

CONCORD NORWEGIAN SARDINES

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish, and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.



Are you handling
CONCORD? Order
from your wholesaler
TO-DAY.

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
Maritime Fish Corp'n., Limited. W. A. Simonds, St. John, N.B.
H. C. Janlon, Vancouver, B.C.

Have you tried

WETHEY'S ORANGE MARMALADE?

It is making
a hit.

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and
Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN
GROCER is the medium.

Rate Cards and full particulars on
request.

If any advertisement interests you, tear it out now and place with letters to be answered.