

CANADIAN GROCER



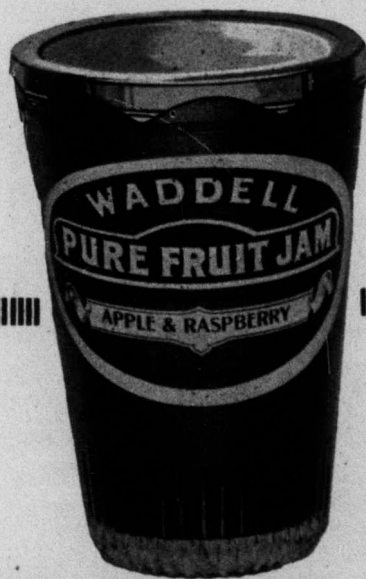
We Teach Your Customers How to Use Knox Gelatine

We publish recipes in our advertising that show women how to make most delicious desserts, puddings, salads, candies and other dishes by using *Knox Gelatine*. Your customers are reading these recipes. Be sure that when they come into your store they see *Knox Gelatine* on display, and the result will be more sales for you. We make them want *Knox Gelatine*; all you need do is let them know you have it.

It will pay you handsomely to increase your sales of *Knox Gelatine* because every package pays you a splendid profit, and it's a steady seller at all times.

CHARLES B. KNOX CO., Inc., JOHNSTOWN, N.Y.

Branch Factory: Montreal, Canada



*A Bigger Tumbler of
Better Jam at the
Usual Price—*

WADDELL'S PURE FRUIT JAM

There never was any question of the definite advantages of such a combination of qualities. Grocers all over the country have proven by actual results that such qualities will bring larger sales and increasing sales to any grocer.

People cannot resist Waddell's Pure Jam, its flavor, its goodness, its quality. Already it is taking the

lead among the better quality jams as a sure trade-builder and profit-producer.

This Fall make sure of extensive sales and worthwhile profits by featuring Waddell's Pure Jams and recommending them to your customers. Your own wholesaler has the new pack on hand. Get him to supply you to-day, or write direct to

The Waddell Preserving Co., Sarnia, Ont.