MITTS.

The Craig-Cowan Company, Limited, Toronto.

HARDWARE.

Hardware Company of Toronto, Limited, Toronto.

HOT WATER BOILERS, RADIATORS

Cluff Bros., "Regent" Hot Water Boilers and Radiators, Toronto.

LEATHER (Sole-Hemlock & Union Oak).

The Breithaupt Leather Co., Ltd. Kitchener, Penetang, Hastings and Woodstock, Ont.

LIGHTING, WELDING & CUTTING PLANTS

The Siche Gas Co., Ltd., Toronto.

LUMBER AND TIMBER.

R. Laidlaw Lumber Co., Ltd., Toronto.

MILK.

S. Price & Sons Limited, Toronto.

MOPS (Scrubbing and Dry Dusting).

Tarbox Bros., Toronto.

MULTIGRAPH LETTERS & MAIL LISTS.

Harry Edwards, Toronto.

MUSIC PUBLISHERS.

Whaley, Royce & Co., Limited, Toronto and Winnipeg.

MUSICAL INSTRUMENTS.

Whaley, Royce & Co., Limited, Toronto and Winnipeg.

OFFICE FURNITURE.

United Typewriter Co., Ltd., Toronto.

PAINTS AND VARNISHES.

Benjamin Moore & Co., Limited, Toronto.

International Varnish Co., Limited, Toronto.

Lowe Brothers, Limited, Toronto.

PIANOS.

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

PIANOS & PLAYER PIANOS

The Newcombe Piano Co., Ltd., Toronto.

PLUMBING SUPPLIES.

Fiddes & Hogarth, Limited, Toronto.

PRINTING INKS.

Sinclair Valentine Co. of Canada, Limited, Toronto.

PUBLICATION PRINTERS.

The Ontario Press, Limited, Toronto.

REFRIGERATORS:

Eureka Refrigerator Co., Limited, Toronto.

(Concluded on page 24.)