

Here's the New

TRADE MARK
W. G. & R.

Semi-Regatta Shirt

Has no laundered front—just a laundered bosom—that stops where ease and comfort should start. You men who like a stiff bosom shirt for winter—wouldn't you like it to be as free and easy as your summer negligee?

If you say yes to that—just ask your Furnisher to show you the W. G. & R. Semi-Regatta—

Made in
BERLIN, CANADA, by

TRADE MARK
W. G. & R.



You Parents

may make "MATCHES" for your children

But

You haven't found the Way to make a
MATCH like

"EDDY'S SILENTS"

NO NOISE
SMOKE
ODOR
SPLUTTER

THE ACME
OF PERFECTION