

THIS IS THE 1,316th ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, FEBRUARY 28, 1913

No. 9

Lawrason's Snowflake Ammonia spells Satisfaction, Reputation, Profit

Imitators will tell you that there's more money for you in their products than in the genuine and original article.

They'll even show you how the individual sale means a little extra profit, but—Stop and figure out the proposition for Yourself.

Consult your best interests! As a practical Grocer you can do this better than most of the specialists and "slick" Salesmen can do for you.

Get down to brass tacks —
You're out for success —
The sale you make to-day is not worth a continental unless it helps to create a sale to-morrow. It's worse than merely detrimental to your business if it kills future sales—breeds dissatisfaction—and turns customers away, and you know it.

Now, Mr. Grocer! When anybody tells you that a weak imitation is just as good as **Lawrason's Snowflake Ammonia**, what's your honest opinion? Even suppose the single sale shows more profit, what's your **candid business judgment**?

This—the fellow's trying to curtail your profits at the end of the year. That's all.

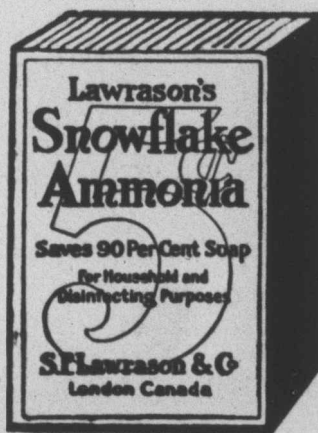
Here are the reasons—Lawrason's Snowflake Ammonia is the original—the result of **specific** process of manufacture.

A powdered Ammonia, "just as good," cannot be sold cheaper. There isn't a powdered counterfeit on the market that will do what **Lawrason's Snowflake Ammonia** is guaranteed to do. Besides—a multitude of Canadian women know exactly what Lawrason's Snowflake Ammonia will do. They tell their neighbors about it.

Show them how it does a score of things cleaner and better than anything else.

And even suppose our aggressive and persistent advertising meant nothing (we know it means much), the opinions of these women would sweep our business on to success.

It pays you best to handle a **well-known** and a **well advertised** article like **Lawrason's Snowflake Ammonia**.



S. F. Lawrason & Company, London, Canada