McLean's COCOANUT

You have particular customers. Satisfy them and yourself and sell them this brand.

The Canadian Cocoanut Co.
Sole Makers
MONTREAL

LET THERE BE LIGHT

A steady, brilliant white light in your store will prove an asset whose value cannot be underestimated. Get in touch with us. Our apparatus is absolutely safe, is better and cheaper than electricity or gas and safer than coal oil and candles.

Clean and sanitary.

Write for circular and special price to Merchants direct.

MacLAREN & CO.
Gasoline Lighting Systems
MERRICKVILLE, - ONTARIO.
AGENTS WANTED.

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:
No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited
HALIFAX - NOVA SCOTIA.

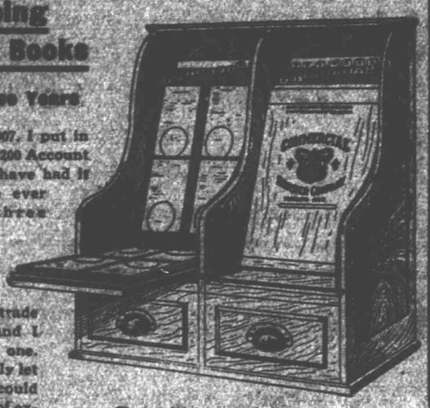
Commercial Account Register

Bookkeeping Without Books

Used It Three Years

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?



Sheets lift out and fit any safe.

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Yours truly,
G. E. COON, Groceries, Flour and Feed.
Eglinton, Ont., Oct. 1st, 1910.

INDISPENSABLE TO ANY MERCHANT DOING CREDIT BUSINESS.

Send us postal for Catalogue and full information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery. 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.