

----now get some more!

LAST WEEK we urged Toronto's music-lovers to keep their phonographs busy.

Many customers acted on our advice—bought some new Victor records—found a new interest in their phonographs.

To these customers we say: now get some more new records!

You need the good cheer, the happy recreation, the rich solace your phonograph affords. You'll need it this winter more than ever before.

Begin now to build up a library of new music that will give you entertainment whenever you desire.

There's courteous service awaiting you in this store—and a complete range of records to choose from. Individual attention—snug sound-proof demonstrating rooms. Call at any time.

Gerhard Heintzman
Limited



*Opposite
City Hall*

"The Finest Victor Service in the City"

WRIGLEY'S

Keep WRIGLEY'S in mind as the longest-lasting confection you can buy. Send it to the boys at the front.

War Time Economy in Sweetmeats—

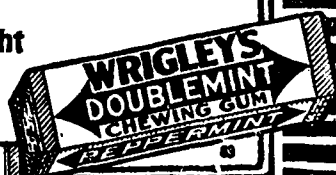
a 5-cent package of WRIGLEY'S will give you several days' enjoyment: it's an investment in benefit as well as pleasure, for it helps teeth, breath, appetite, digestion.

CHEW IT AFTER EVERY MEAL

The Flavour Lasts

Sealed tight—Kept right

MADE IN CANADA



Preventing Spanish Influenza Is Better than Curing It



Keep your nasal passages, throat, and lungs in a perfectly antiseptic condition by the use of the Branstion Violet Ray Ozone Generator. No germs can exist where this is used.

Use it in your home. Install it in your office and factory.

Keep your employees healthy and efficient.

Call or phone for a Free Demonstration.

Showing Model 29 in use. Several other models to choose from

Manufactured by

THE CHAS. A. BRANSTON CO.
355 Yonge Street, Toronto
Phones Main 1211 and 1212

FOR EVERY SERVICE

Air Tanks
Gas & Oil Tanks
Pressure Tanks
Storage Bins
ALL KINDS ALL SIZES

TANKS

Waterous
BRANTFORD, ONTARIO, CANADA