IN THIS ISSUE-WHY MERCHANTS FAIL IN BUSINESS.

## CANADIAN GROCER

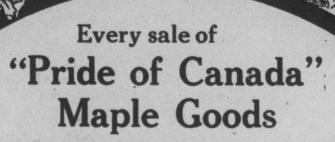
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is replete with profit and customer satisfaction

Search the market as you will, you cannot find Maple Goods as pure and dependable in every way as these so aptly named "Pride of Canada." Long before the Government even thought of setting up laws governing the manufacture of Maple Goods, "Pride of Canada" was up to the required standard, and the fact that no standard of ours has ever been found wanting is ample evidence of their unequalled purity and goodness.

## Every ounce of "Pride of Canada" Maple Goods is absolutely guaranteed

Pure maple sap, scientific manufacturing methods, scrupulous care—these are a few of the reasons why our products are the acknowledged favorities of quality lovers.

A trial supply will convince you that "Pride of Canada" is the best selling, customer-satisfying line you can sell, and repeat orders are assured.

It's the Standard of Quality.

Put in a goodly shipment now and be prepared for the coming demand,

## Maple Tree Producers Association

58 Wellington Street, Montreal

