



Our Sampling Wagon

Sometime during the year our sampling man will leave samples of

Shredded Wheat

in every home in your town. These samples are delivered by our own men from our own automobiles especially built for that purpose. Why do we sample so extensively? It is the only way we can convey an intelligent idea of Shredded Wheat Biscuit. It is a reminder to those who have used it and an introduction to those who do not know the cleanest, best cereal food in the world.

MADE IN CANADA

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ontario.

77-L



A blast from the North

dry, cold and swift, is no more insurance against loss from spoilage than the dry cold circulating air of the **Arctic Refrigerator**.

The construction is such that the air cannot remain still, but is in constant motion (it circulates) and carries off all foreign odors which otherwise might taint susceptible articles such as butter and lard, etc.

Every dollar invested in an Arctic is a producer—The Arctic is a gilt-edge investment.

Write for Catalogue.

John Hillock & Co., Limited
Makers of High-Grade Refrigerators and Fish Cases
TORONTO

Every Grocery List Should End Up With a Package of Dr. Cassell's Tablets



In nearly every home in Canada there is a case of "nerves" which could be corrected by the timely use of Dr. Cassell's Tablets. You get nine chances to the druggist's one to sell them to your customers, so why not cash-in on your advantage by keeping a natty display on a counter or show-case, and by calling attention to the efficiency of this famous and proven "Old English Remedy"?

We're spending \$60,000 in consumer advertising to help the dealers of Canada to create a demand and to reap the splendid profit of 50% on a big annual turnover. Now is your time to go after this business.

Send trial order.

Dr. Cassell's Medicine Co., Limited
MANCHESTER, ENG.

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