

Pure Cocoa
in
Glass Jars

THIS new jar gives you an added selling talk. It will build trade for you. It appeals to the thrifty housewife because the cocoa can always be kept in a sealed jar, and when empty the jar can be used for preserves, etc. Economical buyers will invariably buy this $\frac{1}{2}$ -lb. jar in place of the ordinary $\frac{1}{2}$ -lb. tin.

When you push Todhunter, Mitchell & Co.'s Pure Cocoa in glass jars you give your customers added satisfaction and *more* for *their* money.

The jar is good, but the cocoa inside the jar is better. It is absolutely pure and of the same standard of high quality demanded for all products sold by

**Todhunter, Mitchell
& Co.**

TORONTO

CANADA

*Will You Let Your Wife
Test Shirriff's True Vanilla
if We Send You a Bottle
Free?*

Send for your bottle to-day without obligation. Let her try it for flavoring cakes, puddings, sauces, ices — or anything with which she wishes to secure an unusually rich and pleasing flavor.

Shirriff's

**True
Vanilla**



**is 50% above
Government
Standard**

Consequently only a trifling amount is required to flavor a cake or pudding.

Surely these are points of vital concern to your customers? Surely these are points that will help you win customer satisfaction and large and continued sales? If you want to make sure Shirriff's is the best extract for your customers and your sales, just send for your free bottle and let your wife try this famous flavor on her next cooking. You could let it rest safely with her opinion, couldn't you? Write for your bottle to-day.

Imperial Extract Co.

[Steiner and Matilda Streets
Toronto