

The Trade Mark

Your Guide To Safe Buying

PAINTS & VARNISHES



A right quality finish for every purpose

THE SHERWIN-WILLIAMS Co.
of Canada Limited
Factories: MONTREAL TORONTO WINNIPEG, LONDON ENG.



Always insist on getting toilet articles and medicinal preparations bearing this trade mark.

It is a guarantee of quality and purity.

NATIONAL DRUG AND CHEMICAL Co. of Canada, Limited

Trade Marked Goods Can Never Fail You

ONE great outstanding fact well to keep in mind about trade-marked goods is that they must be good, and of high quality, else they will not stand trade-marking and advertising!

Real merit must be in the goods before they can safely carry a trade-mark and the manufacturer knows this fact; if his trade-marked goods are without merit his first sales will be his last!

The trade-mark enables you to avoid repetitions of any unsatisfactory purchases.

And so you see why it is that really meritorious goods are trade-marked.

They cost no more because they enjoy much greater sales; for everybody who learns of them will buy them,—and it is because of the larger sales and the bigger production that the goods cost less. It's very much the same with the landlady who has a number of boarders; each extra boarder reduces the cost and enables the landlady to give either better food and service or reduce the price.

Trade-marked goods can never fail you! It surely pays you to give them preference.

Take A **KODAK** With You

MADE IN CANADA BY CANADIAN KODAK Co. Limited TORONTO - - CANADA



This Trade Mark on the can, guarantees the quality within.
The MARTIN-SENOUR Co. LIMITED MONTREAL

When Buying Rubber Goods Safeguard Yourself



By asking your dealer if they were "Made-in-Canada" in one of our factories.

We make "Everything in Rubber," and you can rely on the good quality of any of our brands.

Stands for the Very Highest Quality

VINOLIA
TOILET SOAPS, TOOTH PASTE, TALCUM POWDER, and PERFUMES

ST LAWRENCE SUGAR DIAMOND
EXTRA GRANULATED SUGAR

Any good dealer can fill your order
ST. LAWRENCE SUGAR REFINERIES, Limited Montreal

We will send free a liberal trial package of **Red Rose Tea**

to those who answer this advertisement. State price using and if Black or Mixed.
T. H. ESTABROOKS CO. TORONTO Limited DEPT. B.



BANNER SPRINGS

Guaranteed to please for a lifetime

The Alaska Feather & Down Co., Ltd. Montreal

At General Stores and Grocers

LUX

Flakes of Cleanliness for Wash Day—Won't Shrink Woollens

LEVER BROS. LIMITED Toronto



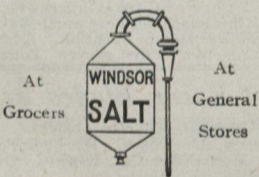
OSTERMOOR MATTRESSES

Pure Sanitary Cotton in Layers Clean and Durably Built—not stuffed.
The Alaska Feather & Down Co., Limited, Montreal



Artificial Flowers and Foliage Millinery Novelties

Made-in-Canada by A Woman
MRS. JOSEPHINE WITT in her factory, at 16 Sheppard St., Toronto



WINDSOR SALT

Pure Salt in Bags for Table and Dairy use
The Canadian Salt Co. Limited WINDSOR, ONT.



The name that is your guarantee of

QUALITY and EXCELLENCE

Dr. Jaeger's Sanitary Woollen System Company, Limited Toronto Winnipeg Montreal



O-Cedar Mop Polish
O-Cedar Polish

They dust, clean, and polish at the one operation.

Channell Chemical Co., Limited 369 Sorauren Avenue Toronto, Canada



Would you like a telephone service? The best telephones of all types and highest quality are

Canadian Independent Telephones

Write for our Bulletin
CANADIAN INDEPENDENT TELEPHONE CO., LIMITED TORONTO, CANADA



Lowe Brothers, Limited TORONTO, ONT.
Ask for Beautiful Free Booklet "The House, Outside and Inside"



OGILVIE'S Royal Household Flour

OGILVIE'S Rolled Oats

The OGILVIE FLOUR MILLS Co., Limited MONTREAL CANADA



BEATS BUTTER FOR Cakes and Pastry

THE WM. DAVIES CO., LIMITED TORONTO

Purity Brand Salt

(Trade Mark Registered)
For Table, Cooking, and Dairy Use
In cotton bags for cooking. In moisture proof packages (free running) for Table
ASK YOUR DEALER
THE WESTERN SALT CO. Limited Courtright Ontario



CANADA PAINT
Looks well. Wears well.



TRADE MARK
Paints, varnishes, stains and enamels of the highest quality

THE CANADA PAINT CO LIMITED TORONTO