

## Economy Counts

even in wrapping papers. The quality of our brown and manilla papers makes them cheaper than the so-called cheap papers. Strength and durability make them reliable and satisfactory.

MADE IN CANADA.

**Canada Paper Co., Limited**

TORONTO MONTREAL.

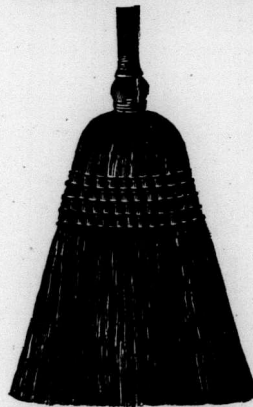
## BERLIN BRUSH CO.

WATERLOO.

Manufacturers of

**Fine Whisks,  
Brooms, and  
Brushes**

We want your trade, and if your name is not on our travellers' list, let us know and we will send our quotations or have a man call at earliest opportunity.

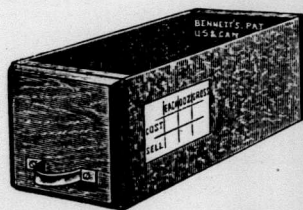


...THE...

**Bennett Manufacturing Co.**  
(Successors to J. S. Bennett)

Bennett's Patent Shelf Box and Cabinets, for

Hardware,  
Grocery,  
Seed and  
Drug Trades.



**556 Dundas Street, Toronto.**

SEND FOR PRICE LISTS.

## Want Ads.

In this paper cost 2 cents per word first insertion, 1 cent per word subsequent insertions. Contractions count as one word, but five figures (such as \$1,000) may pass as one word. Cash remittance to cover cost must in all cases accompany orders, otherwise we cannot insert the advertisement. When replies come in our care 5 cents additional must be included for forwarding same. Many large business deals have been brought about through advertisements of 20 or 30 words. Clerks can be secured, articles sold and exchanged, at small expenditure.

**MacLEAN PUBLISHING CO., Limited**  
Montreal and Toronto

# COWAN'S

**Perfection Cocoa** (Maple Leaf Label).  
**Royal Navy Chocolate, Queen's  
Dessert Chocolate, Chocolate  
Cream Bars, Cowan's Cake  
Icings,** Chocolate, Pink, Lemon Color and White.

**Cowan's Swiss Milk Chocolate,  
Famous Blend Coffee, etc., etc.**

Are the standard goods for purity and excellence.

Manufacturers  
**THE COWAN CO., Limited**

**TORONTO.**



## Maple Syrup

Quality the very best. Package the neatest. The **"EMPRESS" BRAND** put up by us is winning its way beyond our expectations. Have you ordered any, if not, a post card will secure attention and price list. Write at once to

**The Canadian Maple Syrup Co., TORONTO, Canada.**

## "ACME" TABLE SALT

Ask your wholesale grocer for it.  
Put up in 24 3-lb. cartons in a  
case, and in 50-lb. box.

**TORONTO SALT WORKS, Toronto, Ont.**  
Agents for the Canadian Salt Co., Windsor, Ont.

## 20th Century Account Keeping.

Don't think because your grandfather made money 50 years ago with old style keeping of accounts, YOU can do so. Times have changed, and if you would be successful you must watch your credits. Why use the old style pass book with your credit customers? Be modern. See here—



## IF A MAN WANTS CREDIT

for \$10, give him a \$10 Allison Coupon Book, charge him with \$10, and there you are. No trouble at all. If he buys a plug of tobacco for ten cents, just tear off a ten-cent coupon—that's all. And so on for all his purchases up to limit of the book. **NO PASS BOOK. NO WRITING. NO TIME LOST. NO KICKING.** There are other Coupon Books, of course, but why not have the best? Let us send you a free sample.

For Sale in Canada by

**THE EBY, BLAIN CO., Limited, TORONTO.**  
**C. O. BEAUCHEMIN & FILS, MONTREAL.**

**ALLISON COUPON CO., Manufacturers,**  
Indianapolis, Indiana.

## DO YOU SELL IT?



**"BROCK'S  
BIRD SEED."**

**NICHOLSON & BROCK, TORONTO.**



## TANGLEFOOT

SEALED STICKY FLY-PAPER.

Files spread contagion, and Tanglefoot catches the fly and also the germ it carries. It is made on scientific principles. The paper is impervious. It is long-lasting. Used nearly the world over.