



Don't Pull Up Stream

THE tide of public opinion is now definitely turned towards "pure-food" products. And this is just one more reason in favor of grocers stocking and selling Shirriff's True Vanilla. For it has been made in Canada for years—gathering favor year by year among Canadian women.

Shirriff's True Vanilla

is pure. It is 50% stronger than the Government standard requires. Every bottle bears our Guarantee.

Grocers throughout Canada have found Shirriff's True Vanilla the one vanilla extract that will please the most exacting customers. And grocers have found it profitable, too, to row with the tide of popular favor in regard to their extracts.

Why not look up your stock now and send us an order for True Vanilla and any other flavors you need?

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

Advise Your Trade to Replenish the Vanishing "Home-made" Preserves with Sunkist Fruits



SUNKIST CANNED FRUITS REPRESENT THE CHOICEST PRODUCTS OF CALIFORNIA, THE "LAND OF SUNSHINE," PREPARED BY FACTORIES THAT HAVE MADE FRUIT CANNING AN ART.

THE DELIGHTFUL "ORCHARD" FLAVOR OF THESE FRUITS ARE FULLY RETAINED, AND LEAVE RECOLLECTIONS OF QUALITY THAT MERE PRICE CONSIDERATIONS CANNOT EFFACE.



SUNKIST CANNED GOODS ARE "SOLID" PACK. THE CAN IS FILLED WITH FRUIT, BEFORE THE RICH SYRUP IS ADDED.

WE HAVE THE EXCLUSIVE AGENCY FOR MANITOBA AND SASKATCHEWAN OF SUNKIST CALIFORNIA CANNED GOODS AND SUNKIST EVAPORATED AND DRIED FRUITS, PEACHES, APRICOTS, PRUNES, ETC. THE QUALITY MORE THAN COMPENSATES FOR ANY SLIGHT PRICE CONCESSIONS.

The Codville Company, Limited

Wholesale Grocers

Winnipeg, Brandon, Saskatoon and Moose Jaw