



Saving Pennies

This is one of the first things a careful parent teaches a child.

Why not give your clerks a post-graduate course in this same lesson?

KEEP IT EVER BEFORE THEM.

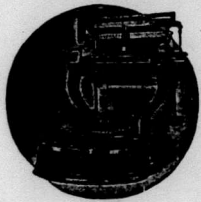
They can make your business blossom like a rose.

A DAYTON MONEYWEIGHT SCALE

does all this more effectually than anything else.

Ask Dept. M. for catalogue.

THE COMPUTING SCALE CO. OF CANADA, Limited
164 King St. West, Toronto, Canada.



"Sterling" Brand Pickles

are pleasant
and profitable.

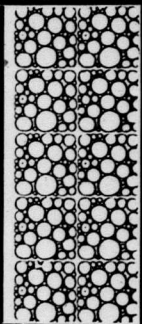
On every occasion where the finest pickles are wanted, give your most exacting customer "Sterling" Brand pickles. The grocer, who makes these pickles and a fastidious customer acquainted, can depend on a future demand. A twentieth century maxim is: "Sell good goods," and these pickles are distinctly good.

Put up in an attractive form.

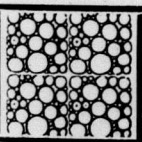
The **T. A. LYTLE COMPANY, Limited**

124-128 Richmond St. West, TORONTO.

EVERY GROCER WHO ADVERTISES



**MacLEAN
PUBLISHING
COMPANY,
TORONTO**



ought to have "100 GOOD ADS. FOR A GROCERY STORE," recently compiled by W. Arthur Lydiatt, Editor Department of Advertising Suggestion and Criticism in THE CANADIAN GROCER.

The hundred ads. illustrate a number of ways of talking interestingly about a grocer's stock, and are full of suggestions as to what to advertise and how to advertise it.

An introductory talk tells how, when and where to advertise, and included in the book are nearly 100 short, catchy sayings for ad. headlines, show-cards, etc.

A copy of the book will be sent, postpaid, to any address on receipt of ONE DOLLAR.

The Auer Gas Lamp.

"TURNS NIGHT-TIME
INTO DAY-TIME."

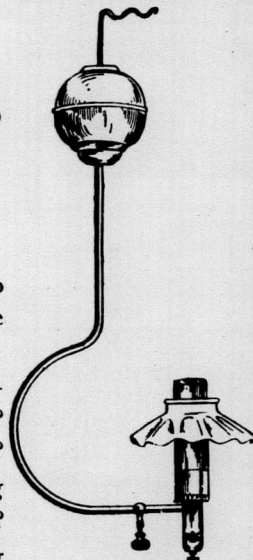
New Styles. Lower Prices.

Are you interested in a lamp which gives 100 candle power?

Are you interested in lighting your store brilliantly? You know it draws trade?

Are you interested in saving half of your bill for coal oil?

Are you interested in having the agency for a lamp which does this?



No. 28
100 Candle Power.

Then write for our Catalogue and Discounts.

EVERY LAMP GUARANTEED.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.