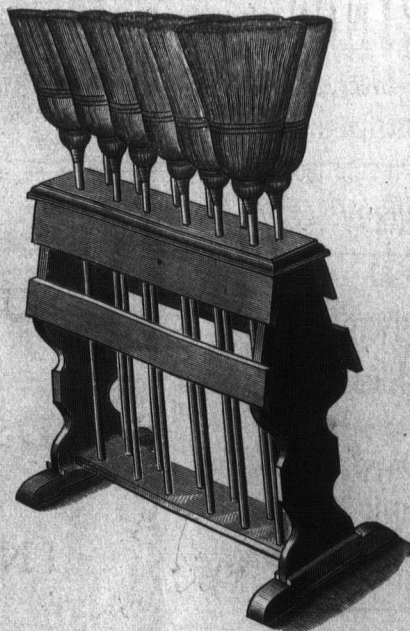


# GOOD ADVERTISING

WE reckon on getting the best possible kind of advertising from every single Broom we put out — every Broom we sell sells another Broom sooner or later. Our Brooms don't last forever, but when one finally wears out the only Broom that replaces it is its original counterpart — a new Boeckh's Broom.

"It's a poor rule that wont work both ways" — why can't **you** get some "good advertising" out of our Brooms too? You can, if you'll stir around a bit and send for our price list and illustrated book. Good advertising is cheap—if it's done this way.



Boeckh Bros. & Company, Mfrs.  
Toronto, Ont.

Montreal Branch: 1 and 3 De Bresieres St.  
Agencies at Winnipeg, Halifax,  
Vancouver, Glasgow.

## Boeckh's Brooms