

The quality of the fruit used, the high-grade cane sugar, the up-to-date manufacturing methods—these are the chief reasons why Furnivall's Fine Fruit Pure Jam gives satisfaction to the most fastidious taste.

You will find Furnivall's a strong seller, one worth concentrating on. Prove this by a trial supply. Send for it to-day.

FURNIVALL-NEW, Limited

Hamilton

Canada

Furnivall's
FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto.
Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co.
Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard.
Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd.
Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy.

FIRE NOTICE

WINNIPEG, FEBRUARY 20, 1917

To the Trade—

We regret to advise that a disastrous fire visited our premises Thursday night, Feb. 15, and gutted the building badly, the contents being mostly destroyed.

You will be glad to know, however, that WE WILL BE IN A POSITION TO DO BUSINESS AS USUAL BY FEBRUARY 23rd.

Fortunately we had several cars of **Christie's Biscuits** and **Robertson's Confectionery**, and other specialty lines in transit from Toronto and other points, so that we can take care of your orders almost immediately.

Mail us your requirements if you are needing any of our lines before our traveller makes his regular call.

We take this opportunity of thanking our many customers for their patronage in the past, and can assure you that it will be our aim to merit a continuance of same, by **FAIR DEALING, PROMPT SERVICE, and RELIABLE GOODS.**

Yours truly,

SCOTT-BATHGATE CO., LIMITED, WINNIPEG

Mr. Merchant

See that your clerks and department heads read this paper regularly, it will increase their efficiency. Watch closely advertisements for new selling arguments, it will help increase sales. There is always room for the man who knows.