

SUPPORT THE VICTORY WAR LOAN

# CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, NOVEMBER 16th, 1917

No. 46



## Pure Gold Jellies

Are Delicious and Economical

A dandy line to play up now when inexpensive, nourishing foods are in greater demand than ever.

Pure Gold Jellies are made from Pure Fruit Flavors and possess that little touch of super-quality which satisfies the most critical.

Show Pure Gold Jellies prominently. They are worth pushing.

The memory of quality lingers when prices are forgotten.

**Pure Gold Manufacturing Co., Ltd.**

TORONTO and WINNIPEG  
CANADA

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.