

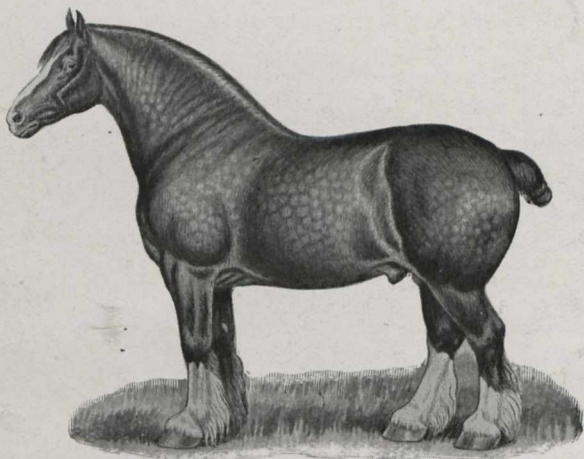
Such a man wants the best in its line, even if it costs more. He will have less of it and have it better.
 But beverages "made in the House that GURD built" do not cost more, so there is a double reason why they should be preferred everywhere.

No. 6.—"This is the HORSE that draws the Load that's sent to the Stores that serve the Folk that drink the Ale that's made in the House that GURD built."

There was a cow in the story of "the house that Jack built" who tossed the dog that worried the cat that caught the rat that ate the malt.
 But it is the best of horses that are used to draw the loads from the house "that GURD built."
 Even the Horse himself (one of about thirty) shows the marks of quality and well-earned prosperity that attaches to the "House that GURD built."
 If the business continues to expand and progress, even the best of horses will be too slow for the delivery of the superlative beverages "that are made in the House that GURD built," and he will be superseded by the auto-wagon.
 But, whether "horse" or "auto," it is always a matter of satisfaction for the dealer or the consumer to see the delivery at his door from "the House that GURD built," when they both know that it brings the very best that forty years' experience can produce.

No. 7.—These are the MEN that need no goad to drive the Horses that draw the Loads that are sent to the Stores that serve the Folk that drink the Ale that's made in the House that GURD built."

"In the house that Jack built" there was a maiden who "milked the cow with the crumpled horn that tossed the dog that worried the cat that caught the rat that ate the malt."
 But they are able-bodied men "who drive the horses that draw the loads that serve the folk that drink the ale that's made in the House that GURD built."



No. 6

And neither whip nor goad is needed to "get there with the goods" that are made in "the House that GURD built."
 Once known the "Gurd" beverages sell themselves on their superlative merit. The proof of a beverage is in the drinking. And nobody knows this better than the man who is kept busy on one of the Gurd wagons, delivering "Gurd's Ginger Ale," and other sparkling Gurd beverages, to pleased and satisfied customers.



No. 5

GURD

No. 8.—"This is the NAME that suits the Men that suits the Horse that suits the Load that suits the Stores that suits the Folk that suits the Ale that's made in the House that GURD built."

"The house that Jack built" has a reputation in every home-nursery in which the English language is spoken, and perhaps much farther.
 There is much, indeed, in a NAME, when that name has been built up and established during a life-time of honest endeavour to produce the best.
 The man with such purpose and industry deserves to succeed, as he generally does.
 It is no hap-hazard result that "the name of GURD" leads in the manufacture of "Ginger Ale," and the half-score of superlative non-alcoholic beverages, made in "the House that GURD built."
 By honest, persistent building of one stone upon another the House of Gurd has arisen to first importance in its class and City.
 So it has come to pass, that now the sight of the name "GURD" on the label assures the dealer and the drinker that they have a beverage, the purest and best that can be made.

No. 9.—"This is the WATER that's worthy the Name that suits the Men that suits the Horse that suits the Load that suits the Stores that suits the Folk that suits the Ale that's made in the House that GURD built."



No. 9

Responsibility goes with reputation, and *vice versa*.
 This truism was never more fully realized than by "Gurd's"—when, after travelling all over Caledonia Township in search of a new and meritorious mineral water, and after finding at nature's hand "the very thing," the "acme of their desires," they launched it upon the market as "GURD'S" Caledonia Water.
 The result surpassed the firm's most sanguine expectations. So much so that everybody connected with "the House that GURD built" now claims that among the mineral waters of the world "GURD'S" Caledonia—in keeping with the firm's motto—is "The Best."
 The popular verdict, as recorded in increasing sales, would seem to verify this conclusion, and, as a matter of fact, this increasing demand is in a large measure responsible for the factory and warehouse extension which furnished the subject of this sketch.
 What better testimony though could one want than the following clincher:

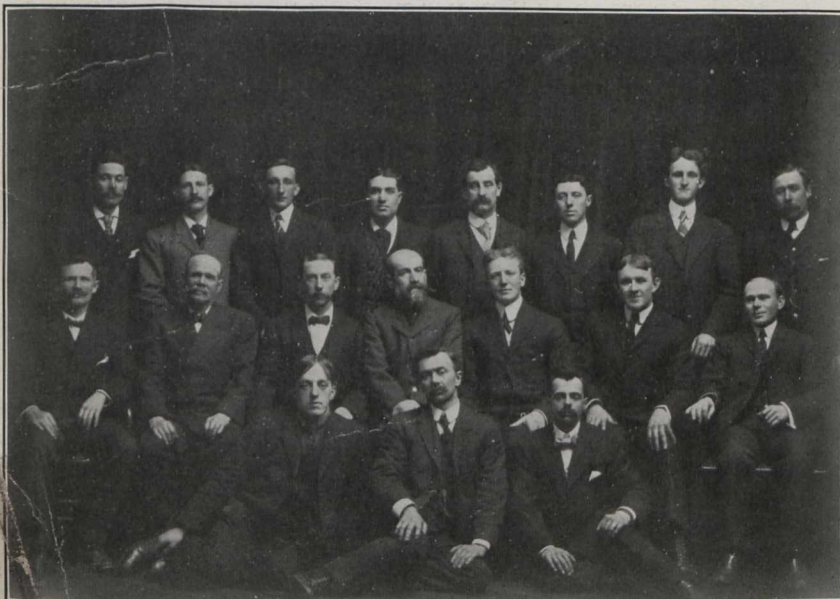
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MONTREAL, July 10, 1908.

This is to certify that we have subjected a sample of "GURD'S" Caledonia Water to careful chemical analysis, and find it to be a perfectly safe, sanitary alkaline, mineral water of the mild laxative type, and free from any organic impurities.

It is an excellent table water and will be found agreeable to the taste whether used "still" or sparkling.

(Signed) MILTON L. HERSEY, M.Sc., LL.D.,
 Provincial Government Analyst.



No. 7.—The Salesmen-Drivers of "the House that GURD built."

"The House that GURD built" will shortly be issued in pamphlet form. Any person desiring a copy will be supplied by applying per mail, telephone, or in person, at the head office of CHARLES GURD & CO., LTD., 43 JURORS STREET, MONTREAL.