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The Profit-Sharing Season For You And Your Customers

Preserving time is profit-sharing time for you and your best customer—the housewife. Thrifty housewives are going to consider carefully the excessive cost of sugar before preserving this season.

And, it's a question whether the scarcity of sugar may mean that there will be very little to be had at any price.

Right now would be a splendid opportunity to pass along this helpful suggestion to Mrs. Housewife.

Recommend for preserving the use of Half sugar and Half

LILY WHITE CORN SYRUP

The "Lily White" way of preserving will immediately appeal to your customers from an economical angle, and assure their supply of Jams, Jellies, etc.

There is an actual saving for the housewife by preserving the "Lily White" way which she may not have realized. And you, besides earning the good-will your suggestion brings, net the results in a newer and greater source of sales and profits.

Compare the small margin of profit on sugar with the real money you make on sales of Lily White Corn Syrup — the National Sweetener for over half a century. Will your stock warrant offering this suggestion? This would be a good time to look it over. Our factory is being taxed to capacity and an early order to your jobber will assure your supply.

Canada Starch Co.
Limited
MONTREAL

Makers of Crown Brand Syrup, Benson's Corn Starch, Mazola, the wonderful oil for salads and cooking.



Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation.
Copy of report will be sent on request to anyone interested.