



Why You Should Sell This Line..

It is backed with the Bowes guarantee of quality.

The quality is always uniform.

It allows you a good margin of profit.

It is widely advertised to the cons

All these facts, combined, not only enable you to get behind the sale of Bowes' Peanut Butter with enthusiasm but they make sales easy for you; inspire the confidence of your customers in you and your lines of merchandise, and keep sales for Bowes' Peanut Butter continually coming your way.

Your jobber will be glad to supply you with this line.

Quality Stores Handle Quality Goods

THE prestige that lies behind **McCORMICK'S Quality** means thousands of dollars to the merchants of Canada. The consumer gauges the quality of the store by the variety of high-class, trade-marked goods it handles. The **McCORMICK** lines are advertised to the consumer as standard products. Therefore the progressive merchant who keeps in touch with the needs and tastes of his customers is never without

McCORMICK'S JERSEY CREAM SODAS

They are the highest quality biscuits. They have broken all records in Biscuit Popularity.



*Also makers of
Fancy Biscuits*

The McCormick Mfg. Company Limited, London, Can.

Branches: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, St. John, N.B., Port Arthur
Canada Food Board Licenses, 11-003 14-166.