

*Will You Let Your Wife  
Test Shirriff's True Vanilla  
if We Send You a Bottle  
Free?*

Send for your bottle to-day without obligation. Let her try it for flavoring cakes, puddings, sauces, ices — or anything with which she wishes to secure an unusually rich and pleasing flavor.

# Shirriff's

## True Vanilla

is 50% above  
Government  
Standard



Consequently only a trifling amount is required to flavor a cake or pudding.

Surely these are points of vital concern to your customers? Surely these are points that will help you win customer satisfaction and large and continued sales? If you want to make sure Shirriff's is the best extract for your customers and your sales, just send for your free bottle and let your wife try this famous flavor on her next cooking. You could let it rest safely with her opinion, couldn't you? Write for your bottle to-day.

### Imperial Extract Co.

Steiner and Matilda Streets  
Toronto



## Go After Summer Fish Sales Now

Heavy foods are being cast aside, for the time. Light, nourishing, appetizing sea foods find a strong appeal in every home.

## Brunswick Brand Sea Foods

are being sought more and more because of their unquestioned quality and wholesomeness. Only the pick of the choicest fish are used for Brunswick Brand. Just a few hours after they are taken from the sea, they are prepared, packed and sealed, ready for your customers' table.

If you want bigger fish sales this summer; if you want heavy sales the year through, build them on the quality and wholesomeness of Brunswick Brand. Ask your wholesaler to supply you to-day.

**CONNORS BROS., LTD.**  
BLACK'S HARBOR, N. B.

