

# Eno's "Fruit Salt" is as easy to sell as it is pleasant to take and beneficial after taken

Though taking the place of vile medicines and eliminating expensive doctor's treatments, Eno's "Fruit Salt" should never be kept in the medicine cabinet of the home, but should be ever on the spot, where all members of the family, young and old, can have ready access to it.

This mild aperient invigorates the whole human system, keeps the blood in fine condition, prevents sea and train sickness, making traveling a pleasure, summer or winter.

This is part of our consumer educational campaign—why not take advantage of it and cash in on "Fruit Salt" sales?

Order your supply now—It's an easy seller. Keep it on exhibit.

**J. C. Eno's "Fruit Salt"**  
**Works, London, Eng.**

Agents for Canada:  
**Harold F. Ritchie & Co., Limited**  
10-14 McCaul St., Toronto

## ENO'S "FRUIT SALT"

### The Natural Way to Health

**E**XPERIENCE proves that Health by *Coaxing* is better than Health by *Forcing*. A Mild Remedy is always superior to a Hazardous Force.

Eno's "Fruit Salt" prevents and relieves by *Natural Means* all functional derangements of the Liver, Temporary Congestion arising from the use of alcoholic beverages, Errors in Diet, Biliousness, Sick Headache, etc. It acts according to the quantity taken, either as a relieving agent or as a cooling and refreshing beverage, and gently stimulates without any weakening after-effects.

*Prepared only by*

**J. C. ENO, Ltd., "Fruit Salt" Works, London, England**

Sold in all the principal towns and cities of Canada

Agents for Canada: **Harold F. Ritchie & Co., Limited, 10 McCaul St., TORONTO**



## An Earned Reputation

The housewife wants **PURITY FLOUR**. She knows its reputation has been **EARNED** in the kitchens of Canada. This "good will" embodied in the **PURITY** name will increase your business.

# PURITY FLOUR

More Bread and Better Bread

**WESTERN CANADA FLOUR MILLS CO., LIMITED**

Millers to the People