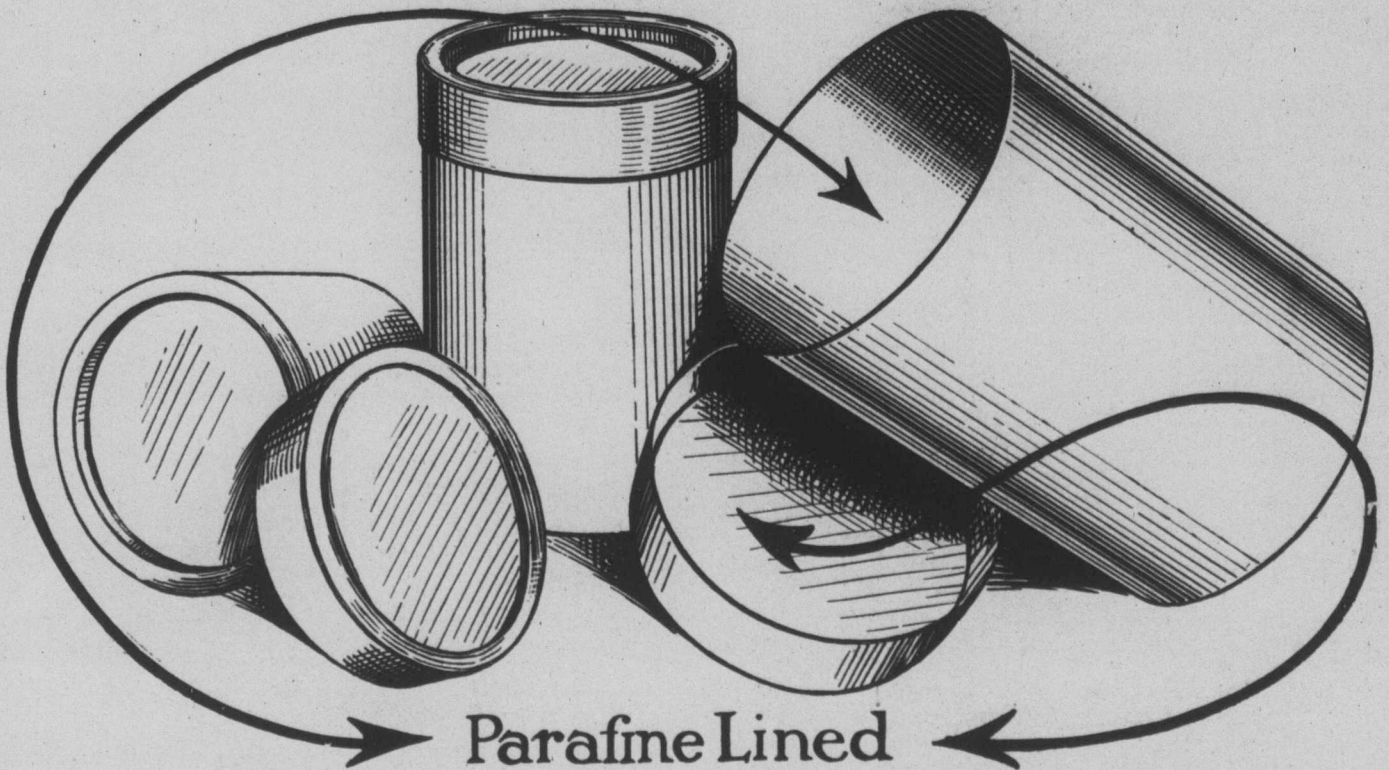


CANADIAN GROCER

ECONOMY *plus* EFFICIENCY



The eliminating of waste is not only good business but a necessity. In the light of increased costs and the narrowing of your margins, the importance of stopping your leaks is a compelling force that must be reckoned with.

The majority of paper pails hold over-measure. Almost invariably a pint paper pail is filled when the order is for a pint. If the housewife receives a pint pail not full, she does not take the trouble to measure it, but concludes that she is short measured, whether she regards the incident as wilful or the result of carelessness matters but little so far as the dealer is concerned. Your loss in waste from this source far exceeds your paper pail expense.

The Empire Container holds measure and no more. It is paraffined inside and out, will not spill its contents on the clothes of the customer carrying it, nor on other merchandise accompanying it when delivery is made.

The Empire Container will deliver any liquid. You can wrap it up like a can of salmon.

Each size is packed in cartons of 100. Prices F.O.B. Factory, Sombra, Ont., are as follows:

Half-Pints	- - -	\$17.00 per 1000
Pints	- - -	\$19.00 " "
Quarts	- - -	\$24.00 " "

CONNECTICUT OYSTER COMPANY, LIMITED

"Exclusive Selling Agents"

50 JARVIS STREET

TORONTO, CANADA