

The greatest selling force of all

AS every grocer knows by experience, the big sellers are always those lines with a reputation for quality. In vanilla extracts it is

Shirriff's True Vanilla

When this product has for thirty years held the confidence and approval of Canadian women, and is now going stronger than ever, why take chances on extracts that have not stood this test?

Shirriff's is 50 per cent. stronger than the Government standard demands, according to the Pure Food Act. It is the purest of the Mexican bean. Put this household favorite on your shelves. It's a money-maker.



Imperial Extract Co.
TORONTO

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Once Tried, Always Used

When people find out how easily they can clean water-closet bowls with **Sani-Flush**, they become regular users.

Sani-Flush



keeps the bowl snowy white and free from odor. No dipping of water or scouring is required.

Remind each customer whose home is equipped with plumbing to take a tin of **Sani-Flush** home and try it. After you once get it into the home, you will have a steady customer for **Sani-Flush**.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.