

## Just One Best

If you had to choose among the claims of several salesmen in your store, each claiming his product to be the "best," it is safe to say you would settle the question in favor of the product with a reputation.

# Shirriff's True Vanilla



settles the customer's problem, for she decides on reputation, too. Shirriff's has been a favorite all over Canada for more than thirty years. Shirriff's is

50% stronger than the Government standard for pure vanilla.

Shirriff's is made by a process taking a whole year to complete, and comes from the Mexican vanilla bean—the world's best.

So you see the Shirriff reputation has been **earned** by quality; and it is quality that sells extracts. Order a case or two.

**Imperial Extract Co.**  
Toronto

## FINEST CRYSTAL GELATINES

Powdered and Sheet

## FINE LEAF GELATINE

**BRITISH MANUFACTURE**

# GELATINES

**OURY, MILLAR & CO.**  
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

**F. S. Jarvis & Co.**  
18 TORONTO ST., - TORONTO

## Sani-Flush

### Appeals to the Housewife

Every woman who takes any pride in her housework wants to keep the water-closet bowl clean. She has found that scouring has little effect on the stain. Caring for the toilet bowl is disagreeable and discouraging drudgery.

Then the woman learns about **Sani-Flush**. How it keeps the bowl snowy white, sanitary and odor-free. No more dipping of water or scouring. Don't you think she will be enough interested to try it?

You can make extra profit by acquainting your customers with the good features of **Sani-Flush**.



**HAROLD F. RITCHIE & CO., LTD.**  
10-12-14 McCaul Street, Toronto, Ontario