

Makes Your Selling Easy



It is easy to say to the customer that an ordinary extract is "good — you better try it." But that is *not convincing*. It is far easier to state briefly the convincing facts about

Shirriff's True Vanilla

Just let them know that Shirriff's is 50% stronger than Government requirements, less is needed to give flavor; Shirriff's is made from the best vanilla bean the world produces, namely, the Mexican; the Shirriff process takes a whole year. Shirriff's has a quality reputation of more than thirty years to maintain. It is guaranteed.

You see it is easy to sell Shirriff's because the quality enables you to state convincing selling facts.

Why not order a case to-day?

Imperial Extract Co.
Toronto

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

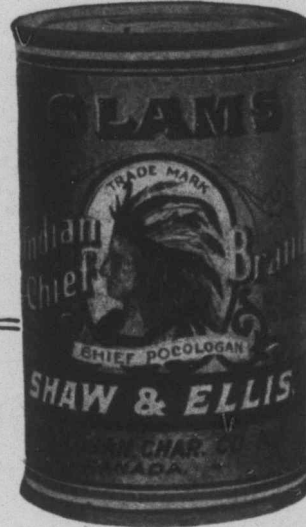
BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO



Every customer
will like
**Indian Chief
Brand Clams**

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS
POCOLOGAN, N.B.