

CANADIAN GROCER

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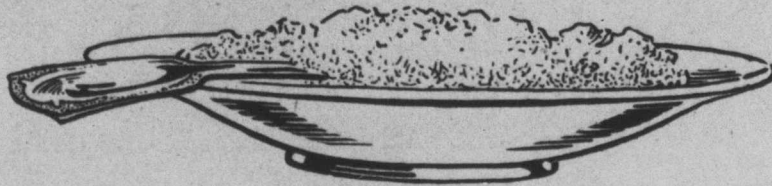
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RICE



IT may safely be said that Rice offers your customers more real food value for the money than any other product. The prohibitive prices of potatoes and the general high cost of foodstuffs have done much to enhance the popularity of Rice as a staple article of diet.

TAKE advantage of this by constantly featuring and suggesting Rice to every customer. Rice makes an ideal substitute for the expensive potato. Tell the housewife about it. Get her into the "Rice habit."

Stock up with "Mount Royal Mills" brands.

Mount Royal Milling & Mfg. Company

D. W. Ross, Agents, Montreal
