



A Butcher is known by the sausage he sells

HOW much you sell, Mr. Butcher, depends on *what* you sell. Inferior products lose sales; one bad sausage sale means loss of trade and an uphill climb to regain confidence. Feature Davies Products—they're known and trusted. And this is a good time, now, when the mornings are cool, to display, prominently, on your provision counter Davies Pork Sausage. They're good all through.

DAVIES QUALITY PORK SAUSAGE

Are made from carefully selected pork cuttings—and made *right*.

Davies Pork Sausage taste mighty good these cool mornings. Serve piping hot for breakfast, and you'll say it's the best dish you ever sat down to.

Tell your trade about Davies Pork Sausage (and other products, too); they'll like them—and come back for more.

THE WILLIAM DAVIES COMPANY LIMITED

TORONTO -- MONTREAL

