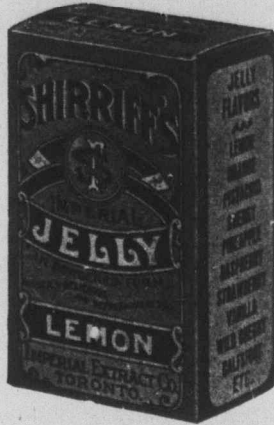


# Make Up Your Customer's Mind For Her



**W**OULD you rather your customers should make bread puddings, etc., for dessert, or use more jelly powders—the thing *you sell*. The way to have them use more of the thing *you sell* for delicious desserts is to push

## Shirriff's JELLY POWDERS

The beautiful, sparkling, delicious jellies they make suggest more. There is a full line of fine fruit flavors, including lemon, orange, raspberry, pineapple, strawberry and wild cherry.

Let us help you push jelly powders. We supply handsome window dressing material to make a sales-winning display.

Write us to-day for full particulars.

### Imperial Extract Company, Toronto

# PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,  
or the USE of LEAD in any manufactures other than

## MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

## BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

### BETTS & COMPANY, LIMITED

1 Wharf Road . . . . . LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON