

FALL AND
WINTER



ADVERTISING
CAMPAIGN

1916

Don't Worry
about the
Price,
Worry
about the
Reason
for the Price.

SPECIALTIES

The Ones That Are Being Advertised

PANCAKE FLOUR (Self Rising)	per case of 2 dozen 2 lb. Packages	\$2.70
BISCUIT FLOUR (Self Rising)	per case of 2 dozen 2 lb. Packages.....	2.70
WHEAT FLAKES (Sterilized Breakfast Food)	per case of 2 dozen 15c packages	2.70
JELLY POWDERS (A Delicate, Dainty Dessert)	all flavors, per dozen90
SPICES (2½-oz. lithographed tins per dozen)	White Pepper, 95c .	.90
EXTRACTS	2½-oz. bottles, per dozen.....	2.25
COFFEE (A perfect blending of)	1 lb. lithographed tins per lb.36

Government Warranty on Every Package.

Your Profit
not less than
33 1/3%
on Cost
or
**25% Net on
Your Sale.**

For more than twenty years Grocers all over Canada have recognized WHITE SWAN as the standard of quality, and ever since the Dominion Government passed an Adulteration Act, WHITE SWAN Products have all been guaranteed and sealed with a GOVERNMENT WARRANTY, which protects the dealer against fraudulent adulteration and is the consumer's guarantee as to purity.

GUARANTEE

You are permitted to refund the purchase price of any White Swan goods that are not found entirely satisfactory.

CO-OPERATION NOT COERCION

ADVERTISING,
FREE WINDOW MATERIAL,
MONEY BACK GUARANTEE.

ADVERTISING is an ever-increasing factor in our scheme of merchandising and we never consider that our products are really "Sold" until they reach the ultimate consumer. The big thought, therefore, back of all of our advertising, is to sell the "Dealer" and then sell the "Consumer" through the Dealer—but without the co-operation of Grocers our advertising wouldn't be worth a cent.

Put in a "WHITE SWAN" Display and link up your store with our Advertising—it will make more sales for you and more profits for both of us.

WRITE FOR FREE WINDOW MATERIAL AND FURTHER INFORMATION.

SEND US YOUR ORDER TO-DAY.

White Swan Spices & Cereals, Limited
156 PEARL STREET, TORONTO Phone Adelaide 1690