



THE ABOVE PHOTOGRAPH TAKEN AT NIGHT WITH NO OTHER ILLUMINANT BUT ALEXALITE

The Shadowless Light in Tyrrell's Bookstore

A bookstore needs a strong, clear light, yet one that is soft and easy on the eyes; though customers know to their sorrow how seldom such a light is found.

Tyrrell's Bookstore was always lighted as well as the average store. But not long ago they found a beautiful, soft, strong, even light like sunlight, called

ALEXALITE

They found that this light did not cast a shadow, and that there was no glare, the lamps being concealed.

That although it was in every respect a better light, it would not cost them more to operate, but would actually save from 25 to 40 per cent. of what they had been paying.

That it had been thoroughly tested out by big stores like Greenhutt-Seigel-Cooper, of New York, and was giving entire satisfaction. So Tyrrell's Bookstore installed Alexalite. Go and see it and ask for their opinion.

The days are getting shorter now and more light will be needed. Why not investigate Alexalite, more light and better light?

Canadian Alexalite

166 Bay Street - - TORONTO



HEATING AND PLUMBING SYSTEMS

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MONTREAL



Medusa Waterproofing

is used everywhere by discerning builders who recognize the great value of its waterproofing qualities. MEDUSA renders concrete absolutely impervious to water and prevents discoloration even after the heaviest rains. MEDUSA is sold in strong cotton sacks containing 50 pounds each, or in paper cartons containing 5 pounds. Mixed with cement, MEDUSA will give results not to be obtained by using any other waterproofing.

Write for descriptive booklet.

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