

Agents for Ontario:
Messrs. W. B. Barley & Co., Toronto
Agents for Quebec:
Messrs. F. L. Benedict & Co., Montreal

SYMINGTON'S

COFFEE ESSENCE

ALWAYS READY!
ALWAYS PURE!
ONE STANDARD
QUALITY!

TO BE HAD OF ALL
WHOLESALES

UNQUESTIONABLY THE VERY BEST
THOMAS SYMINGTON & CO.

EDINBURGH

COUNTER CHECK BOOKS



Write for samples
and prices; we are
now in a position to
give better service,
with no advance in
price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511

[Phone Uptown 5962

The Cook's Favorite!

Keep a liberal supply on your shelves of



Order from your
Jobber

"COW BRAND" BAKING SODA

No other line on the market can approach it
in strength, purity and reliability.

"Cow Brand" is a line you can handle and
stock without hesitation.

SEE TO YOUR STOCKS

CHURCH and DWIGHT

Manufacturers LIMITED
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pick-
ford and Black steamer
leaves Halifax for Ber-
muda, 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 domin-
ant 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, truthful-
ly, and address it through
the proper media and you
can successfully apply ad-
vertising as a means to
increased distribution.