

**Order Carnation To-day
for the Winter Months**



The Answer to the Milk Question
For the grocer as well as the consumer

Stock your shelves now with Carnation and Canada First and you will be in a position to take good care of your customers during the winter months. The car-heating service is discontinued on December 31st, so that you will do well to place your order to-day, and insure prompt delivery.

The Dominion Government Standard for unsweetened evaporated milks is 7.2 per cent butterfat content. Carnation Milk has a butterfat content of 7.8 per cent. This .6 per cent more butterfat than required means higher quality.

CARNATION MILK, "from Contented Cows," is being brought to the attention of your customers by constant, well-directed consumer advertising. Advertising backed by quality is creating demand—it is up to you to meet it by keeping Carnation on your shelves.

Any grocer who has sold Carnation Milk, will tell you that once you have introduced Carnation Milk into a customer's home, you will hold that customer's evaporated milk trade. By placing several cans of Carnation Milk in every home in your immediate neighborhood you will soon become the Carnation Milkman for your entire district.

CANADA FIRST holds a reputation with the consumer for quality—a quality which is backed up by official recognition from the Government. See Government Bulletin, No. 208, issued in 1910, and Government Bulletin, No. 305, issued in 1915.

In addition to increasing sales to your present customers, Canada First reputation will bring new customers to your doors. This popular brand of evaporated milk is used for every milk use in the home by thousands of housewives throughout the Dominion.

Your Job? Has These Brands or Can Get Them For You

For store advertising material and information write to our nearest representative listed below:

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| R. S. McIndoe. | Toronto, Ont. |
| H. D. Marshall. | Ottawa, Ont. |
| John Bickle & Greening. | Hamilton, Ont. |
| J. Harley Brown. | London, Ont. |
| J. Alex. Gordon & Co. | Montreal, Que. |
| Sherbrooke, Que. | |
| Halifax, N.S. | |
| St. John, N.B. | |
| D. Stewart Robertson & Sons. | |
| Tees & Perse, Ltd. | Kingston, Ont. |
| Oppenheimer Bros., Ltd. | |
| Dominion Brokerage Co. | Edmonton, Alta. |
| Caskany, Alta. | |
| Tees & Perse, Ltd. | Saskatoon, Sask. |
| Tees & Perse, Ltd. | Moose Jaw, Sask. |
| Tees & Perse, Ltd. | Regina, Sask. |
| Tees & Perse, Ltd. | Fort William, Ont. |
| Winnipeg, Man. | |
| Vancouver, B.C. | |

CARNATION MILK PRODUCTS CO., LTD.
AYLMER, ONTARIO