



Does 70% Profit Interest You?

You have often had customers complain that they did not like that last Flour they got from you, because it did not take up into the usual light loaves. The chances are the Flour was all right and the Yeast was all wrong. Mind you! The Yeast may have been alright once, but allowed to get old through no fault of yours.

Every package of WHITE SWAN Yeast cakes is now plainly marked with an **EXPIRY DATE**, after which the Yeast should not be sold or used, as it has become too old. All Yeast deteriorates with age, and you know how careful a baker must be never to use old Yeast. This Expiry Date means that every time you sell a package of **WHITE SWAN** Yeast cakes you know whether it is good or not. It also means that the consumer can tell whether it is all right or all wrong.

That Expiry Date tells her exactly how long the Yeast is good for. Without the Expiry Date she might **THINK** it was fresh, because she may have just got it from you—but she doesn't know how long you had it, and you don't know how long the Jobber had it, and the Jobber doesn't know how long the manufacturer had it.

We are all in business for the money we can make, and you know how much good it has done your trade every time you have introduced a new line that pleased our customers by giving entire satisfaction—as **WHITE SWAN** Yeast cakes always do—a line that brings you in a Nett profit of 70%.

WHITE SWAN Yeast cakes are listed at \$1.20 per case of 3 dozen 5c. packages, with a special quantity discount to retailers, reducing the cost to less than **\$1.06 per case**. We do not ask you to buy a large quantity all at once. You can keep your money in the Bank—purchase from your Jobber as you need it—save up your due bills, which are contained in every case, and when you have 10 sign and send

to us, and we will see that you are supplied with 1 case absolutely free of charge. Save up 22, and we will redeem for 3 cases free. This means, Mr. Dealer, that every time you pay out \$1.00 for **WHITE SWAN** Yeast cakes you get in return an actual profit of 70 cents. Doesn't that make it worth your while to handle **WHITE SWAN**?

Also packed in small cartons containing 1 dozen 5c packages for trial orders at 45c. We will gladly mail a carton, all charges paid, to start you in on this co-operative plan.

We absolutely guarantee **WHITE SWAN** Yeast cakes, and in every case there is a warranty protecting you against stale goods, because we could not afford to have bad Yeast on the market, and you could not afford to hurt your trade by selling anything but absolutely fresh stock. Remember, we are not asking you to purchase a quantity—but we are giving you just the same price as though you purchased 25 cases outright.

This special bonus is absolutely irrespective of the regular discount to which Jobbers are entitled, and applies to goods whether purchased through the Jobber or direct. Every full-sized case of three dozen packages contains a due bill, and there are no strings attached to the proposition.

This **Expiry Date** is something new and you can understand that there is still in the market a certain quantity of perfectly good Yeast not bearing the date. It will only be a short time, however, before this will adjust itself.

Now, Mr. Business Man, we are supplying you with the best Yeast cakes on the market—we are looking after your interests as regards profits—we are protecting not only you, but your customers, against stale goods, and the possibility of failure in baking—believing that you will join with us, in pushing the sale of **WHITE SWAN** Yeast cakes.

You know us—you know our methods—you know that "WHITE SWAN" is your "SURETY OF PURITY." And our money-back guarantee permits you to return at any time any WHITE SWAN Goods that are not found entirely as represented, or which prove unsatisfactory in any way.

Order from your jobber or direct.

White Swan Spices & Cereals, Ltd.
TORONTO

