



Just now in Europe the future destinies of nations are being tipped in the balance. It is the supreme test of merit and service—the survival of the fittest. And just now, right here in Canada, hundreds of grocers are reaping the benefit of the supreme test of merit COX'S INSTANT GELATINE has withstood for over a quarter of a century. And reaping it in the dollars and cents of increased and steady profits. Why not let the merit and reputation of

COX'S

INSTANT POWDERED GELATINE

earn easy profits for you? The wholesaler in your locality will gladly supply you.