

We do the Advertising

You can't THINK customers into your store. They don't come that way. Somebody has to do som thing. In this case we're that somebody.

But you needn't even bother to think! We will do the advertising for you. We will send the customers. All we ask of you is to give them what they ask for.

By the way, when you stand behind your counter selling a bottle of Scott's Emulsion, remember you can safely stand behind that too. For a quarter of a century we have stood behind the statement that

SCOTT'S EMULSION

is the most pleasant, the most effective and the most saleable of any preparation of cod-liver oil.

How much cod-liver oil did you sell last year? All kinds, all sorts? Would you have sold one-twentieth as much if we had not educated the public regarding its remarkable curative properties? We have been sending you these customers for 20 years. We are going to send you more than ever. We are going to continue our work of education, too, until nineteen-twentieths of your cod-liver oil customers will ask for Scott's Emulsion. We will send you the customers; just give them what they ask for.

SCOTT & BOWNE, NEW YORK

FIRST QUALITY.

ANTIQUE FINISH.

MODERATE PRICE.

"Duchess"

The "DUCHESS" series of Fine Stationery is the favorite with the public. If you have a demand for Note Paper, Envelopes, Papeteries, Fancy Sealing Wax or Initial Seals, write for Samples of our "DUCHESS" series. Four sizes of paper, with Envelopes to match.

ALBERT.

OCTAVO.

BOUDOIR.

REGENT.

Warwick Bros. & Rutter

MANUFACTURING STATIONERS

TORONTO