

"THE HOUSE THAT GURD BUILT"

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An adaptation by Eugene Cooke of the old nursery favorite
"THE HOUSE THAT JACK BUILT"



CHARLES GURD
Founder and President

THE business of "THE HOUSE OF GURD" was begun in 1868, and is consequently entering upon its forty-second season. From a small beginning in a basement it has grown to its present large proportions by sheer merit. The goods of "GURD" have won fame for Canada and encomiums for the firm at exhibitions in France, England, United States, and Canada. The GURD Motto is "The Best." In every detail and department the spirit of this Motto prevails.

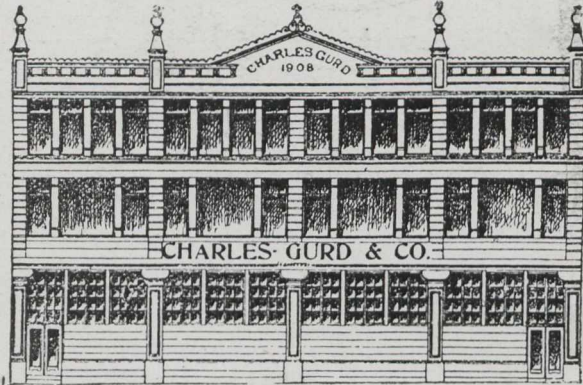
This happy composition was inspired into being by a passing inspection, on the part of the author, of the new and thoroughly modern concrete structure erected on Bleury Street, Montreal, by Charles Gurd, Esq., President, for the use of the Company.

No. 1.—"This is the HOUSE that GURD built."

"Mother Goose" has told us all from childhood about the "house that Jack built," which, from the presence of malt there, we infer to have been associated with the making of some sort of brewed drink.

So every resident of Montreal and vicinity knows of "The House that Gurd built," the business house of over 40 years' repute as makers and purveyors of "Gurd's Ginger Ale," and a score of other superlative non-alcoholic beverages.

But the "house that Jack built" did not have to be doubled in size to meet the demands of increasing business, as has been the case with "The House of Gurd" in the year 1908.



No. 1

They couldn't improve the Gurd beverages, so they improved the factory where they are made. Because the Gurd products are so good the business created called for a larger and better place to house it.

"The House that GURD built" is strictly modern in every feature, a clean factory, with a clean output:—1. An automatic washing, sterilizing, and rinsing plant. 2. A modern electric refrigerating plant. 3. An up-to-date distilling plant. 4. A scientific filtering plant.

"The House of GURD" has always aimed to produce the purest, most wholesome, most delicious, and never injurious beverages, equal to or even better than the best imported article. This is the sound foundation on which the "House of GURD" is built to endure.

In 1909 "the House that GURD built" will enter upon its 42nd year, with a leading reputation among the best dealers and all who "know a good thing" when they drink it.

No. 2.—"This is the ALE that's made in the House that GURD built."

It was the eatable, palatable "malt that lay in the house that Jack built," that brought about the wide repute of Jack and his famous house.

If the rat hadn't found something good to eat there, the "Mother Goose history" would never have been written.

So it's the "ALE" that has won the widest reputation for "the House that GURD built,"—"GURD'S GINGER ALE"—"The Best," the kind that goes with the dealer, because it goes with the consumer.

The purchaser of "Gurd's Ginger Ale" is satisfied, and never afterward asks for any other domestic or imported product.

It is as hard to keep the connoisseurs from drinking "Gurd's Ginger Ale" as it was to prevent the rat from eating "the malt that lay in the house that Jack built."

But "Gurd's Ginger Ale" is only the leader among a score of non-alcoholic beverages, that are also made in "the House that GURD built."

There is variety enough here to suit any palate, each flavor being so distinctive that the drinkers declare nothing is wanting.

No. 3.—"These are the FOLK that drink the Ale that's made in the House that GURD built."

The rat was after "the malt that lay in the house that Jack built" because it was appetizing and palatable—he liked it so well that he even exposed himself to being caught eating it.

And so the temperance taste is everywhere asking for the "Ginger Ale" and other aerated beverages that are "made in the House that GURD built," and will take no substitute without a protest.

There is not only "ginger" in the Ale from "the House that GURD built," but there is "ginger" and snap in the trade of the dealer that handles the GURD products.

All "the FOLK that drink the Ale that's made in the House that GURD built" know that the name of "GURD" on the goods is an absolute guarantee of purity and excellence of quality in every detail.

Such beverages are bought and drunk with perfect confidence and satisfaction.



No. 2

Dealers have learned that the FOLK want the best, and it doesn't pay to offer them anything else. The best of FOLK like these harmless, wholesome beverages, and have learned how to have a merry party without the champagne (sham-pain) that ends with "real pain."

No. 4.—"These are the STORES that serve the Folk that drink the Ale that's made in the House that GURD built."

It was no reflection upon the worth of "the malt that lay in the house that Jack built," that the rat stole it and ate it on the sly.

If the rat didn't pay for the malt he ate, he surely got his own pay when pussy caught him at it.

So "Gurd's Ginger Ale" is good enough to be obtained in any old way, but it is better to buy it when it costs no more than an inferior article, and you need not apologize for drinking it privately or publicly.

"Gurd's Ginger Ale" is so good that it is an easy seller for the STORE that carries it and the numerous other non-alcoholic beverages made in "the House that GURD built."

The STORE can always "put on a good front" if it "serves the Folk that drink the Ale that's made in the House that GURD built."

The name "GURD" on the label is both the drinker's and the dealer's guaranty.

No. 5.—"This is 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 "dog that worried the cat that caught the rat that ate the malt that lay in the house that Jack built," but there isn't any worry for anybody that deals in or drinks

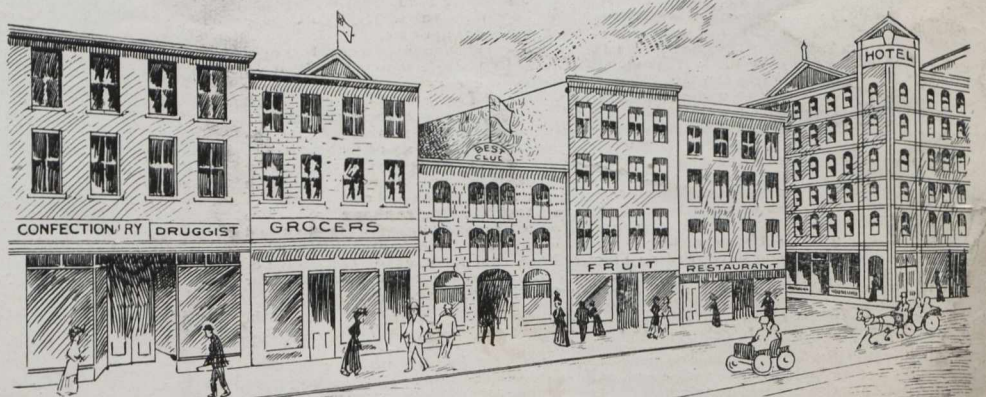


No. 3

"Gurd's Ginger Ale" and the other non-alcoholic beverages "that are made in the House that GURD built."

If there is any worry at all, it is when the dealer or his customer cannot get "Gurd's"—the beverage that they want—and are compelled to take inferior substitutes.

Nothing is too good for Canadians, in these times, who have become accustomed to the best. Why should a man, who lives in this world but once, be contented with anything that does not suit his tastes and desires?



No. 4