

A Story with a Moral

Theodore Hook, the humorist, once made a bet that he could stand on the busy end of London Bridge and could not give away a golden sovereign in exchange for a shilling.

He won the bet.

The people, to whom he made his offer, refused it, shook their heads knowingly and passed on.

We have been talking to you about our *new pure fruit jams* for some months now. Many of you have seen the point and to-day are recommending these goods to your customers as one of the arrows with which the dreadful high cost of living can be pierced.

But again—others of you have shook your heads knowingly—and passed on.

It is to these others we now address ourselves.

We ask you to investigate the quality and price of *Upton's pure fruit jams*. *Compare the value offered with any other jam on the market.*

If you do so, we are quite satisfied to leave the rest with you. We know you will not *again* pass on.

Enquire of Your Jobber or Write Us

The T. Upton Co., Limited

Factory at HAMILTON, Ont.

Sales Dept.: ST. CATHARINES, Ont.

