

# Buyers' Guide

## CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

### WANTED

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

### "TRENT LOCK" EGG FILLERS

For 30 dozen cases.  
For one dozen Cartons.  
THE TRENT MFG. CO., LIMITED  
Trenton, Ontario, Canada

## Grocery Advertising

By Wm. Borsodi

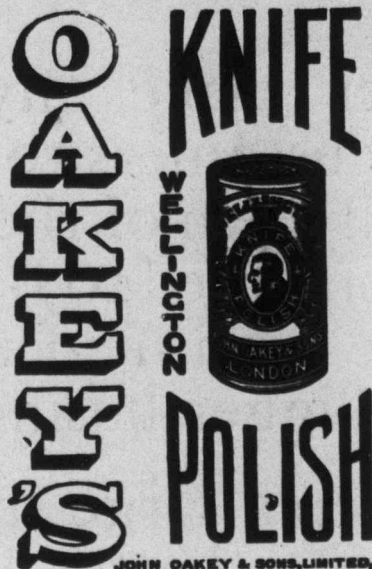
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE  
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.  
143-153 University Ave., Toronto

**OAKLEY'S KNIFE POLISH**



20-102-7785

JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

#### AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,  
Toronto, and J. E. Huxley & Co., 220  
McDermid St., Winnipeg.

#### CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

#### Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET. - - TORONTO

### Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents.  
15 1/2 Toronto St., Toronto  
52 Can. Life Bldg., Mont.

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

## Listen! WESTERN GROCERS

We buy Live and Dressed Poultry, Late Potatoes, Butter and Eggs in any Quantity.

Poultry coops, cases, tubs supplied. Make us a trial shipment. Immediate cash remittance, or write for prices.

Stevens Produce Co. Winnipeg

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

PORT ARTHUR, ONT. MONTREAL, QUE.

### FRESH FISH

FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

Price  
Quality  
Service

J. BOWMAN & CO.  
26 Duncan St., Toronto, Ont.

## The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations



Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

### Walter Baker & Co. Limited

Established 1780

Montreal, Can.

Dorchester, Mass.

If any advertisement interests you, tear it out now and place with letters to be answered.