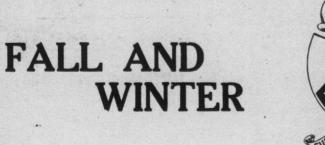
CANADIAN GROCER



ADVERTISING CAMPAIGN

1916

SPECIALTIES Your Profit Don't Worry The Ones That Are Being Advertised not less than about the PANCAKE FLOUR (Self Rising) 2 1b, Packages \$2.70 333% Price. BISCUIT FLOUR (Self Rising) 2 1b, Packages..... 2.70 WHEAT FLAKES (Sterilized) percase of 2 dozen 2.70 on Cost Worry JELLY POADERS (A Delicate.) all flavors, per .90 about the OF SPICES (2%-oz. lithographed tins per dozen)90 25% Net on Reason EXTRACTS 2%-oz. bottles, per dozen..... 2.25 Your Sale. for the Price. COFFEE (A perfect blending of) 1 lb. lithographed tins choice Mocha and Java) per lb. .36 Government Warranty on Every Package.

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