

**It's Safe  
and Easy**

To shake the shackles that coffee has placed upon you when

**Instant  
Postum**

is made the daily beverage.

It is regular Postum, percolated at the factory and reduced to a soluble powder. A level teaspoonful in cup with hot water makes a delicious beverage **instantly**.

Suppose you try ten days of freedom.

*"There's a Reason"*

The Advantages of Drinking

**BAKER'S  
C O C C O A**



Registered  
Trade-Mark

*The Cocoa of  
High Quality*

lie in its absolute purity and wholesomeness, its delicious natural flavor, and its perfect assimilation by the digestive organs.

**Walter Baker & Co. Limited**

Established 1780

Montreal, Can.

Dorchester, Mass.



The very soul of the flowers is caught and held captive in this exquisite perfume of . . .

*Taylor's*

—the first perfumers of Canada, and the creators of distinctive perfumes that rival the choicest of the old world.

**PANDORA**  
PERFUME

is a fascinating fragrance—alluring, subtle and thoroughly feminine. The Perfume, par excellence, for dainty women.

**JOHN TAYLOR & CO., LTD. - TORONTO**

**MENNEN'S**

**"FOR MINE"**



**Mennen's Borated Talcum Powder**

keeps my skin in healthy condition.

Sample Box for 4c. stamp.

**GERHARD MENNEN CO.**

Newark, N. J.



Trade Mark