

HERMAN C. G. LUYTIES, PRESIDENT.

AN INTERNATIONAL ORGANIZATION CONTROLLED BY OVER 10,000 DENTISTS AND DRUGGISTS
CONDUCTED ON THE CO-OPERATIVE, PROFIT-SHARING PLAN

THE SANITOL CHEMICAL LABORATORY CO.

MAKERS OF ALL THE SANITOL TOOTH AND TOILET PREPARATIONS

CABLE ADDRESS: "SANITOL"
CABLE CODES: "WESTERN UNION"
"A. B. C." 5TH EDITION
"LIEBERS"

CANADIAN OFFICE AND LABORATORY:

665 KING STREET WEST

TORONTO.

Dec. 31st/08.

ARTIST: SALES MANAGER.

S. J. D. B. Fraser & Son,
Toronto, N. S.

Dear Sir:-

You will find enclosed herewith our revised mail order sheet and price list for Canada, which goes into effect January 1st, 1909.

We have realized for some time that the Canadian trade would prefer discounts allowed in cash rather than in free goods, etc. We have, therefore, increased our trade discounts to offset freight allowances and special free goods offers, which it has hitherto been our custom to grant.

You will now be in a position to know that there is but one price list and that whether our salesman calls for your order or not, you can purchase your goods by mail at the lowest possible price, which will show you a substantial profit.

You will no doubt be pleased to know that we are commencing in January an extensive advertising campaign which we are sure will assist you in increasing the sale of SANITOL goods in your neighborhood.

Assuring you of our appreciation of your interest in SANITOL and awaiting your orders which will have our best attention, we are,

Yours very truly,

THE SANITOL CHEMICAL LABORATORY CO.

Canadian Thermos Bottle Company, Ltd.



Factory & General Offices:
9 ST. NICHOLAS ST.

Montreal, Can.

TELEPHONE: 5762 MAIN.

CABLE: LIEBERS CODE.
"THERMOS"

January 11, 1909.

GOLD MEDAL

GERMAN ARMY, MARINE AND
COLONIAL EXHIBITION
BERLIN - 1907

GRAND PRIX

INTERNATIONAL EXHIBITION FOR
HUNTING AND FISHING
ANTWERP - 1907

GOLD MEDAL

EXHIBITION SPORT, PARIS - 1907

DIPLOMA OF HONOR

INTERNATIONAL EXHIBITION DU
PARC LATINIC
ANTWERP - 1907

INTERNATIONAL EXHIBITION FOR
HYGIENE, ART AND INDUSTRIES
MADRID - 1907

CANADIAN THERMOS BOTTLE CO. LTD. MONTREAL
CANADA

AMERICAN THERMOS BOTTLE CO. NEW YORK,
U. S. A.

THERMOS LIMITED, LONDON
ENGLAND, ENGLISH COLONIES, SO-AMERICA,
CENTRAL AMERICA, MEXICO, AUSTRALIA

THERMOS GESSELLSCHAFT, M.B.H., GERMANY
BERLIN AND ILMENAU

MARCEL MEYER, PARIS,
FRANCE AND COLONIES

SOCIETE ANONYME BELGE "THERMOS,"
ANTWERP,
BELGIUM, NETHERLANDS AND COLONIES

G. R. PAALLEN & CO., WIEN,
AUSTRIA

ITTNER & RAUSCH, BUDAPEST
HUNGARY

CHAFT "ELECTROSWJET,"
T. PETERSBURG,
ASIAN RUSSIA, FINLAND,
MANCHURIA

FABRIKS

J. D. B. Fraser & Son
Picton,
N.S.

Gentlemen:

Your sales on Thermos will be very much larger, if you make use of the suggestions printed on the enclosed circular.

We desire to help you in every way, to make a large success of the Thermos Bottle, and if you desire electros for local newspaper advertising, or an extra supply of advertising circulars to send to your good customers, it is only necessary for you to write us and we will co-operate with you in every way possible. We furnish "ad" matter free of cost.

Thermos is a new invention and needs a special talk and demonstration to every customer entering your store. There is a very large margin of profit for you on Thermos, which should in itself make you very desirous to do everything in your power to force its sale.

Approximately \$2,000. per month is being expended on magazine, newspaper and circular advertising for the Thermos Bottle, and you GET THE BENEFIT of this advertising, IF-you make a prominent display and a complete line.

yours,

CANADIAN THERMOS BOTTLE COMPANY, Ltd.

SALES MANAGER.

C.B.G.-F.D.

THE SANITOL CHEMICAL LABORATORY CO.

CANADIAN OFFICE AND LABORATORY:

665 KING STREET WEST

TORONTO, ONT.

Jan. 23rd, 1911.

Messrs J. D. B. Fraser & Sons,
Pictou,
N. S.

Dear Sirs,-

For the successful years business just closed we are indebted to the support of our customers that have helped to make it so, and we trust that 1911 will be a prosperous year for you.

Our aim will be to help make it more so, by improving where possible the QUALITY of the various SANITOL Products, additional advertising, and better selling methods that will give you larger sales and profits.

To insure this latter vital element to our united success, through the protection of the Retail selling price, we are adopting the "Retail Selling Contract", duplicate copies of which we enclose herewith, and as it is our intention to sell only those dealers who conform to this contract, we would ask you to sign and return one by first mail.

In addition to our National advertising which will continue in force in all leading magazines, especially those appealing to women, local advertising will be materially increased as shown on the enclosed proof sheet, and electros of which are supplied without charge on request.

We have also decided to continue this year our special free goods bonus of 2 dozen with 15 dozen assortments - terms 20% trade discount 5% cash 30 days.

Enclosed also is latest price list showing our present liberal terms, and we will be pleased to fill your order promptly upon receipt with contract duly signed.

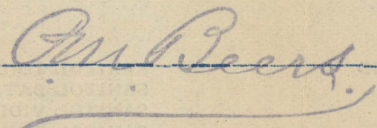
Assuring you of our appreciation of your continued interest and support.

Yours truly,

THE SANITOL CHEMICAL LABORATORY CO.

PMB/AG

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MANAGER.