## CANADIAN GROCER

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Riteshape

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Holiday packages should be neat and attractive. So many fancy bulk foods for the holiday trade.

ServeVour Customers

The prettiest food package in the world is a ten pound **Riteshape**.

And the cost of the dish is so little.

Do you sell bulk jellies, preserves, jams?

The Riteshape dish carries such foods perfectly.

Pickles, olives, hot-house vegetables, saur kraut, cheese of all kinds, delicatessen goods all belong in the **Riteshape**.

The staples, meats of all kinds, butter, lard, sausage and similar goods should always go out in the right shape which always means in the **Riteshape**.

Are you just filling orders or are you really in business?

It depends on the way you handle your bulk food lines.

The **Riteshape** puts all bulk foods right up in the factory packed class, and gives you all the good-will that comes out of the sale.

Get it from all Canada jobbers, or

Victoria Paper & Twine Company Toronto Montreal

The Oval Wood Dish Company, Manufacturers, Delta, Ohio, U.S.A.