

CANADIAN GROCER



Wheat is to-day the most talked of cereal in the World

The war is popularizing wheat. Everybody is talking about the World's requirements and the part Canada will take in supplying them. Why is wheat so much in demand? You know the answer—because it's the most nourishing cereal in the world. So here and now is the time to push "FORCE."

Made by The H-O Company, Hamilton

"FORCE" contains all the nutrients of the very finest wheat—nothing left out—and rich barley malt is added in the cooking to make "FORCE" "tasty" and even more nourishing. Try these slender, crispy, golden wheat flakes yourself, Mr. Grocer—then you'll KNOW we're right.

Grown in Canada—Made in Canada



Cigars for Christmas

Tobacco Gifts Are Appreciated

Many a woman has had the gift problem solved for her in a box of Tuckett's Cigars, even in a pound of Tuckett's tobacco.

Live grocers give prominence to a small tobacco case during the Christmas season and find that it pays handsomely. It's often the start of a permanent paying tobacco department.

STOCK TUCKETT'S FOR
ABSOLUTE SATISFACTION.

TUCKETT LIMITED
HAMILTON, ONT.

