

CANADIAN GROCER

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste
Ready to Mix with the Flour
Delicious for Puddings
Excellent for Pie-crust
Unexcelled for Mince Meat
Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

- (1) It contains no skins, moisture, or impurities.
- (2) You should use one-third to one-half less in weight than you would of raw suet.
- (3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.
- (4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.
- (5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.
- (6) It makes the best flavored Pie Crust and Cakes.
- (7) It is the best and most economical fat for frying, as it can be used over and over again, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)
- (8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; no preservatives are used, and it is guaranteed absolutely pure.



For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd. Montreal
 Smith Brokerage Co., Ltd. St. John, N.B.
 J. W. Gorham & Co. Halifax, N.S.
 O. N. Mann Sydney, N.S.
 Mitchell & Whitehead Quebec
 The Lind Brokerage Co. Toronto

C. G. Walker & Co. Hamilton
 Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary,
 Saskatoon and Vancouver.
 A. W. Huband Ottawa
 C. E. Disher & Co. Vancouver, B.C.
 F. C. Nivin Victoria, B.C.

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England