

Tinkering With Jam Quality!

The dealer who tinkers with Jam quality by constantly getting in new and uncertain lines is making his business grow timid and uncertain for future conditions.

A progressive development demands staples of uniform, unvarying quality—goods that continue to hold and do not deviate from their original high qualities.

Customers get to know this class of products, they know what they get and can rely on the quality. For this reason they buy repeatedly and continually—THIS BUILDS UP THE GROCER'S BUSINESS.

UPTON'S Jams, Jellies and Marmalades

are highest quality, uniform in every particular. They are prepared from only the finest selected fresh fruits and pure sugar, ensuring a delightfully delicious table delicacy—the kind that gets popular and brings business wherever introduced.

Extensive consumer advertising helps the dealer in making the first sale—the uniform high quality makes the repeat sales.

Order from your wholesaler or write direct.



The T. Upton
Company, Ltd.
Hamilton, Ontario